

Development Strategy of Characteristic Town and Economic Development in the County Level

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Abstract: The county economy in China has been developed rapidly with the development of economy. The county economy is the combination of the urban and the rural economies, forming a new development mode and structure. It has a very comprehensive content of development. Primary, secondary and tertiary industries are included in this economic development. The regulation of national economic development has a significant impact to the county economy. The county economy can be attributed to one of the characteristics of industry in China. Besides, the county economy can be a link in the development of national economy with an important development significance. Therefore, concerns and efforts from the scholars are important to develop the county economy and increase the level of productivity.

Keywords: Characteristic town; County economy; Development

In recent years, the construction projects have been reformed. The economic development model is constantly enriched and comprehensive. The new economic norm leads to updates in the entire socio-economic development structure. One of the economic developments that cannot be ignored is construction of characteristic small town. It is one of the top developments among the whole economic developments. It formed a distinctive characteristic with obvious regional characteristic of the development model. It not only increases tourism, but also contributes to the local community. This construction is a front-end development among the new economic developments. It can speed up the development of regional economy and also promote development and progress in urban and rural areas.

1. Perspectives in the Development Models of the Leading Industries

The county economic development model can be divided into three models: agriculture-leading, industrial-leading and tertiary industry (service industry) driven models.

1.1 Agricultural-leading Development Model

The agricultural-leading development model is mainly focused on broadening of agriculture and developing of agriculture as a chain. It is the main driving force for rapid development of the county economy. The agriculture is

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developing in a large-scale and professional direction. In order to achieve the trend of industrialization, advantages of the agricultural must be maximized. Agricultural will associate with other industries to promote the county economy. The development goals will be agricultural-leading county economic development and agricultural industrialization. Therefore, the agricultural professional development should be focused to promote the development of related industries. Characteristics and advantages of agricultural and county economic development play the basic roles in the economic development. Besides, construction-guided industry is a leading enterprise to promote production and processing works. The agricultural products platform can be established to promote and reflect the value of agricultural products. In future, the local leading industry will be developed into a professional and integrated-development model.

1.2 Industrial-leading Development Model

In the county economic development, the industrial development model is divided into three types: city-based industrialization, endogenous industrialization and open-type industrialization. The development of large-scale city-based industrialization mainly brings some regional characteristics that related to the big city. Endogenous industry comprehensively and scientifically develops the advanced urban model and the entire county economy. Through this development model, the county economy is enhanced either for the individual or private economies. The development of open-type industrial economy is mainly related to the economic development of coastal areas, according to the development of enterprises to promote the comprehensive development of the county economy. From the current economic development process in China, it is the second-half part of industrial development. The county level of industrial development is relatively low in the level of economic development. However, the space of future development is very large, the future industrialization will involve the eastern coastal areas or the Midwest and also rural development. We observe that the development of industrialization need to be enhanced to achieve the level of industrialization and urbanization as soon as possible. The county economy will be increased to a certain height, fundamentally improved the economic level. Developing of a strong county based on industry can be set as a development goal to find out the strategic development path and speed up the county economic construction.

1.3 Tertiary Industry-driven Development Model

The tertiary industry refers to the service industry, which can promote further development of the economy-driven industries. This model mainly enhances a comprehensive development and construction of the service industry. In recent years, Europe and other developed countries have fast development in the service industry and occupied the highest proportion of the three major industrial structures. From this content, many scholars believe that service industry in China is relatively backward. Furthermore, the proportion of the secondary industry is very high, leading to the low level of economic development. Therefore, development of the tertiary industry should be focused but we need to realize that adjustment of the three major industrial structures needs a long period. The development of industrialization has been enough to support the upgrading of the service industry, and the development of the service industry has been expanded. Hence, the service industry plays an important role in the development of county economy along with the economic development in China.

2. Spatial Regional Perspectives of the New Development Models

2.1 County Centralization Park Development Model

The county centralized development model is developed within the county area as it has a certain size and population with complete basic infrastructures. Besides, the functional construction capacity of county area able to fulfill the needs

of people. Establishment of industrial parks in the county area will achieve a centralized development and a new urbanized development model. The goal of the construction of the county centralized park is to form an economic cultural center. The county plays a leading role as the core and it is the first location of this development model. According the relevant data, county area is suitable for the development of park industry due to its carrying capacity of resources and its production development level.

2.2 Suburban Community Characteristics Industrial Model

Suburban community is mainly involved the surrounding villages and suburbs of county area. In accordance with the development needs of the county center, it is the most important development content and forming a characteristic industrial development model. The suburbs development also promotes the urbanized development of other industries. The development of the characteristic industry in the suburban community is mainly providing services for production and living. This model has an important role in promoting the development of urban and rural connections. Besides, this model can solve the problem of imbalance in the development of the central city, enhance the functionality, and also promote the integration of urban and rural development. The suburban characteristics of the development model of urban and rural location penetrate, interconnect and complement each other.

