

Rural Revitalization Strategy and Sustainable Development of Tianjin's Characteristic Towns

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Abstract. Tianjin continues to promote the construction and development of characteristic towns in order to achieve rural modernization. By analyzing the development of characteristic towns in Tianjin, it is found that problems like the industrialization advantages of Tianjin's characteristic towns are not obvious, the marketization is insufficient, the cultural added value is not high, the socialization function still needs to be improved and the system is too rigid. These problems deviate from the essence of the important role of the characteristic town based on the rural revitalization strategy. This paper focuses on how to guide the healthy development of the characteristic towns in the process of promoting the rural revitalization strategy and the development of characteristic towns.

1. Overview

Since the "Rural Revitalization Strategy" was put forward, the vast areas of China have gradually developed a wave of building characteristic towns. But until now there is no clear definition for defining a small characteristic town. The views of the experts and scholars on these towns are not uniform. Some believe that the characteristic towns promote the development and transformation of the industry. Some believe that the development of the characteristic towns is blind. However, according to the statistics of the research institution Ke Errui, the total number of characteristic towns led by provincial-level characteristic towns and enterprises has reached about 2,000. If the number is currently under construction, the number can reach an astonishing more than 5,000. The construction of the fire has attracted the attention of all walks of life and has also attracted the attention of academic circles.

The introduction of characteristic towns is a new pole of economic growth. It can adapt to the current new normal of China's economy and is also an important means to achieve industrial transformation and upgrading. It is also a new path to promote urbanization. Under the background of rural revitalization strategy, the development trend of China's characteristic town construction is overall planning, green construction, industrial town, precise positioning, vertical extension, cross-border integration, intelligent manufacturing, strategic emerging, multi-party financing and innovation mode.[1] However, there are some serious assimilation in the development of some characteristic towns. The characteristics of each characteristic town are not clear, but they are simply imitated or copied, and cannot highlight the local characteristics. This not only hindered the overall development of the characteristic town, but also brought adverse effects to other towns. But some characteristic towns do play a leading role. For example, some characteristic towns can coordinate with the development strategy of large cities in the process of urbanization in China and realize the City-Industry Integration.[2] The essence of "City-Industry Integration" is that, in combination with the production needs of residents, the city's social functions, including urban infrastructure construction, cultural construction and ecological protection, form a complete functional system and form the basis for industrial development. The characteristic town is a new exploration mode of China's rural revitalization strategy, and it is a new strategic and new deployment to solve the problems of agriculture, rural areas and farmers. As an effective way to lead the rural revitalization and development, the characteristic towns can drive the development of the rural economy, drive the

villagers to a prosperous and prosperous life, and promote the construction of rural ecological civilization and realize the ecological livable life. The goal of realizing rural revitalization requires the comprehensive effect of a complete characteristic town. The characteristic town is a new growth point of rural development. At the same time, it is necessary to further optimize the urban and rural industrial structure and spatial structure, and drive the production, secondary production and tertiary production with the characteristics of the town. The integration and excavation of the local unique culture highlights the cultural characteristics that distinguish it from other characteristic towns, bridges the lead for urban returnees, provides a platform for entrepreneurship, enhances the cultural environment and living environment of the residents, plans as a whole and develops overall.[3] The characteristic town is in accordance with the development concept of innovation, coordination, green, openness and sharing, focusing on seven emerging industries such as information, economy, environmental protection, health, tourism, fashion, finance and high-end equipment, and serving as the innovation and entrepreneurship development platform for integrating industry, culture, tourism and community functions. As a rural characteristic industry, the characteristic town can be connected with the mature market of the city's existing industry,[4] and will become a key link to complete the industrial chain. The characteristic town not only has the functions of providing tourism services and related products, but also facilitates the integration of emerging industries through cross-border integration.[5]

Most scholars' research focuses on the theoretical level. The characteristic towns are emerging from Zhejiang Province. The case studies of the research are mostly concentrated in the characteristic towns of Jiangsu, Zhejiang and Shanghai. China has a vast area, the cultural differences between the north and the south are huge, and the economic and industrial structure is also very different. Therefore, this paper focuses on the construction of characteristic towns in Tianjin, analyzes the development and construction of characteristic towns in Tianjin, and hopes to provide suggestions for the construction of characteristic towns in Tianjin, and at the same time provide a realistic path for rural construction in China.

