

Study on the Construction Path of Characteristic Small Cities and Towns from the Perspective of Supply-side Reform ——Taking Zushan Town as an Example

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Abstract: Characteristic small cities and towns are the new vehicle for advancing new urbanization construction and supply-side reform. Zushan characteristic towns focus on tourism vacation, ecological livability, integration of production and cities, cultural heritage, poverty alleviation and other functions, and focus on building a new type of "product, city, and people" trinity, is a new benchmark for industrial transformation and upgrading. This article uses field surveys, interviews, and other methods to investigate the status quo of the construction of small towns with Zushan characteristics. Based on this, SWOT analysis of small towns is carried out, and the disadvantages and threats to its development are determined from the nature of towns and cities, infrastructure construction, and townships. Five suggestions were made for the construction of capital, the cultivation of special industries, and the determination of the main body of urban construction.

Keywords: Characteristic small town; SWOT (Superiority Weakness Opportunity Threats) analysis; Construction path; Zushan

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1. Introduction

In 2015, China put forward the "supply-side structural reform" strategy. In 2016, the country pointed out that the current development of tourism in China is in a period of significant contradiction, and tourism supply-side reform should be accelerated. Li Jianjian and other experts also believe that supply-side reform is "13th Five-Year Plan". "The main theme and direction of China's economic development during the period will benefit the modern service industry, bring huge dividends to the tourism industry, and make the tourism industry become the vanguard of supply-side reform."^[1] On the other hand, the "Thirteenth Five-Year Plan" released in March 2016 proposes that "accelerating the development of small and medium-sized cities and featured towns, and developing characteristic towns with distinctive characteristics, integrating the production and integration of cities, and full of attractiveness according to local conditions"; In July 2016, the "Circular on Developing Characteristic Town-

ships" pointed out that "by the end of 2020, we will create 1,000 characteristic and vibrant featured towns to drive the development of small towns. "In September 2016, the "Guiding Opinions on Building Characteristic Towns" of the Hebei Provincial People's Government pointed out that "cultivating characteristic towns with distinctive features, strong humanistic atmosphere, beautiful ecological environment, multi-functional integration, and flexible institutional mechanisms".

The construction of characteristic small cities and towns under the new normal is an important way to optimize the industrial structure and promote structural reforms on the supply side. It is an important means to optimize the layout of productive forces and solve the bottleneck of space resources.^[2] Foreign studies on characteristic towns were earlier than domestic ones. Lejeune viewed urban development from a global perspective, with particular emphasis on the human-centered approach and the achievement of sustainable and coordinated development of the environment.^[3] The study on small towns

was conducted around issues such as sustainable development, the environment, and society.^[4-5] In China, Yu Chihming interpreted the characteristics of the township's land policy from the macro perspective, and put forward the policy recommendations of "integration of industries and cities, industry first, adherence to intensive land-use and urban-rural development".^[6] Chen Wei and Hong Qi believe that the construction of small cities and towns is an important means to balance the urban system and promote economic transition. Small towns should be built with "planning ahead, management and characterization, fiscal and taxation support, and system innovation; highlighting endowments, classification guidance."^[7] At the micro level, Lu Pei and Ma Shiliang studied the small towns with musical characteristics in Zhouwo from the perspective of planning, and proposed planning principles such as "overall planning, natural use, and cultural standard".^[8] Zhao Jing believes that the development mode of tourism small towns can be divided into three types: tourism reception type, resource-oriented type, and special industry-based type.^[9] To sum up, the existing literature studies have mostly studied from the perspectives of sustainable development, land use and urban planning, and have laid a certain theoretical foundation for the construction and development of characteristic small towns. However, existing studies rarely analyze the case of characteristic small towns from the perspective of supply-side reform. This paper conducts on-the-spot investigations of Zushan Town and proposes suggestions for improving the construction of small cities and towns on the basis of SWOT analysis.

