Research on the Construction Path of Coastal Tourism Characteristic Small Towns ——Take Wuchuan, Guangdong as an example

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ABSTRACT

Under the background of the implementation of new urbanization strategies and rural revitalization strategies in the new era, characteristic towns have become a new platform for practicing high-quality economic development. The construction of domestic characteristic towns is mostly based on cultural characteristic towns and forest characteristic towns. Mainly, there is little research on the construction and research of coastal tourism characteristic towns. This article will take the construction of characteristic small towns as an opportunity to explore the possibility and development path of Wuchuan, Guangdong Province to build a coastal tourism characteristic town through document analysis and field investigation.

Keywords: coastal tourism, characteristic town, Wuchuan

1. INTRODUCTION

Featured towns are a special product of China's urbanization development to a specific stage. It is a new exploration of the country to promote new urbanization and urban-rural coordinated development. It is an important promotion for advancing supply-side structural reforms and optimizing spatial resource allocation, productivity distribution, and industrial structure effect. Taking Wuchuan City in Zhanjiang, Guangdong Province as an example, this article analyzes Wuchuan's rich history and culture, coastal tourism resources, and the construction characteristics of coastal tourism industry clusters, and explores the problems to be solved and the development path of Wuchuan's construction of coastal tourism characteristic towns, in order to promote Wuchuan's industrial transformation and upgrading, enhance regional competitiveness and sustainable development capabilities, and build Guangdong's first coastal tourism characteristic town.

2. DEFINITION OF CHARACTERISTIC TOWNS AND THE STATUS QUO OF CHARACTERISTIC TOWNS IN GUANGDONG

2.1. Definition of characteristic town

A characteristic town can be defined as the development concept of innovation, coordination, greenness, openness, and sharing, adapting measures to local conditions, identifying industry positioning, scientific planning, tapping industrial characteristics, cultural heritage and ecological endowment, focusing on characteristic industries and emerging industries, and gathering development elements, built into a beautiful, harmonious and livable town.

2.2. Status quo of Guangdong characteristic town construction

In order to implement the "Several Opinions of the State Council on Further Promoting the Construction of New Urbanization" (Guo Fa [2016] No. 8), Guangdong Province has firmly established in accordance with the relevant requirements of the National Development and Reform Commission and other ministries and commissions on accelerating the construction of characteristic small (urban) towns. And implement the new development concepts of innovation, coordination, greenness, openness, and sharing, adhere to the principles of people-oriented, planning guidance, prominent features, and innovation-driven, vigorously promote global tourism, and promote regional economic and social coordinated development with the tourism industry in the region. The construction of characteristic towns in Guangdong plays an obvious role in optimizing industrial spatial organization and promoting supply-side structural reforms. It has a great contribution to local industrial transformation, functional diversification, and institutional innovation. It meets the mission requirements of supply-side structural reform and industrial transformation and upgrading. It has a great role in promoting new urbanization and realizing the integrated development of urban and rural areas.
3. FEASIBILITY ANALYSIS OF THE CONSTRUCTION OF ZHANJIANG WUCHUAN CHARACTERISTIC TOWN

3.1. Overview of the study area

Wuchuan is a beautiful city with riverside and sea. It is located in the southwestern part of Guangdong Province. It has a subtropical maritime monsoon climate, with a mild climate, no severe cold in winter, no scorching heat in summer, and sufficient sunshine. The natural environment is unique, with riverside and sea, with a long history and profound cultural accumulation. It is rich in tourism resources, has good natural and cultural conditions and a characteristic industrial foundation. Wuchuan is currently creating a sanitary city in Guangdong Province and a nominated city for civilized cities in Guangdong Province. It is a charming city of rivers and seas that is livable, industrial and touristic. In recent years, Wuchuan City has actively implemented the strategy of "industrial development, ecological construction, prosperous business travel, and cultural development", and its social and economic development has been rapid.

3.2. Resource endowment, distinctive tourism characteristics

3.2.1. Historical and cultural resources

Wuchuan has a long history, outstanding people, numerous cultural relics, a long history of culture and art, and abundant human resources. There are the famous Wuchuan eight scenic spots; the Neolithic Wushanling shell mound site, the Maoshan Academy of the Jin Dynasty, the ancient ship ruins of the Tang Dynasty, the Meiluzu Temple of the Song Dynasty, the Wuchuan Academy of the Ming Dynasty, the former residence of Lin Zhaotang, the Qing Dynasty champion, and the famous general Zhang Yan of the Republic of China Former residence and so on. There are the ruins of Wuchuan County, the Twin Peaks Pagoda, and the East Fortress of Xiangmenzhai in the Ming Dynasty. In addition, Wuchuan’s traditional folk art also has a long history. The most prominent representatives are the "Nǐ sù, piāo sē, huǒ qiǎo" known as the "Three Wonders of Wuchuan" [1]. Wuchuan's unique historical heritage has created a famous brand of Wuchuan economic and trade tourism activities.

