

# Problems and Countermeasures in the Construction and Development of "Luodai" Characteristic Towns

Tong Wang<sup>a</sup> and Hao-Yuan-Yu Huang<sup>b</sup>

Chengdu University

<sup>a</sup>442098759@qq.com, <sup>b</sup>124175001@qq.com

**Keywords:** Luodai, Characteristic town, Construction problem, Development countermeasure.

**Abstract.** “Luodai” town is a key characteristic town in China and a gathering place for Hakka culture in western China. However, in recent years, Luodai Town has experienced problems of large or small in the process of construction and development, such as the lack of attraction in towns, the lack of core competitiveness of the cultural tourism industry, the shortcomings of infrastructure construction, and the low level of perception and utilization of Hakka culture; based on these problems and circumstances, the author puts forward his own suggestions and countermeasures on the development of Luodai Town in light of the reality and focus of Chengdu's development in recent years. I hope that Luodai will become a cultural town with "Hakka culture as a nuclear and multicultural integration" and become a window for Chengdu's foreign exchanges.

## 1. Introduction

Luodai Town is affiliated to Longquanyi District, Chengdu City, Sichuan Province. It is located in the eastern suburb of Chengdu. The town covers an area of 43 square kilometers and has 10 villages (communities) under its jurisdiction. The resident population is more than 35,000. Luodai Town is known as the “heavy town in eastern mountain” and has won the title of the first batch of key small towns in China, key protected towns in Chengdu, and national historical and cultural towns. It is the largest and only Hakka ancient town in western China. It is "the world's Luodai, the eternal Hakka" [1]. In the context of the strong support of the construction of characteristic towns by the state and provinces in recent years, the construction and development of Luodai Town has received more and more attention.

## 2. Overview of the Research

### 2.1. Research Background:

#### 2.1.1. The State, Provinces and Cities Vigorously Promote the Construction of Characteristic Towns.

In July 2016, the “Notice on Carrying out the Cultivation of Characteristic Towns” proposed that by 2020, about 1,000 unique and dynamic towns with distinctive characteristics will be cultivated; in 2018, Chengdu will successively promulgate “City of Chengdu (Street) Construction Project Implementation Plan”, “Chengdu Characteristic Towns and Evaluation Standards for Characteristic Small Towns” promoted the development of a new pattern of characteristic towns (blocks) in Chengdu that formed industrial clusters, functional complexes, city belt with villages, and highlight the energy levels.

#### 2.1.2. The Construction of Chengdu City Fully Reflects the New Requirements of the New Development Concept City.

Located on the east-west axis of Chengdu, Luodai Town combines the regional advantages of optimization of central and eastward. It is located in the gateway area of Longquanshan Urban Forest Park, Longquanshan Cultural and Creative Industry Belt and the world tourism destination gathering belt, which can strengthen Luodai Town. In the construction of “Five Centers and One Hub” in Chengdu, it will carry the important functions of the National Cultural and Creative Center

and the special functions of the National Center for Foreign Exchange.

### **2.1.3. Endogenous Demands of Luodai Town's Own Transformation and Development.**

In recent years, Luodai Town has gradually transformed into a deep cultural tour and creative experience tour to face the competitiveness brought by the ancient towns around Chengdu and the transformation of tourist travel style and consumption style.

## **2.2. Research Purposes and Significance**

The state and Sichuan Province have given strong support to the development of characteristic towns and have introduced many support policies and assistance measures. According to the resource endowment and present status of Luodai Town, considering the demands of the characteristic town industry “extraordinary and strong”, the function “collectively combines”, the form is “small and beautiful”, and the mechanism is “live and new”, combined with the difficulties and bottlenecks encountered by Luodai town in recent years, comprehensive new development conditions and new development needs, evaluate the conditions and opportunities for the development of characteristic towns in Luodai Town, and propose new countermeasures and suggestions for the future development of Luodai Town.