2. Status quo of Tianjin's characteristic town construction

In August 2016, the Ministry of Housing and Urban-Rural Development announced the first batch towns with Chinese characteristics. Cuihuangkou Town in Wuqing District and Zhongtang Town, Binhai New District of Tianjin were selected.[6] In the subsequent second batch of national-level towns, three more towns were selected.[7] In the second half of 2016, Tianjin successively released three important documents of characteristic towns, namely "Tianjin Special Town Planning and Construction Work Promotion Plan", "Tianjin Special Town Planning and Construction Guide" and "Tianjin Promotional Features Town Planning and Construction Work Mechanism". The Tianjin Municipal Government has proposed to create 10 strength towns and 20 city-level characteristic towns by 2020. The above 30 characteristic towns will meet the construction standards of garden towns. Each district will create 2~3 district-level characteristic town according to local conditions. [8]

In the "Tianjin special town planning and construction work promotion program" mentioned that by 2020, Tianjin will create 10 city-level strength towns, 20 city-level characteristic towns, in modern industry, folk culture, eco-tourism , commercial trade, independent innovation and other aspects competing to show the characteristics, build a strength town, characteristic town, garden town with attraction, good taste and character.[9]

In the construction of characteristic towns, Tianjin puts forward an "four in one" organic integration important functional platform of industrial, cultural, tourism and community management, and focus on the core advantageous industries and resources, extends the industrial chain, and establishes a comprehensive industrial chain coordination supporting system to improve the added value and output of industries, highlight the characteristics of the enlarged town.[10] Make the characteristics more special, the advantages bigger, the industry stronger, and that will be integrated into the construction of Tianjin's characteristic towns, so that the characteristic industries are chained together to promote the integration of the production city. The purpose is to develop a fast road of production, life and ecological integration.[11]

In terms of fiscal policy, starting from 2016, during the "13th Five-Year Plan" period, infrastructure support projects for each of the small towns will be given financial support funds of not more than 20 million yuan, and infrastructure construction for each characteristic town. The project grants financial subsidies of not more than 10 million yuan, of which 50% are financed by the municipal and district governments. For the characteristic towns that meet the acceptance criteria, the municipal finance will give a one-time reward fund of 5 million yuan. Development and construction of characteristic towns.[12]

Next, several cases will be used to illustrate the current situation of the development of Tianjin's characteristic towns.

Cuihuangkou Town, Wuqing District has a long history of carpet production. According to the county examination, during the reign of Emperor Guangxu in the Qing Dynasty, there began to be a large-scale production, gradually forming a well-known "hometown of carpets." Since the reform and opening up, the carpets in Cuihuangkou Town have not only been sold all over the country, but also have begun to go abroad and enter the markets of the United States, Australia, Japan and other countries, and have developed into a famous carpet production base in the country. After 2000, e-commerce began to rise. Cuihuangkou Town combined local traditional carpet production with e-commerce transformation, expanded sales channels, and seized opportunities in a short period of time, from traditional carpet production to electricity. The mode of combining production and sales of commercial channels. At the same time, through the development of e-commerce, to bring the development of industries such as animal flow, which has lengthened the industrial chain and increased the added value of products. The traditional carpet industry combined with the development of e-commerce to drive the formation of the industrial park, won the national affirmation, the Tianjin Jingjin E-commerce Industrial Park in Cuihuangkou Town became the first batch of e-commerce demonstration parks in Tianjin, and the characteristic town of Wuqing Cuihuangkou became A typical representative of the "Internet + town" integration development.[13]

Zhongtang Town belongs to the historical Dagang District and has a solid industrial base. On October 21, 2009, Dagang District was placed under Binhai New Area. Zhongtang Town belongs to Tianjin Binhai New Area. Its unique geographical location provides a better opportunity for its development. The town has so far had hundreds of large and small companies, and has more research on auto parts, becoming one of the largest auto parts research and development production bases in the country. In agriculture, due to its unique location and vast space, the town has developed Australian sheep and mutton breeding bases, and won the championship in North China in dairy farming. Zhongtang Town will rely on a good industrial base to successfully integrate the industry. This is its rapid development experience.

With a long history, Gegu Town is located in Jinnan District of Tianjin. The current town not only has well-preserved historical buildings, but also protects traditional culture. Among them, Gegu Baonian is the most representative feature in the Gegu flower festival, and is listed in the fourth batch of representative projects of national intangible cultural heritage.[14] Gegu Town is located in the lower reaches of the Haihe River. It relies on the development of Haihe River and is a representative of the typical Tianjin dock culture. The villagers in the town rely on the transport of goods and the transportation of goods at the dock to make a fortune, which explains why the folk customs of Gegu Town are carrying the culture of luck. Today, Gegu Town is not a simple water town, but a characteristic town with strong development potential. Gegu Town has developed hundreds of industrial enterprises with its own advantages and its own efforts, and formed an industrial park dominated by modern intelligent manufacturing technology.

