Research on the Promotion Mechanism and Strategy of the Construction of Characteristic Towns in Guangzhou from the Perspective of Intelligent Village—Taking Conghua District as an Example

Wenfang Yi and Yingbo Fang

ABSTRACT

Characteristic town is a national strategy to realize the readjustment of industrial structure, industrial transformation and upgrading, and the coordinated development of industry and city culture under the new normal. It is an ideal way to boost the country's supply-side structural reform and realize targeted poverty alleviation and rural revitalization. Based on the theoretical basis of rural intelligent construction, analyze the deficiencies of the current situation of characteristic town construction, and put forward the intelligent mechanism of enterprise leading, government service, market adjustment and talent, investment and financing, assessment and evaluation. At the same time, propose some ideas on people's livelihood as the starting point and ultimate aim of characteristic town construction and make clear some intelligence strategy of production, life and ecological environment that keeping the distinctive characteristics of towns, keeping the local resource native living, reengineering the town humanities pattern, and strive to provide guidance for the construction of Guangzhou characteristic town, to provide reference for sustainable development of other small towns.¹

KEYWORDS

Characteristic Town; Mechanism; Strategy; Intelligent Construction.

¹Wenfang Yi, School of Architecture and Engineering, Guangzhou Nanyang Polytechnic College, Guangzhou, China
Yingbo Fang, School of Economics and Management, Guangzhou Nanyang Polytechnic College, Guangzhou, China
INTRODUCTION

Rural construction is an inevitable stage for every country to achieve modernization. Rural construction in developed countries has a high degree of wisdom, which is accompanied by urbanization and industrialization. By referring to relevant references, there are few theoretical and applied studies on rural construction in foreign countries with "intelligent villages" as the key words. However, the research on the theme of "rural development" and "rural construction" mainly involves four aspects, namely, modernization of rural construction, urban-rural integration, government guidance, farmers becoming rich by themselves and rural culture construction.

In China, the concept of intelligent construction starts from "smart city", which is to use advanced information and communication technology to sense, analyze and integrate various information of urban operation, make intelligent response to the needs involving people's livelihood, environmental protection, safety, service and activities, to realize the intelligent management and operation of the city, create a better life for urban residents and promote the harmonious and sustainable development of the city. In 2013, local governments began point construction. The first-class cities such as Guangzhou, Chengdu, Wuxi and Ningbo have become the rapid development cities by giving full play in the wisdom of agricultural science and technology, and they are ahead of the intelligent construction. However, the academic research in this field has not been in-depth, for vast rural areas, there is no scientific explanation of the concept of "intelligent rural". The research of domestic scholars in the early stage only involved the theoretical discussion on rural intelligent tourism [1-4], rural landscape construction [5], and rural cultural protection [6], other aspects of "intellectualization" is "untouchable." Based on the practice of rural construction, the author believes that the construction connotation of "intelligent rural" should to use "Internet +" and information technology of city to radiate rural areas, through the full intelligence service and management for agriculture, village, farmer and the comprehensive planning and implementation of industrial development, village capacity improvement and targeted poverty alleviation, strive to realize the healthy circulation of production, life and ecology.

The city takes the lead in intelligent construction, which is bound to further widen the gap between urban and rural, resulting the unbalanced development in a new round. Standing in the new historical period, the country proposes the new urbanization construction and the countryside revitalization strategic policy, in this context, discussing the intelligent construction of characteristic town has practical significance.
CURRENT SITUATION AND EXISTING PROBLEMS OF INTELLIGENT CONSTRUCTION OF CHARACTERISTIC TOWN IN CONGHUAA DISTRICT OF GUANGZHOU CITY