2. Overview of the Study Area

Zushan Town is located in the southeastern part of Qingcheng Manchu Autonomous County along the Great Wall. It is known as the "Dongdaemun" of Qinglong. It is only 50km away from Qinhuangdao downtown. It passes through Qinhai Highway and Qinqing Highway through the town. It is Chengde, Inner Mongolia and other places. The location of the throat leading to the sea is excellent (see Figure 1). Zushan Town is a national autonomous region that is rich in resources and economic poverty. It has jurisdiction over 16 administrative villages and has a total area of 354 km². By the end of 2017, the town has a permanent population of 24,200, a floating population of about 4,000, and a cultivated area of 1,670 hectares. At the end of 2004, the total production value of the town was 3.25 billion yuan. The added value of the first, second and third industries was 70.72 million yuan, 107.45 million yuan, and 100.55 million yuan respectively. The proportion of one, two and three industrial structures is 25.4:38.5:36.1.



Figure 1. Zushan Town Area

3. SWOT Analysis of Zushan Characteristic Town Construction

The construction of characteristic small cities and towns has obvious economic, social, and ecological values, but whether Zushan can effectively promote the construction of characteristic small cities and towns on the basis of existing small towns also requires consideration of its comprehensive construction capabilities. Based on this, this paper carries out a SWOT analysis on the construction of Zushan characteristic small towns.

3.1 Advantage Analysis

First, superior location conditions. Zushan is 50 kilometers away from Qinhuangdao City and is located in the center of the 1-1.5-hour life circle of the Beijing-Tianjin resident and the Bohai Economic Circle. As an important sea estuary in North China and Northwest China, Zushan is extremely advantageous (see Figure 1). Second, rich tourism resources. Zushan is a rare virgin forest park in northern China and has rich ecotourism resources. There are five scenic spots and more than 100 natural attractions (see Table 1); Huachang Memorial Hall and revolutionary martyrs' cemetery are important red tourism demonstration bases; Zushan is located in the Ming Dynasty. Along the Great Wall, it is an important Manchu settlement, with

unique folk customs and profound cultural heritage. Third, a good ecological environment. Zhushan has a good ecological environment, with a forest coverage rate of 70%. It is full of greenery, beautiful scenery, and a pleasant climate. Due to its unique mountain microclimate, it has 2 to 3 more rains and 2 to 3 more snows each year than other surrounding areas.

Table 1. Zushan Town Tourism Resources Classification Table

Name	Type	Location
Zushan	AAA Hill Resort	Zushan Town
Blueberry Industrial Park	Modern Agricultural Tourism Park	Wangtaizi Village
Dingjiahe Agricultural Complex	Outdoor sports tourism, agricultural picking sightseeing park	Zushan Town
Flower Factory	Red tourism, education	Flower Factory
Huaguoshan	Outdoor sports tourism	West of Zushan Town
Ming Great Wall	EBG Great Wall Ruins	Zushan Town to Liangshui River

3.2 Disadvantage Analysis

First, the governing bodies overlap. Judging from the scope of administrative divisions, Zushan Town Scenic Area involves the surrounding areas of Gehetou Town, Shimenzhai Township of the Seaport District, the scope of the garrison towns, and the Daxinzhai Township of Funing District, and is in harmony with the surrounding mountainous area protection and environmental construction. There are difficulties in road construction and other work; from the perspective of administrative supervision, the daily supervision of small towns with Zushan characteristics is jointly handled by the county tourism, industry and commerce, safety supervision, price, transportation, planning and other departments, and there is a lack of comprehensive management in the daily law enforcement supervision process. It is difficult for the agencies to form a unified operation and it is difficult to form a concerted effort. Second, there are insufficient development factors. The development of Zushan Town is dominated by the agricultural economy. Infrastructures such as transportation, water supply, power supply, culture and education are lagging behind. There are no star-rated hotels in Zushan County, and the reception capacity of the Farm House in the tourist season is insufficient. There is a lack of professional management personnel, and the development level of the second and third industries is low. Tourism development lacks strong industrial foundation support. Third, the rationale is diverse. Zushan characteristic small towns have set up a special leading group. However, the government, enterprises, and society have not yet established a mechanism to jointly develop tourism. The initiative and enthusiasm of enterprises to participate in tourism development is not high. Problems have arisen in the project

decision-making process. Pushing forward, dealing with multi-headed management and multi-objective coordination has become a major problem in the construction of small towns with distinctive features in Zushan.