Xiaying Town is located in Jixian County, and its location is at the northern end of Tianjin. It is one of the few mountain towns in Tianjin. It is called the back garden of Tianjin because of its beautiful scenery. Jiuding Mountain is the highest peak in Tianjin and is located in Xiaying Town. Xiaying Town is not only famous for its highest peak in Tianjin, but also because of its complete broad-leaved forest. The rich original natural scenery is conducive to the development of scenic spots in Xiaying Town. Xiaying Town vigorously develops characteristic tourist towns and focuses on promoting natural landscape tourism landscape. At present, Xiaying Town accepts millions of

tourists every year and the tourism income is 250 million yuan.[15] In the future planning, Xiaying Town attaches great importance to tourism resources, and will continue to work to protect scenic spots and historical sites and to keep green mountains and green hills, and implement the concept of “Green Water Mountain is Jinshan Yinshan” to promote the characteristic tourism industry of Xiaying Town. High level.

Dawang Ancient Town is located in the northwest of Wuqing District. Due to its location in the three provinces of Beijing, Tianjin and Hebei, it has developed rapidly due to its good geographical location and traffic conditions. The town has a large area of cultivation. Historically, Dawang Ancient Town relied entirely on the primary industry. Nowadays, thanks to the construction of characteristic towns, Dawang Ancient Town has vigorously cultivated aquaculture, seedlings and fruits and vegetables, and has developed numerous orchard and vegetable planting bases, and has gradually become a pillar industry. The development of the agricultural industry in the town, actively carried out experiments with various research associations, developed pollution-free products, and became a pollution-free breeding base in Tianjin. The Tianjin Municipal Government has repeatedly awarded Dawang Ancient Town Greening Advanced Unit and Plain Greening Advanced Unit. At present, the town relies on good traffic conditions to develop the secondary industry and establish a national-level technology park - Jingbin Industrial Park, which is a high-tech park. Dawang Ancient Town Planning will attract more enterprises to enter the park.

3. Analysis of the construction of characteristic towns in Tianjin

The development of Tianjin's characteristic towns has experienced a period of rapid development from the start to the present. As an important way of rural revitalization, the development of characteristic towns has encountered bottlenecks. How to realize the sustainable development of characteristic towns has become the focus of attention from all walks of life in Tianjin, and it is also a key issue in academic research. According to the current construction status and future planning of Tianjin, Tianjin still needs to increase the construction of special towns. Combining the experience of some successful towns to summarize the shortcomings of development, there are still many improvements.

(1) Industrial advantages are not obvious, and industrial competitiveness is not strong

Tianjin's characteristic towns have different types of industries; however, they are not attractive to high-end talents, attracting investment, weak social capital investment, weak independent innovation capability, insignificant industrial characteristics, and lack of nationally renowned brands. Especially in the characteristic towns far from the urban area, it is more obvious. If the industry is not upgraded and the innovation capability is strengthened, the next step of the construction of the characteristic town, the improvement of the industrial chain and the scale of the industry will be extremely difficult. For example, in the construction of characteristic towns in Zhongtang Town, there is no obvious industrial advantage. In the production chain, such as production, processing and sales in the supply chain, the focus is still on the production link, the product processing ability is poor, the brand added value is low, logistics, etc. There is no obvious upgrade in the distribution system, which affects the competitiveness of the industry.

(2) Insufficient marketization and heavy reliance on government support

The logic of the construction of many characteristic towns is still dominated by the government. In particular, the local government still controls everything with old thinking and is accustomed to controlling and leading various activities. Local governments through the construction of characteristic towns, speculation of high housing prices, the formation of serious land financial dependence, in this process due to the need for financing, often dominate the town construction, so it is often difficult to attract market capital participation, in the later investment Increasing the difficulties has aggravated the financial burden of local governments and caused a more serious fiscal deficit. In the process of development, some towns aim to improve the income of the villagers, emphasize the development of the economy, build a large number of industrial parks to promote the development of small towns with GDP growth, and lack long-term planning from the perspective of industrial strategic development, so the economic development is limited.