Conghua, as the ecological conservation area of Guangzhou, shoulders the functions of ecological environmental protection and mountain forest water conservation. Industrial pollution is prohibited in this area, and urban agriculture and ecological tourism are the main industry. In 2016, the Municipal Commission of Housing and Urban-rural Development issued the implementation plan of the municipal people's government of Guangzhou for accelerating the planning and construction of characteristic towns in northern mountainous areas (“Implementation Plan” for short), which identified ten characteristic towns in pilot construction, including Xi-tang fairy tale town of Ao-tou town, Lian-ma eco-tourism town of Lv-tian town, Gu-tian cultural creative town, Fen-tian healthy town; Hot spring romantic town, Nanping resting town; Xi-he style town of Suburban street, Jin-dong peach town; Mi-bu Internet and finance town of Liangkou town, Lian-xi hiking leisure town. Its construction idea is to develop the value extension of the tertiary industry which is human-oriented and has the function of sports, leisure, health and vacation based on the primary industry, using Conghua agriculture, mountain, water, forest, spring water resources, to actively build and expand the farmland, agriculture and rural added value. You can say that the development of town has a promising future, and the government and villagers have actively rising and high expectations. But the objective problems of reality cannot be ignored: on the one hand, compared with the characteristic towns in Jiangsu and Zhejiang provinces, which are the national model, the characteristic town of Conghua in Guangzhou has insufficient industries, insufficient scenery, insufficient distance to city, weak professional operation, more real estate occupation, and weak government guidance [7]; on the other hand, incomplete infrastructure construction, similar industrial positioning, lagging supporting policies, relative evacuation of projects, fewer professionals willing to stay, limited participation of villagers and employment opportunities lead to insufficient function superposition; in the third aspect, the application ability of information technology, communication technology, scientific products and intelligent manufacturing is weak, and the spatial depth and breadth of intelligent exploitation is not enough. The difficulty of innovation and transformation result in low level of industry agglomeration. As a result, it set a practical obstacle for Conghua which want to removing the poverty cap in the opportunity period of characteristic towns building and industrial transformation and upgrading.
PROMOTION MECHANISM OF CHARACTERISTIC TOWN CONSTRUCTION IN CONGHUA DISTRICT OF GUANGZHOU CITY

Intelligent Regulation of Market Mechanism

The essence of "enterprises speak and the government runs errands" is to highlight the market subject function of enterprises through the macro-guidance and service of the government [8]. Enterprises, as the main body of construction, play a leading role and must adhere to the market-oriented operation in the wave of the new normal of market economy. The Implementation Plan clearly puts forward strategic emerging industries in terms of industrial selection that need to be closely linked with modern services such as finance, information services and business services, as well as new-generation information technology, biological health, high-end equipment manufacturing of new materials, new energy conservation and environmental protection, fashion and cultural creativity, etc. Taking these as the guideline, the government of Conghua district put forward the intelligent construction idea of developing modern agriculture, leisure, health tourism, cultural and creative industry by taking land as its source. In the concrete implementation process, following the law of market development and taking the enterprise as the leading to promote and carry out the construction of characteristic town projects; Government is "behind the scenes", streamlining administration and delegating power, only providing policies and resources, which in turn requires that enterprises must have a certain market foundation, otherwise, it runs counter to sustainability, resulting ultimately eliminated by the market [9]. In addition, local government should follow the market mechanism and select the survival of the fittest, facing to treat small and medium-sized enterprises with no market and weak transformation; on the other hand, on the basis of fully understanding industrial resources, the government and the enterprise use policies, markets and other means to integrate, optimize and innovate, extend the industrial chain, take the large number of small and medium-sized enterprises as the processing enterprises of the core enterprises, and further promote the transformation and development of small and medium-sized enterprises [10]. In the final analysis, the construction of characteristic town which optimize the allocation and integration of resources is a commercial operation, with aiming to increase in value and using means of marketization, so as to realize the rise and prosperity of town economy.

Intelligent Talent Mechanism

People are builders and users of characteristic town. The town planning at the national level needs top-notch operation and management talents, skilled technical talents and scientific and technological innovation talents. Conghua is located in a remote area, compared with Guangzhou, it is urgent to retain all kinds of talents through innovative talent mechanism, because of its economic condition, information flow and material flow is backward. First, it need to attract talents,
customize personalized talent policies and channels, attracting specialized talents, entrepreneurs, returned overseas students and outstanding college students to start businesses together in characteristic town; Second, it need to retain talents, with supporting better environmental facilities such as education, medical care and considerate services as well as livable and innovative services. For people's experience, the characteristic town is superior than industrial park is to provide a more comfortable living environment. Since 2012, Conghua has carried out the construction of beautiful villages mainly focusing on rural landscape construction, village environment improvement and infrastructure construction, as well as the formation of one-hour life circle by the highway, subway and high-speed network engineering between Guangzhou, Zhuhai and other first-tier cities, which is a necessary and excellent advantage to attract and retain talents. Finally, following the trend of reverse urbanization evolution, the farmers' positivity and creativity are brought into play and the achievements of spontaneous enrichment are obtained; Pay attention to the quality of farmers themselves, encourage them to learn advanced technologies, train specialized agricultural talent, promote the improvement of rural productivity, to achieve becoming rich by themselves.

