

Research on The Development of Yunnan Characteristic Towns in the New Era

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Abstract: Yunnan's urbanization level is relatively low, and the problem of uncoordinated urban and rural development is quite prominent. In order to solve this problem, in view of Yunnan's numerous nationalities, long history and better protection of various cultural heritages, many small towns have some villages with complete forms, distinctive features and extremely high historical and cultural values. Yunnan Province has called for the construction of characteristic small towns to promote the development of urban construction. In the context of supply side structural reform, characteristic towns have become a new business form of economic upgrading and transformation. Yunnan Province actively promotes the construction of Characteristic Towns in combination with its own location, resource endowment and other characteristics. Se town is an important carrier of national cultural heritage. Through the integrated development of tourism industry and cultural industry, the development of Characteristic Towns in Yunnan and the inheritance and interactive development of national culture, the connotation and extension of characteristic towns have been expanded, and the channels for the inheritance of ethnic culture and the space for the development of ethnic cultural industries have been widened. In the new era, promoting the coordinated development of Yunnan's beautiful countryside and characteristic towns, which complement each other, will help Yunnan's ethnic minority areas to realize the strategy of rural revitalization.

1. Introduction

Using the construction of characteristic towns to promote the process of urbanization will enrich and perfect Yunnan's urban system. The construction of characteristic towns will also help to tap Yunnan's advantageous resources and develop and expand characteristic industries [1]. In 2017, the Yunnan provincial government issued the "opinions of the Yunnan provincial people's government on accelerating the development of characteristic towns" which clearly stated: "strive to build 20 or so first-class characteristic towns in the whole province and 80 or so first-class characteristic towns in the whole province by 2019 through three years of efforts [2]. General secretary Xi Jinping visited Yunnan and hoped that Yunnan would take the initiative to serve and integrate into the national development strategy and break through a leaping development path, and strive to become the Yunnan chapter of China's national unity and progress demonstration area, the pioneer of ecological civilization construction, the radiation center for South East Asia and Southeast Asia, and the dream of China. The synergy between Yunnan's beautiful villages and characteristic towns not only lies in the synergy of construction essence, but also lies in the synergy of development essence, ecological essence and cultural essence, which has certain agreement with the five development concepts [3]. To build differentiated and personalized small towns with characteristic industries as the support, to develop regional economy, to implement characteristic driving strategy, to build towns with characteristics, to build towns with characteristics, to build towns with characteristics, and to promote towns with characteristics, so as to promote the orderly flow of production factors between urban and rural areas, and to expand the radiation driving effect of towns on villages. As a provincial key promotion project, the construction of characteristic towns must bring new opportunities to Yunnan Province, grasp the steering wheel of transformation, upgrading and reform and innovation in Yunnan under the new normal, and make characteristic towns a beautiful banner for Yunnan's long voyage.

2. Overview of Characteristic Towns

Although the characteristic town is called “town”, it is not an administrative division unit, nor is it different from industrial and trade parks, nor is it simply a new rural construction. It is a high-end industrial town focusing on the dual industries of “characteristic industry+emerging industry”. Yunnan minority culture is an important treasure of Chinese culture. We should actively support the inheritance, protection and development of Yunnan minority culture [4]. Taking the opportunity of building characteristic towns to speed up the pace of “culturally strong province”, let characteristic towns become an important functional platform and carrier for the inheritance and development of minority cultures. Therefore, modern agricultural towns should take the development of modern agriculture as the primary goal. Under the comprehensive effect of market mechanism and government regulation, agriculture, industry and trade should be closely linked, production, marketing and sales should be integrated, so as to realize the modern agricultural towns with diversified industrial forms and multi-functional industrial system [5]. The industry of characteristic town does not need to be small and complete, but small and special, small and new. It is a characteristic town integrating “industry, city and culture” and integrating “ecology, life and production”. It is different from the “city”, “town” and “township” which are divided in administrative areas, and also different from the “district” of industrial parks, economic development zones and tourist scenic spots. It is a functional assembly area that combines the “people, culture, production and city” organically formed by combining its own industrial characteristics, ecological endowment and cultural heritage. As shown in Table 1.

Table 1 Comparison of Differences among Characteristic Towns, Characteristic Towns, Industrial Parks and Tourist Scenic Spots.