(3) Insufficient cultural atmosphere and serious homogenization

Some of the characteristic towns in the cultural and recreational eco-tourism tour do not rely on their own good cultural heritage. The integration of traditional culture and development of leisure tourism does not highlight the local cultural characteristics. Lack of original design, without the cultural characteristics of the town, did not achieve the "one town, one product" strategic goal, in the cultural service industry, lack of innovation, a large number of imitation elsewhere. In particular, the industrial production pattern of the characteristic towns is low-end. A large number of farm tourism, picking tour, lack of combination of the current hot "Big data", "Internet +", sharing economy and other technologies combined with the development of agricultural industry, making production products at the low end of the value chain, low added value, weak marketing methods It also increases the cost of all links in the industry chain. Secondly, among the many characteristic towns, there are few intelligent infrastructures, and the lack of refined agricultural industry production in the picking of agricultural tourism. There is no corresponding brand image design in the construction of characteristic towns, lack of talents, especially agricultural e-commerce platforms and e-commerce talents. Therefore, there is no formation of a marketing model that is different from the traditional ones, resulting in the phenomenon that the rural culture of the town lags behind and lacks cultural innovation.

(4) Socialization needs to be improved

The characteristic town is inseparable from the function of living theme. From the perspective of social service, it should include the production line service and life service of the town residents. Talent cultivation, technological innovation, financial services, etc., which are necessary for productive services, are indispensable; in life services, for example, basic humanities education, community residence, and medical pension insurance are included. The socialization function is the basis for the sustainable development of characteristic towns. Without the support of social functions, it will lose the ability of sustainable development. In the end, the town will lack vitality and go bankrupt. In combination with the above requirements, the matching of Tianjin's characteristic towns can't keep up, no matter in the production service or the life service, there is room for further improvement. A successful characteristic town, infrastructure and social public services are indispensable to improve the core functions of the town and promote urbanization.

(5) Development mechanism needs innovation

The characteristic towns have achieved initial success in Zhejiang, and they have been affirmed and summarized by the central government. They have been in full swing. During the construction process, there has been a phenomenon of mass development, and characteristic towns have been developed in batches. Lack of "characteristics", innovation in development mechanisms, and lack of scientific planning. Therefore, in order to build a successful characteristic town, it is necessary to further innovate the development mechanism. China has a vast territory. Zhejiang's economic development, humanistic environment, and industrial structure are very different from those of Tianjin. In the process of construction and management of small towns, local governments should combine the emerging problems of characteristic towns and adjust management mechanisms in time to adapt to the development needs of characteristic towns. Combined with the current development status of Tianjin's characteristic towns, there are still some problems.

First of all, the relevant management mechanism of Tianjin's characteristic towns in development is not suitable for the needs of market development. Industries supported by characteristic towns, such as agricultural picking and eco-tourism, need to integrate primary, secondary and tertiary industries according to the "Several Opinions of the State Council on Deepening the New Urbanization Construction".[16] Some characteristic towns are still covered in the traditional management style of the town. The three industries are managed in different sectors of the town in production, and there are obstacles in the administrative system, and industrial integration is difficult. Second, relevant government departments should improve the relevant security mechanisms for town construction. The policy guarantee mechanism for the construction of characteristic towns includes the public infrastructure construction mechanism, the land transfer mechanism, the introduction mechanism of talent funds, the taxation and subsidy mechanism of the agricultural industry in the

town.[17] If the sound mechanism is guaranteed, it will cause the development of the town to be slow, which is not conducive to the sustainable development of the characteristic town.

4. Suggestions for the construction of Tianjin's characteristic towns

(1) Guiding industrial integration

Strengthen the development of industrial characteristics, encourage the town to carry out the horizontal and vertical industry integration of the industry, and regard the quality of the town as the primary goal of construction. In the aspect of industrial integration, the characteristic towns should promote the development with the idea of a sound industrial chain. The industry should vertically integrate from the creative, the quantity, the carrier of the release, and the media to enhance the depth of integration. The characteristic towns with agriculture as the characteristics, strengthen the industrial town of agricultural characteristics, pre-production planning, production in production, post-production marketing should combine the secondary and the tertiary industries, strengthen the relationship, meet the scale, green and wisdom that form the requirements of modern agriculture. To form an efficient ecological agricultural production. Relevant departments of local governments guide small-scale farmers to carry out technological innovation and management innovation, establish branding, enhance product brand value, enhance the ability of sustained economic growth, and enhance industrial transformation to achieve industrial upgrading. Relying on local traditional advantages, we will accelerate the development of industrial integration; in the development of small towns, local governments should provide good services. In the development of small towns, we must pay attention to industrial guidance, pay attention to characteristic development, pay attention to the integration of agriculture and business, and combine local characteristics. Develop local characteristic economy; expand the scale of advantageous industries and vigorously develop local superior crops in small towns.