3.3 Opportunity Analysis

Priority Policy support. The State issued "some opinions on promoting Tourism Development" and pointed out "the grand goal of cultivating tourism into a strategic pillar industry of the national economy and a more satisfactory modern service industry for the people" The "opinions of the people's Government of Hebei Province on the implementation of Tourism Reform and Development" also pointed out, "relying on the diverse mountainous regions of our province, Forests, grasslands, lakes, wetlands and other ecological resources, and the development of a number of eco-tourism products suitable for leisure and vacation, The government of Qinhuangdao also supports the construction of small towns with special characteristics in land and finance. Second, it has a good development prospect. As a major tourist country in the world, China's tourism industry has entered a period of popular development, and the overall tourism environment has been continuously improved. At the same time, the overall tourism development model also provides a good opportunity for the development of Zushan tourism. Third, there are major strategic opportunities. The construction of small towns with Zushan characteristics is based on the strategic choice of promoting industrial transformation and upgrading, strengthening the new momentum of regional development, and leading the new normal economy. In essence, this is also in line with the economic development of Zushan Town. Under the background of the coordinated development of tourism in Beijing, Tianjin and Hebei, the conditions of inbound tourism are constantly optimized, and leisure and vacation tourism has a huge consumer market. Financial industry and other services are fully integrated to promote the integration of the industry.

3.4 Threat Analysis

First, external competition is fierce. At present, all areas in the country are vigorously developing rural villages. Shimen Town of Lulong County in Qinhuangdao City and Xinghua Village in Luyang City of Luliang City have already begun to take shape; Hebei is rich in tourism resources, scenic spots, tourist attractions, water conservancy scenic spots, Forest parks, geo-parks, theme parks and other tourism resources are highly spatially distributed. The increase in the number of tourist destinations poses a threat to the development of small towns with distinctive features in Zushan. Second, the risk of capital is too high. The government's financial capacity is limited, Zushan's construction and development are facing funding gaps, and the scenic project development market is

predominantly risky.

3.5 SWOT Analysis Matrix

Table 2. SWOT Analysis Matrix for the Construction of Zushan Characteristic Small Towns

	S	W
SWOT analysis, put forward strategy	· Location conditions: Beijing-Tianjin-Hebei economic zone, sea exit	· Management institutions: overlapping management, low efficiency
	· Tourism Resources: Ecotourism, Red Tour, Culture Tour, Rich in Resources	· Development factors: weak facilities, lack of talent
	· Ecological environment: high forest coverage and pleasant climate	· Management objectives: multi-headed management, diverse objectives
External opportunities O	SO strategy: Backward advantage, seize the opportunity	WO Strategy: Seize the opportunity to overcome the disadvantage
· Policy environment: Eco-province, up and down	· Development Goals: To adjust the economic structure and change the mode of development as the main line, in-depth implementation of an industry driven, dedicated to poverty alleviation, to create ecological, wealthy, attractive new ancestors	· Defining the functions of cities and towns: functions of tourism and vacation, poverty alleviation, ecological livability, cultural heritage, integration of production and cities
· Development Prospects: Strong demand, resource monopoly		· Strengthening Departmental Cooperation: Institutional Innovation
· Major strategy: coordinated development, industrial restructuring		· Construction infrastructure: collaborative construction
External threat T	ST Strategy: Use Advantage to Avoid Threats	WT Strategy: Reducing Weaknesses and Avoiding Threats
· Intense competition: similar comparisons, external competition	· Regional tourism cooperation: Based on Beijing-Tianjin-Hebei, relying on Qinhuangdao, all-round cooperation	· Cultivate featured industries: ecotourism, red tour, cultural tour
· Capital risk: limited funds, investment risk	· Improve Tourism Quality: Putting People First, Standardizing Market Order and Improving Service Level	· Tourism Investment Promotion: The government provides policy support, establishes investment platform, and multi-channel funds

