

Research on Countermeasures to Advance the Construction of Characteristic Townships in Shenyang

Hou Wei

Shenyang Jianzhu University
Shenyang, Liaoning Province, China

Abstract—In order to improve the construction level of characteristic townships in Shenyang city, this paper analyzes the existing problems of characteristic township construction in Shenyang city from the aspects of government role, market operation, innovation consciousness, characteristic culture development, etc., and puts forward the premise that the existing problems should be under the premise of strengthening the macro guidance of the government. We will improve the construction level of Shenyang's characteristic townships based on the characteristics of the industry, clarify the government's function, and increase the introduction of talents.

Keywords—Shenyang City; Characteristic township construction; Macro guidance; Specific measures

I. INTRODUCTION

In order to implement the spirit of the Nineteenth National Congress of the CPC and promote the development of townships, the General Office of the National Development and Reform Commission issued < Notice on the Establishment of High-Quality Development Mechanisms for Characteristic Towns and Townships > on August 30, 2008, which clearly pointed out that "Characteristic towns and townships are the important combination of new urbanization and rural revitalization, and also an important platform for promoting high-quality economic development"[1]. Shenyang is the leading city in the revitalization of Northeast China. The construction of characteristic townships is an important breakthrough to realize the transformation of Shenyang's cities. Promoting the healthy development of characteristic townships is an important problem to be solved urgently in Shenyang.

II. THE PRESENT SITUATION OF CONSTRUCTING CHARACTERISTIC TOWNSHIPS IN SHENYANG

There are 143 townships in Shenyang, including 72 rural streets, 53 established towns, and 18 townships. At present, Faku Shijianfang Town(Aviation Tourism Town) has been approved as a state-level characteristic town, and 11 small towns such as Liaozhong District Cizyu Town, Xinmin Xinglongbao Town, and Xinmin City Former Dangbao Town have been approved to enter Liaoning Characteristic township cultivation list. In March 2018, Xinmin Xinglongbao Kangyang Brigade Town and Faku Da Gu Jiazi Characteristic Liquor Town were selected as the first batch of 20 characteristic townships in Liaoning province [2].

Combining the actual situation of Shenyang City, the Shenyang Municipal Government formulated the "Implementation Plan for the Construction of Characteristic Townships in Shenyang City (2017-2020)" in 2017. By 2020, the plan plans to strive to build seven types of special townships with distinctive industrial characteristics, complete infrastructure, strong cultural atmosphere, beautiful ecological environment, and flexible institutional mechanisms[3], to achieve overall development of urban and rural areas. Among them, there are 9 areas in the area including Weinan District, Yuhong District, Shenbei New District, Sujiatun District, Xinmin City, Faku County, Kangping County, and Shenyang Economic and Technological Development Zone.

III. PROBLEMS IN THE CONSTRUCTION OF CHARACTERISTIC TOWNSHIPS IN SHENYANG

A. Incorrect location of characteristic townships and insufficient superposition of functions

The core elements of the characteristic townships are industry as the carrier, supplemented by corresponding cultural travel and landscapes, promoting industrial upgrading and invigorating regional economic vitality [4] Therefore, the characteristic township must first have industrial characteristics. At present, the industrial development of the characteristic townships in Shenyang is ambiguous, its characteristics are not prominent, and the proportion of traditional industries is large. The proportion of employment in modern service industries and emerging service industries is low. Of the 11 townships that have been approved for inclusion in the provincial characteristic township cultivation list, most of them are mainly leisure tourism and historical and cultural, and there are few towns and villages with financial, information economy, and equipment manufacturing characteristics based on innovative factors.

At the same time, the characteristic townships should require the integration of the whole functions, not soft and scattered. In the process of establishing characteristic townships in Shenyang, some places still plan characteristic townships with traditional industrial agglomeration zones, industrial parks, tourist resorts and so on, because they do not take into account the integration of industry, tourism, culture and community functions properly, which leads to decentralization of projects and insufficient integration of multiple functions. The main manifestations are: insufficient integration of industrial and cultural functions, insufficient

integration of industrial and community functions, insufficient integration of industrial and tourism functions, etc.

B. The uncertainty of government's function orientation and the inefficiency it has in the market operation mechanism

The construction of characteristic townships should adhere to the basic principles of government guidance and market operation. In the process of operation, the enterprise is the main body of characteristic Township construction, the market is the platform of enterprise operation, and the government is the guide. Its main responsibility lies in planning, infrastructure supporting, project supervision, cultural connotation excavation and so on. But in the concrete construction, the government always drifts between "leading" and "leading". When enterprises have a strong desire to enter the township construction, the government usually plays its "guiding" role and lets enterprises operate according to market rules. When the investment willingness of enterprises is not strong and the effect of characteristic urban industry is uncertain in a short time, the government will often play a leading role in attracting enterprises to enter the township construction in the form of "government investment" or "investment invitation". Market operation mechanism is challenged, and management business is seriously affected by the government.