## **3. The Problem Analysis of the Development of the Town**

### **3.1. The Location Advantage is Unique, but It Lacks the Attractiveness of Urban Development.**

Luodai Town is only 18 kilometers away from Chengdu city center. It is the nearest town from the city center, close to Cheng-an-yu Expressway and Chengluo Avenue, with convenient transportation. However, compared with other characteristic towns in Chengdu, Luodai Town has a low economic growth rate. The average growth rate in the past five years is only 5.6%, which is lower than Anren Ancient Town (10.76%), Jiezi Ancient Town (41.11%) and Xinchang Ancient Town (13.86%). And the urbanization process of Luodai is stagnant, the urbanization rate is around 75%. The growth rate in the past five years is slow. The number of newly-increased permanent residents is less than 800 each year, and the attractiveness of the enthetic population is insufficient.

### **3.2. The Core Competitiveness of Cultural Tourism and Creative Industries is Insufficient.**

In the scenic area, the proportion of low-end shopping, dining and leisure entertainment reached 82%. The current situation is not balanced, and the homogenization of the traditional ancient towns is serious. There are fewer special projects that can participate in the experience. In 2013, the number of tourists in Luodai was 5.1 million, the number of ancient towns in Jiezi was 4.8 million, and that in Anren Town was 4.5 million. In 2017, there were 5.7 million tourists in Luodai Town, 6.2 million in Jiezi Ancient Town and 7 million in Anren Ancient Town. In the past five years, the number of tourists has been surpassed by the surrounding ancient towns, and the previous leading edge is threatened. At the same time, tourists travel mostly for half-day trips, with short stays and low per person consumption.

### **3.3. The Urban Public Service Infrastructure in the Town is Insufficient, the Service Level is Low, and the Building Style is Disorderly.**

The public facilities of the town are concentrated on the north side of the ancient street, and it is basically unable to cover the land and residents on the south side; the number of kindergartens (2) and the service radius cannot meet the demand status, the hospital covers a small area, the number (2) is small, and the medical facilities are backward that cannot meet the corresponding needs of residents. The core area of the ancient town and the surrounding buildings are mainly based on the traditional style of Poding House. However, the large-scale buildings linking Chengluo Avenue on the north side are mainly based on the modern style of Pingdingwu. The illegal construction is also prominent, which seriously affects overall beauty of the town.

### **3.4. The Level that Hakka Culture Perceived and Utilized is Low.**

As the first Hakka town in the west, Luodai Town is famous for its unique and rich Hakka culture. However, in reality, the cultural resources of the town are mainly based on the form of visit and use, that is tourists visit and take pictures. The deep, experiential and participatory use methods are obviously insufficient, resulting in low perception and utilization of Hakka culture.

### **3.5. The Layout of the Urban Transportation System is not Reasonable, and the Connectivity Needs to be Strengthened.**

The traffic roads in the ancient town are narrow, only two-way four-lane, and the motor vehicles and non-motor vehicles are mixed. The safety factor is low and there is no independent human space. It is not conducive to tourists' sightseeing. The streets in the town are poorly connected and needs to be strengthened. For example, Luodai Middle School serves the whole town, but direct traffic only depends on Bajiaojing Street.

## **4. The Countermeasures for Developing the Town**

### **4.1. Leverage Chengdu's "Eastward" Strategy to Comprehensively Improve the Development Level of Luodai.**

Luodai Town is adjacent to Longquan Mountain. The "Eastward" strategy implemented by Chengdu proposes to develop across Longquan Mountain. The spatial structure is from "two mountains clip one city" to "one mountain connect two wings". The regional pattern of Luodai is changed from urban fringe to the city center; relying on the Sino-German Industrial Park and the Sino-French Ecological Park to strengthen international exchanges and cooperation, build a Luodai ecological development demonstration zone and the core area of international cultural exchange, and enhance the comprehensive strength of Luodai and the attractiveness of the town.