3.2.2. Coastal tourism resources

The Wuchuan coast has obvious advantages. The river and the sea meet, the coastline is 88.9 kilometers long, the coastal protection forest belt is complete, and the bays are numerous. There are both reef landforms and endless sea sand. The seawater is pollution-free and clear. The beach has both blue sea and silver sand and reefs. The annual average temperature is 22.9℃, which is the most comfortable gold temperature for the human body. The beach contains 5205 negative ions/cm³, which is a natural oxygen bar.

Wuchuan has successively launched many tourism programs full of modern tourism industry planning, such as "style town", "resort town", "animal kingdom", "sea silk road park" and other projects are in the process of attracting investment and construction[2]. The development trend of Wuchuan tourism industry is relatively good. The coastal tourism industry is developing in a concentrated manner, and the local natural coastal resources have distinctive characteristics, providing superior basic conditions for the construction of characteristic towns.

3.3. Strong economic foundation and broad development prospects

3.3.1. Strategic location and convenient transportation

Wuchuan City is located in the center of the two prefecture-level cities of Maozhan and Zhanjiang. It has the geographical advantage of eastward advancement. It is the center of the diffusion and transfer of industries, capital flows, and information flows in western Guangdong, and a hub for logistics and people flows from the Southwest to ASEAN. The zone plays a role of "connecting the east and inspiring the west" in the regional cooperation and development of western Guangdong.

Wuchuan City is the east gate of Zhanjiang, the bridgehead of the Guangdong-Hong Kong-Macao Greater Bay Area and an important coastal city in the coastal economic belt of Zhanmaoyang. At present, the airport and high-speed rail The three-dimensional traffic pattern such as highways, highways, etc. has basically taken shape, and the status of the transportation hub of western Guangdong has become increasingly apparent. The city has initially established a modern transportation network extending in all directions, integrated into the economic circle centered on Zhanjiang, and solved the problem of tourist sources in Wuchuan Tourism Industry Cluster.

3.3.2. Concentration of characteristic industries and strong strength

In terms of traditional industries, the leading industry in Wuchuan's economic development has matured. In recent years, Wuchuan has focused on building an industrial development pattern of "one park, two districts, three bases, and four plates". The Wuchuan Huayu Industrial Transfer Industrial Park, the provincial coastal tourism gathering area and the airport economic zone, down industry base,
footwear industry base and food. The industrial base is the main industry carrier, and four major industrial sectors will be explored and developed: the leisure and cultural sector, the commercial and financial sector, the circular economy sector and the emerging industry sector.

As a strategic emerging industry in Wuchuan City, Wuchuan has initially built a coastal tourism concentration area, and multiple tourism plans have been put into construction. Wuchuan Binhai Tourism Resort will be an international resort integrating tourism, vacation, entertainment, leisure, culture, education, shopping, food, health and wellness. It will provide a world of joy and health experience for tourists from all over the world.

4. PROBLEMS TO BE SOLVED IN THE CONSTRUCTION OF WUCHUAN CHARACTERISTIC TOWN

The construction of characteristic small towns should have a distinctive industrial form, a distinctive traditional culture, convenient and complete facilities and services, a harmonious and livable beautiful environment, and a vibrant system and mechanism. At present, in order to build characteristic small towns in Wuchuan City, it must first meet the basic requirements of these five aspects. After field investigation, Wuchuan needs to solve the following problems in order to develop characteristic small towns.

4.1. Insufficient development of industry integration and lack of distinctive tourism characteristics

The leading industries and leading enterprises in Wuchuan are not strong enough in driving capacity, and their brand influence is not strong enough. Each industry is in a state of “spattered, small, and chaotic”. The industries are not mutually supportive, and the correlation is not strong. The construction and production costs are high. Problems such as shorter chains are common.

At present, the trend of agglomeration of coastal tourism companies in Wuchuan is obvious, however there is a lack of communication and cooperation between companies and no clear division of labor, which makes tourism companies The overall development is weak. The integrated development of the coastal tourism industry and other industries, and the lack of integrated development within the coastal tourism industry have led to the scattered and disorderly development of tourism in Wuchuan City, making it difficult for the government to manage and supervise.

At present, with the exception of Hainan Island, there are few coastal tourist clusters in the country for tropical coastal tourism. Wuchuan’s coastal tourism resources have their own unique features, but they have not been combined with rich traditional cultural tourism resources to achieve linkage development. The degree of integration of industrial and cultural functions is low. In addition, the local traditional culture and coastal tourism resources are insufficiently exploited and coastal tourism culture. Many problems are common, such as the lack of distinctive characteristics and the need to improve brand awareness.

4.2. The supporting infrastructure is lagging behind and the reception service level is poor

Food and lodging during travel is the primary issue considered by consumers. After on-site inspections, it was discovered that there are currently incomplete tourist infrastructure and public service facilities in Wuchuan. Compared with Wuchuan urban area, the public service level of Qinba Town in Wuchuan Binhai Tourism Concentration Area in Zhanjiang still has a big gap in its road traffic, sewage and garbage treatment and other municipal facilities, hotels, catering and other tourism supporting services. Public service development Relatively lagging behind.

