

# Research on the Construction Mode and Development Path of Characteristic Towns under the Strategy of Rural Revitalization

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**Keywords:** The strategy of rural revitalization, Characteristic town, Construction mode, Development path.

**Abstract.** Characteristic towns can gather innovative elements of rural economic development, promote the formation of new forms of agricultural industry, and construct new carriers for the realization of innovation-driven rural development under the strategy of rural revitalization. Based on different development factors, the industrial development of characteristic towns has different models. Based on the strategy of rural revitalization, this paper constructs the model of characteristic town and puts forward the development path. This paper first expounds the model of characteristic towns, then analyzes the construction status and existing problems of characteristic towns under the strategy of rural revitalization, then analyzes the construction mode selection of characteristic towns under the strategy of rural revitalization, and finally tries to explore the development path of characteristic towns under the strategy of rural revitalization.

## Introduction

A characteristic town is not a town in the administrative division unit, nor a district in the industrial park or scenic area, but an important functional platform located around the city and relatively independent from the urban area, with clear industrial function, cultural function, tourism function and community function. Characteristic towns are the space for innovation and entrepreneurship and the engine of new industries and new driving forces. Thirdly, what characteristic towns pursue is to improve the total factor productivity, improve the quality and efficiency of development, and the characteristic towns should follow the development path of integrating industry with city.

## Characteristic Town Model

### Characteristic Town Development Mode: Industry and Tourism Dual Core Drive

As for the development of characteristic towns, it generally includes seven parts:

(1) Characteristic industries drive local characteristic industries, which are generally emerging industries or traditional classic industries.

(2) Tourism engine, the key to attract foreign consumption, one or more core tourism and leisure projects, such as scenic spots, theme parks, characteristic blocks, hot spring health center, etc.

(3) Core industrial parks, including core functions such as industrial r&d, production and manufacturing, are the concentrated embodiment of urban characteristic industries.

(4) the leisure gathering area gathers all kinds of leisure activities, and its main function is to retain people and expand their consumption.

(5) Industrial extension ring, centering on characteristic industries and tourism industry, will form a series of industrial extension projects, which usually surround the central area and form radiation or group distribution.

(6) The key points to obtain the income from land development include the residence of original urban residents, the urbanization of farmers, the residence of industrial population and the residence of foreign tourists.

(7) community supporting network, serving residents' life and tourism industry's finance, medical care, education, commerce and other integrated public supporting facilities.

## **Characteristic Town Business Model**

The main participants of the characteristic town are enterprises, government guidance and services, responsible for the positioning, planning, infrastructure and approval services of the town, and on the basis of market operation, private enterprises are introduced to build the characteristic town. The main participants of characteristic towns constitute the following types of business models:

the primary development of land, only the primary development of land, direct profit; Carry out primary land development, colleagues through other models (such as subsidies, etc.), enjoy the appreciation of income structure.

secondary real estate development, including six real estate structure: one residence, shop type real estate, inn apartment type real estate, two residence real estate (weekend), three residence real estate (vacation), pension real estate. Form sales operation mode through sales recycling management.

industrial project development: first, the development of characteristic industries, including the introduction of science, education, culture and health and the development of industrial parks and incubation parks; Second, the development of tourism industry projects, including tourism attraction nuclear project (such as theme park), leisure consumption gathering project (such as leisure business street), night leisure gathering project (such as water show); Gain profits through the operation of the project.

industrial chain integration and development of two industrial chains: pan-tourism industrial chain and characteristic industrial chain; The two industrial chains support each other and build regional industrial exosphere, including finance, education, residential population, urbanization institutions and government policies.

Urban construction and development of urban services: public transport services, social services, etc. Urban management: urban intelligent management, government policies, etc. City facilities: Banks, schools, hospitals, etc.

## **Investment and Financing Mode**

(1) Mode 1: Bonds issuance, according to the current rules, can satisfy the distribution conditions of the project company in the interbank market and renew (can) paper, medium-term notes, bond financing, short-term financing bonds can be issued after dealers association registered project revenue bills, can also be approved by the national development and reform commission, the issuance of corporate bonds and project yield bonds, can also open or non-public corporate bonds on the stock market.

(2) Mode 2: Financial Leasing, also known as equipment Leasing and modern Leasing, refers to Leasing that substantially transfers all or most of the risks and rewards related to asset ownership. Financial leasing integrates finance, trade and service, and has unique financial functions. There are three main ways of financial leasing: direct financial leasing, which can greatly relieve the capital pressure during the construction period; Financial leasing of equipment can solve the financing problem of purchasing large equipment with high cost. Leaseback refers to the purchase and leaseback of facility assets with predictable and stable returns, which can revitalize the existing assets and improve the financial situation of the enterprise.

(3) Mode 3: fund, including industrial investment fund, government guiding fund, urban development fund and PPP fund.

(4) Mode 4: asset securitization. Asset securitization refers to the business activity of issuing asset-backed securities (ABS) on the basis of credit enhancement in a structured way supported by the repayment of the cash flow generated by a specific underlying asset or portfolio of assets.

(5) Mode 5: income trust. The income trust is similar to the financing mode of stock. The trust company accepts the entrustment of the client, issues trust plans to the society, raises trust funds, invests in specific projects uniformly, and forms the client's income with the operating income of the project, government subsidies and fees.