### **4.2. Establish a Brand of Cultural and Creative Industries, Build a Demonstration Base of the Cultural and Creative Industry, and Enhance Its Competitiveness.**

With the area of Luodai Ancient Town, the north of Luodai Wetland and the south of Baosheng Village as the core, the cultural and creative Industrial Demonstration Zone will be established to promote the blog town and Chinese art library to become well-known cultural and creative brands; and rely on large-scale cultural projects and activities. It focus small and micro business with culture and creativeness, and forms a cultural and creative industry structure of "mass entrepreneurship and innovation". Create a global tourism demonstration zone to promote the transformation and upgrading of the cultural tourism industry. Taking Luodai Ancient Town as the core, the rural tourism and recreation area relying on Baosheng Village and the cultural and creative experience area relying on Luoshui Wetland will be constructed, and build the Longquanshan Forest Park Healthy-care Industrial base.

### **4.3. Practice the Concept of Park City and Realize the Organic Integration of People, Town, Environment and Industry.**

To create a development model of "characteristic town + forest park + scenic spot + industrial base" with Luodai characteristics, with Luodai Ancient Town as the core, connect the scenic spots through the urban greenway, and uniformly plan the building and living security facilities, to form a areas for the development of characteristic industries with sightseeing tours, special entertainment experiences, and complete supporting facilities for supporting [2].

### **4.4. Taking Hakka Culture as the Leading Factor, Promoting the Integration of Multiculturalism and Creating a New Business Card for Tianfu Hakka Culture.**

The Hakka culture of Luodai Town has a profound cultural heritage. In the historical and cultural accumulation, many material and non-material cultural carriers have been formed, including the Hakka architectural culture represented by "One Street, Seven Lanes, Five Pavilions and One

Garden”. Hakka’s sad jelly powder and the Jiudou Bowl is a typical food culture and a folk culture represented by Hakka folk songs and the Water Dragon Fire Dragon Festival. Based on this, it combines the essence of other cultures that tourists are welcoming, promotes cultural innovation through cultural integration, shapes Hakka cultural landmarks, and awakens Hakka cultural vitality.

#### **4.5. Create a Suitable Residential and Industrial Environment and Build a “Roaming” Transportation System. [3]**

Divide the industrial zone, residential zone, commercial zone, tourist zone and so on, to create a reasonable and effective functional division; [4] rely on the two landscape avenues formed by the old section of Chengluo-Yudai Street and the Fifth Ring Road-east of Xiling Road, combined with the mountainous sightseeing roads of Yudai Lake and Weiranhuahai, which will be repaired and reconstructed through pavement paving and reconstruction to create a slow-moving priority transportation system.

### **5. Summary**

Although Luodai Town has gradually been overtaken by other characteristic towns around Chengdu in recent years, and there have been some big or small problems, but with the implementation of the “Eastward” strategy in Chengdu and the government’s construction With the support and help of the characteristic towns, Luodai Town will take effective measures and countermeasures to overcome the existing problems in the future development, making the town's cultural and cultural industry a faster progress, and the Tianfu Hakka culture is more famous, the environment of the town is more beautiful.

### **6. References**

- [1] Xiaomin Chen, Bo Yuan, Hairong Zhang et al. The Regional Implantability of the Liberal Tourism Industry——Taking Luodai Town, Longquanyi District, Chengdu as an Example[J]. Journal of Chengdu Administrative College, 2019(01):91-96.
- [2] Wei Xu, Shibin Yao, Lingyan Zhang. The Status Quo and Effective Ways of Chengdu's Characteristic Towns [J]. Enterprise Reform and Management, 2018(18): 219-220.
- [3] Yifan Huang, Ningna Yan. Analysis of the Slow Traffic System Evaluation System of Characteristic Towns——Taking the Town of Helan Shandong Wine Country as an Example [J].Modern Horticulture, 2019(09): 23-28.
- [4] Yongzhen Wang. Research on the status quo and development of the construction of characteristic towns in western China [J]. China Famous City, 2018 (11): 26-32.