4. Research on the Construction of Zushan Characteristic Small Towns

4.1 Defining the Functions of Towns

In the process of the construction of small cities and towns, it is necessary to clarify the functions of towns and

towns as the premise and reasonably position the nature of towns. Under the guidance of the multiple goals of the economy, ecology and society, the small towns with unique features in Zushan have determined that "tourism and holiday functions" are the mainstay, supplemented by "helping the poor with poverty", "eco-livable", "cultural heritage" and "integration of cities and towns". The five major functional positioning (see Figure 2). In terms of tourism and vacation, small towns with characteristics of Zushan should focus on building the Great Wall tourism industry zone and agricultural leisure tourism manor, creating the Manchu Grand Courtyard and the Baishu Folk Village, realizing the advantages of the tourism brand, "leading the industry" in economic development, and the integration of production and city should be maintained. The principle of "producing production with cities and promoting production with cities" promotes the development of mining industry and speeds supply-side reforms. It also supports poverty alleviation, builds up cards, and does a good job in accurately identifying and withdrawing the poor. Develop photovoltaic power generation, wild vegetable cultivation and cattle breeding programs, assist poor villages in setting up cooperatives, implement flower planting plants, and assist in poverty alleviation and enrichment projects in Anmeng; ecological livable areas, insist on both scale and quality, increase tree planting and afforestation, and increase green area. Comprehensive management of livestock and poultry manure water pollution and soil pollution and other issues, focus on protecting water sources and improve the overall environment of Zushan Town. Strengthen the comprehensive improvement of Linshui Road in Shanshui, and strive to realize the integration of the three districts of "town, scenic area, and park"; in terms of cultural heritage, establish the Huachang Anti-Japanese Memorial Hall and the Revolutionary Martyrs' Cemetery, build a red tourism demonstration base, and attach importance to the construction of the Manchu style street. Promote Manchu culture.

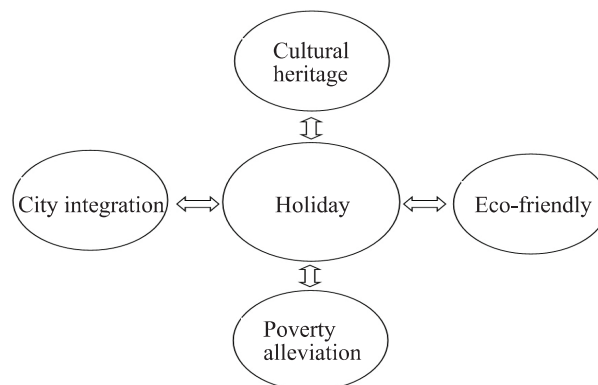


Figure 2. Feature Map of Zushan Featured Small Town

4.2 Strengthening Departmental Cooperation and Building Infrastructure

The construction planning of Zushan characteristic small towns should be coordinated with regional economic and social development planning, urban construction planning, land use planning, traffic system planning, etc. to realize "multi-regulation coordination and multi-regulation linkage". First, small towns with unique Zushan characteristics shall collaborate in building infrastructure such as transportation, water supply, power supply, culture and education; strengthen the construction of flood control dams, river dredging, and intercepting dams; and the accumulation of triangular residents in Huimin Road, main roads, and Jindai Street. District to build new residential areas, improve the value of land use. At the same time, small towns in Zushan should carry out innovations in institutional mechanisms, strengthen cooperation among transportation, information, land and resources, environmental protection, and sanitation, jointly promote the construction of a public service system for small towns with special features in Zushan, and turn small towns with special characteristics in Zushan into logistic services. , Rest and recuperation, culture and entertainment of the back garden.

