

# Research on the Construction Path of Shaanxi Characteristic Town under the Background of Rural Revitalization Strategy

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**Abstract.** The characteristic towns have become a social hot spot since the government proposed to build 1000 special towns within three years in 2016. Xi Jinping, General Secretary put forward the new development concept of rural revitalization strategy in 19th CPC National Congress report. How can the characteristic towns in Shaanxi be more distinctive under the background of rural revitalization strategy? Shaanxi ushered in a lot of new development momentum in the context of rural revitalization strategy, this paper believes that Shaanxi needs to combine the development opportunities of rural revitalization, combined with the humanistic characteristics of Shaanxi villages, to construct characteristic town depend on Natural resource endowment and so on.

## Introduction

The ministry, the national development and reform commission, ministry of finance jointly issued the notice for the conduct of the characteristic town in July 2016, put forward there will be about 1000 characteristics towns in China to 2020, in December 2016, the state council issued the "much starker choices-and graver consequences-in" tourism industry development planning ", put forward the tourism + urbanization, China will build a batch of tourism town, forest town, a low characteristic town famous town, unique landscape. With the introduction of various national policy documents, the construction of small towns with Chinese characteristics has become a hot spot. Strategy of rejuvenating rural background, Shaanxi in the process of urbanization, can fit into investment, culture, tourism and other aspects construction characteristic town, with its own resources advantage, professional advantage, technology advantage, such as deepening the characteristic town construction content, to strengthen the support regional characteristic culture, promote the development of Shaanxi tourism characteristic town, build characteristics towns in Shaanxi fit for the production, life, ecological town. This paper mainly studies how to drive the construction of small towns with characteristics in Shaanxi in accordance with the rural revitalization strategy and vigorously build small towns with characteristics, which is conducive to exploring new power of economic development in Shaanxi, promoting the integration of urban and rural areas, as well as improving the theoretical system of regional economic development and urbanization.

## Review of Research Status

The trend of the construction of characteristics town began in Zhejiang province and has been developing rapidly in China, but there is no professional theory to support it. There is no clear definition of a characteristic town in reality. The Ministry of Housing and Urban-rural Development, the National Development and Reform Commission, the Ministry of Finance and other agencies require that the characteristic town be featured with distinctive characteristics, industrial development, green ecology, and beautiful and livable. The 19th CPC national congress first put forward the implementation of rural revitalization strategy. The symposium of "construction of small towns with Chinese characteristics and overseas communication" was held in Beijing on December 15<sup>th</sup>, 2017, which entered into an in-depth discussion on the normative construction and sustainable development of small towns with Chinese characteristics in the new era. The construction of small towns with Chinese characteristics should be recognized in the context of the rural revitalization strategy. The characteristic town is the bridge and important support of the

countryside revitalization. Without the cultivation and development of the characteristic town, there will be no real revitalization of the countryside.

About the document of "town" number increased year by year nearly three years, the existing literature mainly focused on the characteristics of the meaning of the town itself parsing, the relationship between characteristics of town and the new urbanization, characteristics of town planning thought, countermeasures of building a characteristic town and characteristic town tourism resources development, characteristic of the small town ecological tourism industry development, the characteristics of small town and characteristic town development pattern and characteristic of the construction of small town of SWOT analysis, regional characteristics of small town construction mentality, the characteristics small town development level index system and evaluation method, etc. Yizhou Wu, Qianhu Chen and xiaohong Zheng (2016) held that the core of characteristic towns is characteristic industries. Based on the connotation of characteristic town, the development level evaluation system of characteristic town is divided into four dimensions: industrial dimension, functional dimension, morphological dimension and institutional dimension. The characteristic town industry is special and strong, the function is united together, the form is fine but beautiful, and the system is live but new. Seuss bin, Xu-liang Zhang (2016) put forward based on characteristic town of cultivation and construction, exploration to promote the "small towns development platform, small area, little space agglomeration, carrier innovation" of the new urban space development, production, integration development of modern open town, is at the top of "top-down" design and combination of "bottom-up" grassroots explore efficient way of advancing the new urbanization. Zhang Jifu (2016) put forward the characteristics of small town is a special industry, regional culture, a beautiful environment, and form a complete set of perfect combination, to optimize the industrial structure, productivity layout, space allocation of resources and promote the supply side has important role in promoting structural reform.

There is a large amount of literature on characteristic towns, but it is not very mature in theory and practice ,because the time is not long, so a relatively systematic and comprehensive theoretical system and framework have not been formed, especially the literature on the construction of characteristic towns in the large pattern of One Belt And One Road. This paper studies the construction path of small towns with Shaanxi characteristics under the background of rural revitalization strategy, delves deeply into the cultural elements of rural Shaanxi, integrates the elements, and promotes the emergence and development of small towns with Shaanxi characteristics.