(2) Improve the function of the town and promote industrial upgrading

Dig the historical traditions of the characteristic towns and the existing culture, distinguish the functions and uses of the various characteristic towns, and promote the development of the industry according to the functions, so as to solve the problem. For example, Xiaying Town of Tianjin has many tourist resources, including the highest peak in Tianjin, the broad-leaved sub-forest area rarely seen in North China, the Great Wall of Huangyaguan, and the scenic spots of the Middle and Upper Proterozoic Geological Park. With so many tourism resources, the lower town should be committed to environmental protection and protect the ecology to make the tourism industry sustainable. For example, it is located in the Portuguese town of Chadian Street in Tianjin Binhai New Area, and has the reputation of “the hometown of rose fragrant grapes”.[18] The grapes in Chadian Garden have won the reputation of the whole country and the whole city for many times, and are loved by experts, scholars and growers. Therefore, it is clear that the Chadian Portuguese Garden is a grape-special town, and further promotes grape-related recreational activities, such as picking grapes, launching wine and farmhouse activities, and promoting the industrial upgrading of the tea garden.

(3) Further integrating local culture and highlighting local cultural characteristics

Each characteristic town has its own unique cultural charm, some quiet and some vivacious. The development of characteristic towns should focus on the combination of the original culture, continue to take the essence of the original culture, and go to its dregs, so that each characteristic town not only has local culture, but also its own unique style. Gegu Town, Jinnan District, Tianjin is one of the “Big Ancient Towns” in North China. Since the Ming Dynasty, waterway transportation and terminal cargo distribution have been developed. Due to the development of waterways, many villagers in Gegu Town have relied on waterways to make a fortune.[19] During the Ming Yongle years, the local villagers put the group of statues in the sedan chair, and then watched the lights along the street. They found that the villagers prayed for the statue and prayed for the safety of the mother. Therefore, since then, after several hundred years of development, Gegu Town has gradually followed the culture of Mazu prayer and named it Gegu Baonian.[20] The current prayer ceremony is more magnificent than before, and the scene is spectacular, forming the unique style of Gegu Town. Therefore, it is

necessary to combine the traditional cultural heritage unique to the characteristic towns and promote the construction of the town based on the characteristics of local culture.

(4) Improve socialization functions

The development of characteristic towns cannot be separated from the background of social development. The development of characteristic towns depends on the prosperity of society and is also the basic condition for industrial clustering. Improving the people's livelihood projects, such as opening public transportation in urban and rural areas, promoting fiber-optic into homes, accelerating information to benefit the people, and improving the public welfare projects of public services is a necessary step to improve the socialization function of the town. Improve the financial function of the characteristic town, introduce the commercial banking system, guide the upgrading of the characteristic industry, and provide necessary technical support and financial support. At the same time, the characteristic town industry value chain and the ecological chain innovation will be connected, thus creating more jobs to drive the employment of the population around the characteristic town, increasing the income of the town residents, and the basic consumption power of the residents can further counteract the social function. The perfect, virtuous cycle can promote the flourishing development of characteristic towns. Therefore, perfecting the social function of the characteristic town has practical significance for the development of the town.

(5) Further innovation to promote the development of the town

Innovation is the first driving force for development. In order to ensure the long-term prosperity and development of the characteristic towns, it is necessary to introduce various policies according to local conditions. Tianjin Huaming Manufacturing Town is a small town named after intelligentization. Therefore, to develop a small town, it is necessary to develop a smart manufacturing industry. First, introduce advanced intelligent manufacturing technology and experience, and then attract high-tech at the national or provincial level. The establishment of scientific research institutions and engineering centers has formed an industrial pattern of high-end manufacturing equipment, first-class information technology, intelligent Internet finance and auto parts production. Then strengthen the construction of the park, introduce the headquarters of the technology company into the park, and promote the park projects of various science park construction projects, development of intellectual property projects and financial service industrial parks. Talents are the first resource. Therefore, we have set up a service platform of "Taking talents with projects and attracting talents with projects", set up a sub-station for the introduction of talent research stations, and built an expert workstation for academicians to drive a group of scientific and technological talents and innovative entrepreneurial teams. Only innovation can drive the development of the town, and then drive the Tianjin town reaching out to the world.

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