**Intelligent Investment and Financing Mechanism**

The characteristic town is an organism, if it is compared to people, the industry is skeleton, the shape is muscle, the financial and industrial capital is blood, the capital circulating step by step causes the industrial ecology chain to be complete and stable. Towns that rely solely on government investment will allow speculators to take their money and walk away, while blind investment will be hard to sustain in a market economy. Conghua government should propose some kinds of good policy to attract foreign companies or private capital, expand investment and financing channels, improve the financing environment, encourage and guide private capital into the characteristic industry, basic industry and infrastructure, actively guide construction funds, scientific management with capital, clear property rights and increase efficiency. As a result, make social capital not only into town, but also retain and benefit; at the same time, relying on the abundant capital and livable environment advantages of real estate enterprises, on the premise of preventing the development of real estate with the name of urban operation, the integrated development of the industry and city that real estate enterprises adapt to the needs of characteristic towns can be realized.

**Intelligent Evaluation Mechanism**

In terms of the evaluation mechanism, currently the characteristic town of Guangzhou mainly relies on the government nomination, which lacks of established selection criteria, and has no clear evaluation criteria in terms of construction time sequence, results and benefits, etc. The Xi-tang, Lian-ma, Xi-he and Spring water towns in Conghua district, which have been in operation since 2016, have not set up
the evaluation and assessment standards for short-term or long-term operation, not the detailed rules of reward and punishment, which cannot stimulate and restrict the construction and development of the town.

Zhejiang province organized experts to formulate the first local standard of "Evaluation Standard for Characteristic Town" in China at the end of 2017 and implemented at the end of January 2018. In this standard, two major scoring systems of common indicators and characteristic indicators were proposed. On the basis of clarifying the general requirements of characteristic town, the three-level characteristic indexes are respectively set for the information, economy, environmental protection, health, fashion, tourism, finance, high-end equipment manufacturing and culture, each of which reflects the comprehensive strength of characteristic towns in the form of scores. Guangzhou should use it as a reference for suitable evaluation system of the regional development situation and characteristics, the function of "together and close", the form of "small but beautiful", the system of "new and living", the industry "special and powerful", in these four aspects, according to different industry types, set the specific evaluating content, weight and score, determine the perfect, great, good, and unqualified range, to provide technical support and important basis for creating and evaluating characteristic town[11], to form a long-term mechanism of standardized assessment in Conghua district, enhance the characteristic town's construction effects continually, optimize the overall planning of Guangzhou productivity in the new era.

INTELLIGENT STRATEGIES FOR THE CONSTRUCTION OF CHARACTERISTIC TOWN IN CONGHUA DISTRICT OF GUANGZHOU

Production Wisdom: Keeping the Town's Industry Distinctive

Characteristic is the soul of town, which is not only the town's internal charm and attraction but also the external market competitiveness. This "characteristic" is mainly to highlight the uniqueness and special of the industry, as well as the town features in various aspects such as natural ecology, history, culture and functional synergy. The construction of town should find, highlight and magnify its features, so that "one town, one special" can be full of vitality. Facing the dilemma of industry sameness, convergence of positioning, unclear boundary and large scale, the government of Conghua district must make clear the main direction of industrial development of each town in the near future: Lian-ma town in the most northern of Guangzhou highlights heritage industry for Kejia source culture; Hot spring town uses hot spring resources to develop tourism and health service industry with combining finance, entrepreneurship and wedding romance; Xi-tang taking leisure and entertainment experience industry integrating fairy tale elements on the basic of "three rural" industries. The innovation, transformation and upgrading of these traditional industries are not only for tourists from the pearl river delta and neighboring provinces, but also for the surrounding industrial parks and villages[8].
high-end innovation, sports leisure, ecological livable environment are town's core focus in Long-term planning. Such as the Nanping town, locating in the northern tip of Conghua, having mountain, spring, forest, stream, stone natural elements of four important ecological scenic area, resource characteristics is very significant, the local government in following planning take " convalescence" as the industry positioning; taking "landscape and artistic community, relaxation and static ground" for the core characteristics of town construction, develop home stay facility around the "Static" [12]. But at the same time, it should pay attention to the characteristics that are not "special" due to the similarity with the industrial positioning of neighboring towns.