Most of the local people engaged in tourism are local residents, with low cultural literacy and service level, lack of professional training and skills, and not strong enough in tourist reception ability. It is difficult to provide high-quality business services, which affects the experience of tourists visiting the local area, and is not conducive to the long-term development of tourism.

4.3. The tourism mechanism lacks vitality, innovation and motivation

At present, there are few cases in the construction of small towns related to coastal tourism in China, lack of rich experience reference, constraints of the old development mechanism, insufficient financial resources, lack of innovative talents, and government investment in public services in characteristic agglomeration areas still dominates. As a result, Wuchuan lacks the power and vitality for the development of the coastal tourism characteristic town.

5. EXPLORATION OF THE CONSTRUCTION PATH OF WUCHUAN CHARACTERISTIC TOWN

5.1. Strengthen planning and broaden integration functions

In the theoretical preparation stage of characteristic town construction, strategic planning should be done with the thinking of extending the industrial chain, clarifying the advantages and opportunities of industrial development, exploring the deep-seated connotation of regional industries, and integrating the industrial chain[3]. In order
to avoid "one thousand towns", Wu Chuan To build small towns with coastal tourism characteristics, sufficient planning is required. For small towns that conduct research, judgment, planning, and planning in the early stage, they should adapt measures to local conditions and fully tap the local characteristics of resource advantages.

Giving play to the superimposed effects of industry, culture and tourism functions, promoting integrated development, and strengthening characteristic development are important principles for characteristic town planning[4]. Such as exploring the cooperation between the coastal tourism industry, the down industry and the food production industry, and creating new models such as "down + tourism" and "food souvenir + tourism". In addition, it is necessary to lower the access conditions for characteristic town enterprises, establish a long-term mechanism for the participation of township and village enterprises, allow the majority of township and village enterprises to participate in the development of characteristic towns, and realize the exchange and interaction of urban and rural development elements through the integration of urban and rural industries[5].

The local government should strengthen the special planning and construction of the integrated development of Wuchuan culture and characteristic industries and the tourism industry, incorporate coastal tourism facilities and brand projects into the local economic development plan, and revitalize the resources of Wuchuan folk culture and tourism industry based on the integration foundation and development trend. Integrate cultural products into the tourism industry based on the integration foundation and revitalize the resources of Wuchuan folk culture and tourism industry based on the integration foundation and development trend. Integrate cultural products into the tourism industry based on the integration foundation and development trend.

5.2. Improve infrastructure and provide policy support

A perfect infrastructure and a beautiful livable environment are not only the basic conditions for the industrial clustering of characteristic towns, but also an important carrier for characteristic towns to attract population. The local government should appropriately increase the transfer payment to support it, and favor the development of Wuchuan coastal tourism characteristic industry and infrastructure construction projects to accelerate the construction of infrastructure and public services. Therefore, it is necessary to encourage innovation in the supply of public services, promote social organizations to actively participate in public services and social management and other public affairs, so as to construct a social governance system in which the government and social organizations cooperate and govern. Carry out the reform of public service mechanism, introduce market mechanism, and let some enterprises participate in the planning and construction of characteristic towns through investment promotion. Strengthen the infrastructure construction of the town’s roads, post, water supply, power supply, sewage and garbage disposal; improve public services such as health centers, nursing homes, commercial service places, cultural and technological activity centers, schools, kindergartens, leisure and entertainment, and build modern, scientific and ecological production and living facilities create good basic conditions for the construction of characteristic towns.

5.3. Encourage the participation of multiple entities and coordinate the development mechanism

The development of characteristic towns requires the complementary advantages of various organizations, and an interactive relationship of common governance should be formed in the later development[6]. The construction government of characteristic towns must adhere to appropriate guidance and give certain preferential policies to characteristic towns in policy formulation. We will give it to the market and set up a special town construction committee to guide the planning and construction of characteristic towns, simplify various administrative approval procedures and systems, and make it efficient and convenient.

In the construction of characteristic towns, we must adhere to the enterprise-led and market-oriented operation model, and always insist on using market forces to build characteristic towns[7]. Encourage various forms of capital to enter characteristic towns, ensure the vitality of the town’s development, give enterprises more autonomy, avoid excessive administrative intervention, and make full use of the enterprise’s advantages in capital and talents to create characteristics, Economic and ecological characteristic town.

6. CONCLUSION

Looking to the future, Zhanjiang Wuchuan will focus on high-quality development, realize the organic integration of the trinity of industry, culture, and tourism in the small town area, and establish a dynamic mechanism of "market leadership, government support, and multiple participation". At the same time, pay attention to ecological protection, adjust measures to local conditions and classify guidelines, further improve planning guidelines and control systems, classify and formulate construction standards based on development types, industrial characteristics, cultural characteristics, and resource properties, provide technical guidelines, guide resource allocation, and promote characteristic small The town develops with high quality, and builds the first coastal tourist town in western Guangdong that is suitable for living, working and traveling.
REFERENCES