2.3 Central Village Agricultural-leading Model

Central village development is a relatively unique development model. These villages and towns are not only complete with infrastructures, but also have a beautiful environment with high cultural value. The level of development content of the central villages and towns will be lower than that of the most important development content. Modern agriculture can be selected as the major development route through establishment of some rural manor and the formation of targeted industrial development model. Commodity grain base can be constructed through the industrialization of the village and enhancement of the village financial, health, education and other basic facilities to meet people's production and living needs. The development of agroforestry industry is the basic content to unleash the characteristics of agriculture and optimize the agricultural development model. The scale of the development is the most important construction goal to ensure the completion of food quality and safety tasks. This model is not only important for the formation of agricultural industrialization model, but it also enhanced the benefits of agriculture and forestry manor. An industrial chain is formed, farmers are changed into agricultural workers, and then urbanization is realized in the rural area. The suitable area for this agricultural dominance model is the central town or central village.

3. Development Strategy of the Characteristic Town in County Level

3.1 Development Characteristics

(1) The characteristics of the town development model include spacious and compact. The dominant industries are gathered in this location, while this development model is different with the development models in urban and rural areas.

(2) Although some of the industrial developments are also involved in the characteristic town development, developments that mentioned above are not exactly the same with the characteristic town development model. The characteristic town development has a certain requirement on the overall number of industrial production but full coverage of the development model is not demanded. The development direction of this model is focused on innovation and transformation. Therefore, the industry content in this model is the most high-end with the leading industries connected to each other and promoted each other. A new type of functional area is then developed to achieve a higher extension function.

(3) Characteristic town is the core content of development of new town urbanization. The concept is people-oriented implementation. Hence, some functional regional construction not only provides employment directions and positions, but also provides functional development and construction content through cultural construction that brings a sense of belonging to people.

(4) The characteristics small town pays attention to cultural development to promote the local outstanding traditional culture inheritance. Meanwhile, some of the modern elements were added to form a combination of traditional and modern development path.

(5) Space in the characteristic town meets with the requirements of residents in industry, living, recreation and other functions. The characteristic town is more emphasized in fine, beautiful and geographical identification. It is an integration of construction and ecological civilization of urban and rural areas.

3.2 Development Methods

The construction of a characteristic town is described as following (Figure 1):



Figure 1 Diagram of general characteristic town design

3.2.1 Eco-friendly

Reformation of economic development in China has led to the improvement of living standards of people. However, environment has been affected by the development. Therefore, the first issue to focus in development of characteristic small town is environmental improvement, ecological restoration, and law enforcement to achieve sustainable development of small towns with the ecological economy as the main development goals. Green vegetation should be improved to restore the ecological construction, attract tourists' attention and form an ecological civilization city.

3.2.2 Information Technology in Town

Nowadays, the economic development has led to scientific and technological progress. The ways of communication has undergone great changes and the development is mainly information-based. From previous cases mentioned in text, the promotion and application of e-commerce has connected the whole town through the network approach and promoted the entire regional consumption links. In the meantime, the characteristic small towns focuses on the development of information technology industry to promote the development and attract foreign investment.

3.2.3 Following the Latest Trend

The construction of the characteristic town not only effectively uses the local resources, but also create a perfect characteristic development of industry. At the same time, it is a great attraction to foreign investment. It is in a leading position among the development models. Cultural content is constructed according to the local people's living standards and spending power. The network technology is used to connect and promote the culture, thus forming a higher

reputation.

3.2.4 Improvement of Local Ecosystems

A beautiful environment plays an important role in promoting the development of any city or county. Thus, local resources must be firstly considered in the development process. The local ecological advantages and environment should be protected and improved. Improvement of ecosystems should not only focus on decoration but must form a unique ecological environment construction content, such as sky gardens. This characteristic town fully uses the natural resources and connects the humanities and landscape culture. The tourism and navigational capacity become the most important direction of development, the local natural resources are fully used for development and forming an eco-industrial development. As a result, it not only promotes local economic development, but also improves the local environment.

3.3 Main Points of Development

3.3.1 Function Positioning

The functionality of characteristic town is one of the important development goals. The functions of the characteristic town are defined as four important elements, including culture, tourism, industry and community. Function positioning is performed through multi-angle analysis and research to achieve its leading position. Next, the contents of these functional units should be integrated. Then, the functional positioning is clear to achieve functional construction in industry, culture, tourism and community.

3.3.2 Determination of Town Location

Choice of town location is essential and two problems need to be solved, which are necessity of development of characteristic town and the developmental of the location. The analysis methods involve comparison of locations, surrounding impacts and multi-regulation in identification of town locations. (1) "Comparison of locations" mainly refers to the measurement of positive roles and estimation of the degree of development of each location. (2) "Surrounding impacts" analysis comprising of the consideration of the impact of development to avoid damage to the ecological environment. (3) "Multi-regulation" analysis focuses on the feasibility of development and construction of the selected locations in three to five years. The selected area is marked with red line within 3 km² around the town. Then, the selected area is analyzed for the statutory urban and rural plan, overall land use plan and ecological plan. In summary, the future development in China can be foreseen through the study of development of county economic development model and the characteristic town development. The construction of small towns is an innovative development that covering industry, ecology, culture and community.

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