C. Insufficient awareness of innovation and inadequate utilization of resources

Innovation is the inexhaustible driving force of development. In the construction of characteristic townships, how to combine regional characteristics and stimulate innovative thinking is the driving force to promote the development of characteristic towns. On the basis of protecting and utilizing existing resources, the construction of characteristic townships in Shenyang should pay attention to innovation, carry out various service projects and special products around existing superior resources, and further explore the added value of resources. However, in the specific operation, the construction of villages and towns shows obvious lack of innovative consciousness. For example, in the utilization of resources of Wolong Lake in Kangping, the Plaza in front of the lake is only equipped with some simple recreational facilities, which does not really have innovative consciousness. As a result, tourists from all over the country who admire the name of the lake stop for a short time, lack of attraction, and it is difficult to form a "return visitor" effect.

D. Difficulty in gathering talents and scarcity of professionals

Characteristic townships focus on "special". Whether a small town can explore and enhance the characteristics of local industries depends on whether it can train and attract talents who are combined with the characteristics of local industries and adapt to them. The shortage of professional talents in characteristic township construction in Shenyang is mainly reflected in the following two aspects: first, the shortage of managerial talents. From the current situation of the construction of towns with Shenyang characteristics, there is a general shortage of managerial talents. In the investigation of Niuxintuo Town in Liaozhong District, known as Hanfu Apple Town, and Liangshan Town in Xinmin City, known as Watermelon Town, it was found that the main force in the construction of the townships was still the local farmers who

knew the planting industry, and there were few foreign managerial talents; the second was the lack of technical talents. The vitality of characteristic villages and towns lies in characteristic industries. In the construction of characteristic villages and towns in Yangzhou, there is a general shortage of technical talents. Ten houses in Faku County, ceramics in Faku County and Ciyutuo Township in Liaoning Central District are characteristic townships with modern manufacturing industry as the core. They need a large number of professional manufacturing talents. It is found in the survey that although it is relatively easy for these townships to gather talents, there are a large number of gaps in the absolute demand for high-end technical talents in enterprises. It is difficult for enterprises to attract and retain talents.

IV. MACROSCOPIC LEADERSHIP OF THE CONSTRUCTION OF SPECIAL TOWNS AND TOWNS IN SHENYANG

A. Setting up the Idea of Ecological Development

General Secretary Xi Jinping visited the three northeastern provinces again at the end of September 2018. In view of the superior natural resources and unique regional environment in Northeast China, General Secretary Xi Jinping pointed out that the most valuable resource and important advantage of economic development in Northeast China is good ecological environment. In the process of revitalizing Northeast China, we must give priority to the protection of ecological environment and adhere to green development. Shenyang is a leading city in the revitalization of Northeast China and a historic city with profound cultural heritage. In the process of developing characteristic townships, we must dig deep into the local historical and cultural relics, strengthen the protection of historical and cultural relics and sites in the process of making full use of historical and cultural relics, inherit intangible cultural heritage, and enhance the cultural soft power of characteristic townships.

B. Playing the Leading Role of Science and Technology

Science and technology are the primary productivity and the core driving force for the construction of characteristic towns. In the process of developing characteristic towns, we should pay attention to the leading and promoting role of high and new technology in the construction of characteristic towns, pay attention to the driving role of new economy, new industries and new models in the construction of Characteristic Towns in Shenyang, and highlight the leading and catalyzing role of scientific and technological innovation.

C. Closely Combining with Major National Policies

With the promotion of international policies such as "one belt and one road" and "Asian investment bank" and the continuous development of "mass innovation and entrepreneurship", Shenyang should seize the opportunities given by the times in the process of building characteristic townships, closely integrate with the major policies of the country, and integrate the policy orientation with the characteristics and advantages of the characteristic villages and towns, so as to make the characteristic township construction conform to the tide of the times.

V. SPECIFIC MEASURES ON THE CONSTRUCTION OF SHENYANG CHARACTERISTIC TOWNSHIPS

A. *Based on the Industrial Characteristics and Implementing Functional Overlay*

The core of characteristic villages and towns is to have distinctive characteristic industries. In the process of building characteristic industries, we should highlight the "special and strong", closely follow the trend of industrial upgrading, lock in the main direction of industry, and avoid one-sided and homogeneous competition. In the process of Building Characteristic Towns in Shenyang, we should cultivate the characteristics of characteristic towns according to the thinking of industrial chain. We can analyze the characteristics of industries in different regions, and eliminate the industries that are not competitive through market operation. On this basis, by introducing and retaining the multi-dimensional extension of related innovative industries, we can expand the upstream and downstream industrial chain, broaden the chain, incubate new industries, activate the transformation of traditional industries to characteristic industries, and promote the agglomeration of industrial factors.