4.3 Innovative Financing Mechanism, Breaking the "bottleneck" of fund

Funds are the basis for the construction of small cities and towns. In accordance with the principles of market economy and the principle of "linking investment with beneficiaries", small towns with unique features in Zushan have multi-channels to attract funds for the construction of characteristic small cities and towns and construct a multi-subject investment financing system for governments, enterprises, and individuals. In the process of the construction of small cities and towns, there is still a problem of insufficient funds for construction. In order to break through the "bottleneck" of funds, Zushan small towns should do the following: First, strengthen the links with the financial sector and obtain the support of government departments; Second, give full play to comparative advantages in land and taxation, loose policies to attract investment Merchants took root in Zushan Township, such as Enfei Photovoltaic Power Project with an investment of 200 million yuan has already settled in Anmen Village; finally, the Zushan Town Government provided policy support and multi-channels to attract funds to carry out investment and construction of small towns with characteristics of Zushan, and at the same time, use the government Investment activates private capital. Such as the Dingjiahe Agricultural Tourism Complex project franchise or the joint development of the establishment of funds, the use

of government financial funds to stimulate social capital to reduce the risk of Zushan small town construction of the capital.

4.4 Focus on the Characteristics of the Town, Nurturing Special Industries

Zushan characteristic small towns should make full use of rich tourism resources and good location conditions to cultivate Zushan special tourism industry. Zushan should vigorously develop ecological tourism, focus on Zushan Scenic Area, carry out high starting point planning, focus on building high-grade scenic spots on the mountain, and lay emphasis on building high-standard supporting service places in Shanshan, and strive to create distinctive leisure agriculture sightseeing gardens and picking gardens. Comprehensive tourist service area; vigorously develop cultural tours, relying on the Huachang Anti-Japanese Memorial Hall and the revolutionary martyrs cemetery, to create a red tourism demonstration base. Taking the theme of "Manchu style, charm Zushan" as its theme, full use of the Manchu style street, carry forward the Manchu culture and drive development. Strengthen the restoration and protection of the Great Wall of Nazi City, actively plan the Great Wall Tourism Project, coordinate the tourism development along the line, and strive to build a number of characteristic tourism demonstration sites; vigorously develop rural tourism, and strive to build Great Wall tourism industry belt and agricultural leisure tourism manor. Guide and encourage "farmhouse" catering services, implement standardized management, improve service reception capacity and service level; vigorously develop farmer's visits, picking tours, feature "feast tofu", "full-fledged feast", and achieve harmonious harmony between man and nature , to attract more tourists to experience natural beauty and enjoy natural life.

4.5 Determine the Rights and Responsibilities of the Entity and Work Together to Develop and Build it

In 2017, the State Council's "Notice on Promoting the Construction of Featured Small Towns" clearly stated that "the operating mode of featured towns is guided by the government and led by the market", and the construction of small cities and towns with characteristics of Zushan should highlight the dominant position of the market and enterprises, making it a feature of Zushan and the protagonist of town development. However, the construction of characteristic small cities and towns cannot be separated from the characteristics of "policy functional areas." The government's top-level design determines the "direction" of construction. While giving full play to the "invisible hand," it should also strengthen the top layer of "visible hand". Design: first of all, it is necessary to delineate the boundaries between government and market functions,

strengthen public service functions, weaken government management functions, and accelerate the pace of decentralization. Enterprises should follow the market rules to conduct specialized market operations. Second, they should stimulate the participation of various entities and attract multiple investors. They should eliminate the "big government, large state-owned enterprises," and encourage governments, enterprises, and individuals to Ways to participate in infrastructure construction and supporting project construction, increase the supply of public goods; Finally, strengthen the inter-subject linkage and cooperation, create a platform for the operation of the mechanism, to the greatest extent to avoid market failure or government failure caused by bad results.

5. Conclusion

The focus of the tourism supply-side reform is to optimize the internal structure and better satisfy people's consumer needs. Zushan should complete the development of characteristic small towns in the above five aspects, and play a new role in tourism poverty alleviation and the construction of beautiful countryside.

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