(6) Mode 6: PPP financing mode. From the perspective of alleviating local government debt, PPP

mode has strong financing characteristics. In characteristic in the process of small town development, the government the PPP cooperation agreement signed with the selected social capital, according to the proportions of contribution to form the SPV, and formulate the company's articles of association, the government specifies the implementing agencies awarded the SPV franchise, SPV is responsible for providing characteristic town construction operation integration services, features, after the completion of the town by the government to buy the integrated service handed over to the government, social capital exit.

### **The Construction of Characteristic Towns under the Strategy of Rural Revitalization and Its Existing Problems**

The positioning of characteristic towns is homogenized, lacking creativity, not fully exploring local characteristics, and the uniform rural culture is not obvious under the strategy of rural revitalization. Town style without rural natural features, cultural customs is not attractive, bearing capacity is poor. The linkage of rural industry is not enough to achieve sustainable development; without the combination of agricultural product development and cultural creativity, the natural and cultural resources in rural areas have not been fully utilized.

### **Selecting the Construction Mode of Characteristic Town under the Strategy of Rural Revitalization**

The characteristics of characteristic towns lie in characteristics, their charm also lies in characteristics, and their vitality also lies in characteristics under the strategy of rural revitalization. Therefore, keeping the freshness of the town's characteristics is the first principle to build a special town. The characteristic town construction mode can adhere to the characteristic principle and construct the whole region industry ecological chain development mode.

#### **To Maintain a Distinct Regional Identity**

Some places are rich in landscape resources. The construction of characteristic towns should reflect the regional characteristics of valley or water town, to maintain distinctive industrial characteristics. The rural land is fertile, with rich agricultural, forestry and fishery resources. The construction of a characteristic town integrates the industrial advantages of the location, and focuses on cultivating pillar industries, or agriculture, or forest, or fishing, to form its own characteristic industries.

#### **To Maintain a Distinct Ecological Character**

Dense ecological forest, developed ecological agriculture base, green industry system, ecological modern urban transportation system and low-carbon lifestyle determine the construction of characteristic towns. It must conform to the construction goal of modern ecological manor and keep its distinct ecological characteristics. For example, in environmental design, architectural design, resource utilization and protection, recycling economy, etc., the concept of ecology should be injected.

#### **To Keep Your Style Unique**

Small towns with different locations, different models and different functions, no matter in hardware facilities or software construction, should match their industrial characteristics. One town and one style should not repeat or converge to ensure the uniqueness of their characteristics.

### **The Development Path of Characteristic Towns under the Strategy of Rural Revitalization**

#### **To Clear Development Orientation**

The construction of characteristic towns should first carry out industry positioning, focus on characteristic industries, increase investment; characteristic towns must have four functions of

industry, culture, tourism and community gathering. The cultural tourism community function of the characteristic town must be extended and excavated from the industry. The cultural and tourism function of the characteristic town is excavated from the local characteristic industry. In the country under the strategy of rejuvenating the characteristics of small town development first need to clear the development orientation, with an emphasis on service for agriculture, rural areas and farmers, promoting rural, layout of a batch of modern agriculture, facilities agriculture, ecological agriculture and agriculture, agricultural products processing and other types of wisdom characteristic of small towns, to strengthen the ecological protection, developing ecological economy as the key point, the development of minority area, the humanities, the natural characteristics of tourism and leisure, agriculture, brigade and other kinds of characteristic of small towns.

### **To Identify Development Strategy**

In the development of characteristic towns under the rural revitalization strategy, core characteristic industries should be developed, with fragrant rice with distinctive industrial characteristics as the leading role, and efforts should be made to cultivate ecological and organic agriculture, promoting the overall planning of grain, economy and feeding, the combination of agriculture, forestry, animal husbandry and fishery, the integration of planting and breeding, and the integrated development of different products. With distinctive ecological characteristics as the carrier, make full use of natural reservoirs, forests, well water, into the new concept of leisure and health vacation; With the vitality of farming culture, folk culture and zen culture as the core, the town has a strong rural flavor and a harmonious development of agriculture, tourism and culture. Planning and design to maintain the "characteristic town" of the freshness and vitality of local culture. Establish the publicity and promotion platform for the characteristic town, collect funds from all sectors of society, and attract the talents needed by the development of the characteristic town.

### **To Focus on New Marketing**

The ultimate marketing is marketing without marketing. Under the strategy of rural revitalization, characteristic towns should attach great importance to the combination of modern Internet technology to develop Internet marketing, pay attention to customer experience, develop experience marketing, form precision marketing system, and achieve the ultimate goal of characteristic towns marketing.

### **Conclusion**

To sum up, the country revitalization of the town to strengthen innovation strategic characteristics, sticking to idea innovation as the leading, on the basis of industrial innovation, is gripper with elements of innovation, system innovation as guarantee, to the comprehensive innovation and development, and characteristic industry as the leading factor, promote the development of multiple formats fusion, shape characteristic town industry brand, improve the supply quality of the products, to promote organic combination characteristic town industry and rural society culture, and the characteristics of small town construction with local characteristics.

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