Living and Livable Wisdom: Keeping the Original and Vivid Landscape of Local Resources

“Adaptation to local conditions” has been become a rationally self-consciousness in the planning and construction of characteristics town. At the appropriate time point in the late industrialization, it responded to people's repressive internal demand of reconstructing the relationship between social people and the environment in a way recognized by all levels [13]. Decades of urbanization cause the one-way population flow, making the city size increasing, urban operation burden is deepening and aggravating, living space and comfort declined; because of opportunity, concentrate resources, city people still choose to work in the city's buildings with missing home, city become bigger and bigger in the people's hesitation. Conghua, under the principle of ecological priority, great ecological bottom line, focus on production and ecological fusion development, using the mode of Wuzhen town, Provence town for reference, retain the original natural style to develop, such as Ling-nan customs, Ke-jia culture, harmonious urban and rural, Liu-xi river's scene, in order to coordinate ecological characteristics, industrial characteristics and natural scenery, construct Ling-nan landscape characteristics and ecological pleasant town with the south Asian tropical characteristics, making Conghua appropriate for living, working, and tourism, it not only have good supporting services similar to city's[14], but also can enjoy the new urbanized development rural ,which has the rural landscape of "see mountains, see water". As a result, it will develop the rural customs to the extreme and make the rural people to realize their longing dream of returning to hometown.

Ecological Wisdom: Reconstructing the Cultural and Ecological Pattern of Town

Compared with industrial clusters such as professional towns and industrial parks, characteristic town is small and exquisite, rich in content and a higher level spatial life form. Its "characteristic" mainly focuses on two aspects: environment and industry [15]. First of all, from the perspective of environment, "characteristic town"
has little connection with "administrative construction town". On the one hand, "characteristic town" highlights small area, on the other hand, it requires a beautiful natural ecological environment, perfect communication and relaxation space and comfortable residential place. The location of characteristic town is not limited, but having a good internal and external environment is the important premise of construction. In term of internal environment, Conghua has formed a unique environment feature suitable for living and work, which is based on the birds, flowers, mountains, ponds, reservoirs, fertile farmland, woodland and grass; In term of external environment, it is close to the Liu-xi River, Shi-men Forest Park, Huanglongdai Reservoir and national nature reserves, holiday resorts, etc, it is almost comparable to other famous tourist towns in China. The second is the industry. "Characteristic town" is not simply a service industry cluster, but focuses on the simultaneous construction and improvement of industrial cluster and comfortable residence, and it pay attention to the harmony of "industry, city, people and culture". Conghua promotes characteristic town industry with prohibiting extensive industrial manufacturing, efforts to focus on the first industry upgrading and the third industry innovation development, by showing history and culture, cultivate a function superimposition pattern with the high-end tourism, sports leisure, good health[16]. As a result, it is not only making the famous hot spring more famous, but also forming a new town development pattern that is "new wine in old bottles", "flowers in old tree ".

The People Wisdom: Making to Solve People's Demand as the Starting Point and the Ultimate Aim of the Characteristic Town Construction

Conghua is located in the remote area, characteristic town construction must fully recognize the rural reality, work hard to solving these problems, put humanistic idea running through the whole process of planning and construction [17], it need to combine the characteristic town construction with relieving poverty, shaking off poverty, promoting urban and rural areas as a whole, improving villager's sense of gain and happiness [18]. Ding jian-wei, general Secretary of Guangzhou Modern Urban renewal Industrial Development Center, put forward that the construction of characteristic town should have feelings. First of all, put good industry in it, then consider how to let talent stay and living, and make industry space for "beer and skittles" space at last, finally realize the organic integration of production, life and ecology, not only the market main body is gathered, but also strengthen the function service for life and the natural environment beautification. Relying on radiation of "internet +" and information technology of Guangzhou, develop wisdom agriculture, wisdom village affair, wisdom medical service, wisdom farmhouse, wisdom security, wisdom traffic and wisdom tourism, and other advanced technology module, realizing the people to live and work pleasantly.
CONCLUSIONS

The construction of characteristic town is an important way to implement the new ecological construction idea of "green water and mountain is golden and Silver Mountain" put forward by General Secretary in 2015 and the new strategy of national construction of rural revitalization put forward in the 19th report. At the same time, it is also an important means to comprehensively solve the problems of agriculture, rural area and farmer, which is making the villagers’ hope to "certainty". Depending on the development idea of characteristic town in Guangdong province, Guangzhou and Conghua district, on the premise of recognizing present status, tamping foundation, making up short board, playing advantage, complying with market economy operation and regulating industry, attaching great importance to the talent wisdom strategy, actively promoting multi-channel investment and financing mechanism, detailed and quantitative assessment mechanism construction, efforts to achieve the wisdom strategies of the production, living and ecology, to solve people's demand as the starting point and the ultimate aim, win in the Guangzhou poverty to be completed.

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