## **The Current Situation and Existing Problems of the Construction of Special Town in Shaanxi Province**

### **The Construction of Status Shaanxi Characteristics Small Town**

As Shaanxi is a big tourism province, it has rich tourism resources and has obvious advantages in developing cultural and business tourism projects. Meanwhile, the long history and culture of Shaanxi gives birth to the culture of living alone in Shaanxi. With the rapid development of characteristic towns in Shaanxi in recent years, a number of cultural tourism towns have emerged in Shaanxi. The national development and reform commission made it clear that the western region should build 100 characteristic small towns, among which 10 featured small towns in Shaanxi were selected in February 2017. Shaanxi was included in the list of 5 towns with national characteristics in 2016; at the end of July 2017, Shaanxi was included on the list of nine towns with national characteristics. The two featured Shaanxi towns are mainly in Baoji (3), Yan 'an (2), Shangluo (2), Hanzhong (2), Yangling (1), Tongchuan (1), Xi 'an (1) and Xianyang (1).

### **Problems in the Construction of Special Town in Shaanxi Province**

The development of small towns with characteristics in Shaanxi has been mixed, the operation has been highlighted as chaotic, and the construction has been homogenized, almost all of which are archaistic buildings. The commercial projects are also similar. The integration of culture and

commerce requires stronger professional support, and the project construction in the process of construction and development is eager to be completed [5]. Shaanxi single type and mode of the characteristics of small town development, most of them travel class, lack the support of characteristic industry of Shaanxi province in the national characteristic town major is tourism and other industry classification of the tourism occupies 71%, 29% respectively, and other industries are basically tourism characteristic town, the lack of support for other industries characteristic town. Single feature of Shaanxi province town of marketing, the lack of a strong self propaganda and promotion platform, packing consciousness is not strong, don't pay attention to the customer experience, basic is given priority to with traditional snacks, machine-made snack street, it is difficult to reflect characteristics, cultural connotation of mining depth, cultural characteristics is more superficial, lack of cultural innovation and integration, small town construction features and industrial level is not high, difficult to highlight the characteristics of Shaanxi town's image.

### **The Path Selection of Shaanxi Characteristic Town Construction under the Background of Rural Strategy**

Characteristic towns are connected with cities at one end and villages at the other end. The construction of small towns with special features can realize the organic connection of industrial, agricultural, urban and rural elements allocation, industrial development, ecological protection and other aspects, promote the integrated development of urban and rural areas, and promote the rural revitalization strategy of Shaanxi. Featured town has become an important carrier of Shaanxi's rural revitalization strategy. Through the construction of special and strong, refined and beautiful, united, lively and new featured town, the marketization level of rural featured industry is improved, rural agricultural development is promoted, and the construction of modern agricultural system is advanced. Based on the strategic background of rural revitalization and the various cultural elements, humanistic characteristics and natural resource endowment of Shaanxi towns, this paper puts forward the path selection of towns with different characteristics and the general idea of building towns with characteristics. Rural revitalization strategy background, the characteristics of small town construction to avoid duplication of Shaanxi, the principle of homogeneity, each town domain fully exert its own natural resources, cultural resources, local amorous feelings, their elements, such as the folk culture with the aid of social capital, should not only keep pace with The Times, also need to adjust measures to local conditions, exert its comparative advantage, to build the characteristics of small town, a batch of new construction industry characteristic, ecological environment, cultural atmosphere and the characteristics of small town have diversity function.

### **Supporting Measures for the Construction of Small Towns with Shaanxi Characteristics under the Background of Rural Revitalization Strategy**

It is from the industrial support, policy support, system innovation and other levels to achieve the construction of special town indemnificatory measures in this paper.

#### **Industry Support**

Under the background of rural revitalization strategy, industrial support is needed to enhance the power and vitality of economic development of small towns with Shaanxi characteristics, to encourage the development of competitive industries and foster competitive enterprises, so as to promote the economic growth of small towns with Shaanxi characteristics.

#### **Policy Support**

Although the construction of small towns with Shaanxi characteristics has received some policy dividends, the policy support in development still needs to be strengthened, especially the capital policy for the construction of small towns with Shaanxi characteristics needs to be strengthened and the financial policy should be actively implemented in the construction of small towns with Shaanxi characteristics, so as to solve the problem of capital bottleneck in the construction of small towns

with Shaanxi characteristics.

### **System Innovation**

Shaanxi characteristic town construction and training need to be clarified in the process of building the index system, put your horse to strengthen normative guidance system, town in Shaanxi province characteristic evaluation rules, formulated for shanxi characteristic town to create and provide effective guidance to complete, strengthen system innovation, under the background of rural revitalization strategy characteristic town construction in Shaanxi Province to provide powerful basis and support.

### **Summary**

All in all, implementing the strategy of rejuvenating the country is a new era to solve the urgent requirement of social principal contradictions of our country, to develop characteristic town as the carrier, to realize the full development of the rural areas, promote the agricultural modernization level, pushing the country revitalization, help to accelerate the development of urban and rural integration, synchronization to improve rural production and living, ecological, new pattern of "three rural" development. Rural revitalization strategy, new urbanization process, the rural town in Shaanxi can fit into the natural endowment, investment, culture, tourism and other aspects construction characteristic town, with its own resources advantage, professional advantage, technology advantage, etc., deepen the characteristic town construction content, strengthen the characteristics of rural cultural support, promote the development of Shaanxi tourism characteristic town, build characteristics town fit for production, life, and good convergence in Shaanxi.

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