At the same time, the characteristic townships are a multi-functional organic complex, so they also have certain cultural connotations, tourism functions and community characteristics. The types of Characteristic Townships in Shenyang include leisure tourism, history and culture, national characteristics, modern agriculture, beautiful and livable, modern manufacturing, trade and logistics, etc. According to the industrial division, the characteristic townships in Shenyang are mainly characteristic industrial towns based on the local characteristic products. For example, most of Niuxintuo Town (Hanfu Apple Town), Liangshan Town (Watermelon Town), Dagujiazi Town (Liquor Town) and Yemaotai Town (Donkey Breeding Town) are far away from the central city, and talent, capital and technology development are restricted. Attention must be paid to the effective superposition of functions.

B. *Defining the government's functional position and effectively exerting the role of the market operation mechanism*

The formation and function of characteristic townships cannot be separated from the guidance of relevant government policies, but it should be the product of marketization in essence [6]. Since the characteristic townships are the products of marketization, the main body of creation should be in the market. Born to the enterprise. Affected by capital chasing profits, enterprises that meet the characteristics of characteristic township industries will enter the characteristic townships and to promote regional economic development. Therefore, the entry and exit of enterprises should be effectively regulated by the market operation mechanism. The government should mainly play a role in the field of public administration, such as providing infrastructure services such as transportation, water, electricity, communications and sewage treatment for urban construction, supporting standards for tourist attractions and establishing a sound social security system, etc.

C. *Rational Planning of Spatial Distribution and Classified Guidance for the Construction of Characteristic Townships*

At present, there is a lack of innovative ideas and inadequate use of resources in the construction of characteristic villages and towns in Shenyang. The main reason lies in the lack of scientific and rational spatial layout and targeted guidance. In view of this, referring to the Implementation Plan (2017-2020), according to the different locations, scales, industrial types and resource endowment characteristics of Shenyang, the towns with characteristics of Shenyang are divided into modern agriculture type, leisure tourism type, regional culture type, historical classic industry type and other types, in an attempt to achieve local conditions, classification and guidance. For example, in the construction of modern agricultural characteristic towns, we should rely on the existing agricultural development resources and build characteristic towns around Guanghui and Huishan agricultural demonstration zones. In the construction process, we should rely on the development needs of the people in the central city area, take the market as the guide to produce green non-polluting food which is generally accepted by people, and form an industrial chain; in the construction of leisure tourism characteristic townships, we should closely link up. Focusing on the characteristic landscape of "mountains, rivers, lakes and fields" in Shenyang, efforts should be made to develop sunrise industries that can bring about changes in the fast-paced lifestyle of urban residents, such as sports, health preservation, entertainment and pension. In the construction of towns with regional cultural characteristics, we can rely on Liaota town, Xibo hometown town and Manqing Jiuyun town, which have been built, and distribute them. According to the distribution of cultural characteristics, we should build a suburban-suburban integration of cultural characteristics of small town travel system. At the same time, according to the unique national cultural characteristics of Shenyang, we should create "Liaojin culture, Manchu and Qing culture, folk culture" three major brands.

D. *Strengthening the Intensity of Introducing Talents and Reasonably Cultivating Characteristic Talents*

According to the types of talents needed for the construction of characteristic townships in Shenyang, there are two types of talents: managerial talents and professional and technical talents. We can start from the following aspects: First, to formulate a strategic plan for the development of talents in characteristic townships. According to the strategic planning of the characteristic townships of Shenyang City, the corresponding strategic plan for talents development is formulated. According to the development plans of different types of small towns, investigate the current situation of talent needs, plan the strategic layout of key industrial talents in the cities and towns, and formulate policies such as the directory of talents needs, the introduction of talents, and the cultivation of talents in specific industries. Second, we will establish a sound personnel policy support system. We will establish special township talent training funds and funding systems, and implement local talent training systems and new generation entrepreneurs. Third, we will improve the ecological chain for the growth of talents. In order to retain talents, we need to build

a perfect ecological chain of talents growth. We can improve the system and mechanism of talents development in characteristic towns and villages in Shenyang, set up the experimental area of talents management reform in characteristic townships, and optimize the public service platform of talents in characteristic townships; Improve the relevant training system and other aspects of the work to improve the characteristics of township personnel living services. Releasing the children of talents in special townships, such as admission, enrollment, medical care, old-age care, and amateur life, make them fit to live and work.

VI. CONCLUSION

The characteristic towns and villages are the bridges and ties between the structure and the large and medium-sized cities and the countryside. They play an important role in the upper and lower cities, which plays an important role in promoting the integration of urban and rural areas and coordinating urban and rural development. In view of the obvious government leadership, insufficient market operation, lack of innovation consciousness and lack of characteristic culture in the construction of characteristic townships in Shenyang, it is necessary to strengthen the government's macro guidance while promoting the construction of characteristic townships in Shenyang. It is the key to solve the problem by basing on the characteristics of industry, defining the government function, and increasing the introduction of talents.

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Hou Wei(1980 --), female, associate professor of Shenyang Jianzhu University, master's tutor, mainly studying the issues of agriculture, rural areas.

Communication Address: No. 9, Shenyang Jianzhu University, Weinan New District, Shenyang City, Liaoning Province.

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