Category	Administrative division	Operating subject	Industry type	Function
Characteristic town	Non-administrative division	The Led by the government and dominated by enterprises	Emerging industries and advantageous industries	“People, Literature, Property, City”
Special town	Administrative division	Government	Tertiary industry	Life
Industrial park	Semi-administrative division	The government-led management committee is responsible for the operation	Industry, manufacturing	Production and manufacturing
Tourist attraction	Non-administrative division	Industry or government-led companies or government operations	Tourism, catering services	Tourism, ecology

3. Main Problems in the Construction of Characteristic Towns

3.1 Main Investors Have Not Implemented or Their Strength is Not Strong

Investors are also called “investors” and “investors”. The main investors are very important for the construction of small towns. Only when the main investors are determined can the related projects of characteristic small towns be carried out in an orderly way. This is not only a strategic choice for Yunnan Province to speed up regional innovation and development under the new economic normal, but also an effective way to promote supply-side structural reform and urbanization in border ethnic minority areas [6]. The primitive and backward garbage, sewage treatment and energy usage in many areas have brought many adverse impacts on the environment.

Especially in rural areas, non-point source pollution is becoming increasingly serious and forest protection is facing challenges, which can no longer meet people's growing needs for a better life. There are hundreds of shops in the town, but many of them are idle. Some of them even put up the notice of “pavement transfer”. The overall atmosphere of the town is a little bleak. Although some towns have implemented the investment subject, the strength of the investment subject is not strong. Most of them are local platform companies and provincial state-owned enterprises. There are not many world top 500 and China top 500 enterprises with real strength outside the province [7]. The image of the town is the external artistic expression of the town's internal characteristics, reflecting the overall quality, taste and culture of the city. Therefore, the image construction of characteristic town is a very core and key task, which is imperative.

3.2. Deviation of Planning Direction and Positioning

The plan laid the main tone for the development of the town, and clarified the overall plan and specific implementation details of the project. The key to the construction of characteristic towns lies in “characteristics”. Many towns ignore the importance of planning. In the early stage of construction, the planning is rough and there are many problems in the process of construction. The motive force theory of cultural tourism holds that one of the important reasons for the occurrence of tourism behavior is the difference between the culture of the tourists' residence and the culture of the destination, which induces the tourists' demand for ethnic cultural tourism products.

The Yunnan Provincial Development and Reform Commission organized a research team to investigate and guide the progress of 104 characteristic towns under construction, collect relevant issues, feedback and implementation, so as to ensure the implementation progress of characteristic towns and issue corresponding financial subsidies. The overall situation of the project showed a steady trend. According to the Research Report and feedback, 90 of the 105 towns have started construction, and the progress can be roughly divided into the following four situations, as shown in Table 2.

Table 2 Progress of 104 Characteristic Towns

Schedule	Number of small towns	Proportion (%)
The overall progress is relatively smooth	36	34.62
Infrastructure and public service facilities are still far from perfect	28	26.92
The problem is quite prominent and it will take a long time to see results	29	27.89
Rejection not started	11	10.57

The town's municipal facilities are built taking into account the modern treatment of sewage and garbage and intensive use of energy, which has played a positive role in improving the regional ecological environment and has played a leading role in environmental protection in the surrounding areas. The area conflict between the total planned area and the core functional area; The planning highlights characteristic elements and the distinction is not obvious. The construction of the project does not match the overall environment and fails to deeply tap the local culture and beautiful ecological environment advantages. At present, the vegetation in the town is single, the growth is disordered, and the relevant supporting public service facilities are not perfect. There are only a few seats for people to rest in the park, and there is no place for shade, sun protection and recreation. It is necessary to attach importance to the originality, perceptibility and integrity of the national history and culture in the construction of the town with national historical and cultural characteristics.

3.3 Characteristics of the Industry Are Not Distinct

Through the classification and sorting of the data, 80 cultural tourism towns are divided. During the field investigation, it is also found that many towns are dominated by cultural tourism industry,

most of which rely on their own historical resources or natural ecological endowment to repair ancient buildings and construct cultural tourism scenic spots [8]. The construction of characteristic town integrates production, life and ecology, which is an effective way to break the dual structure of urban and rural areas in the process of urbanization. The importance of the economic development of the town is self-evident. The characteristic towns in traditional agricultural areas have introduced modern industries and modern lifestyles, combined local characteristics with local people's production and living habits, and absorbed local people's employment. As soon as the goal of developing tourism is put forward, ecological scenery, traditional culture, advantageous industries, etc. will become attraction points for township tourism one after another. As the carrier of the integration of production and city, beautiful countryside and characteristic town are a small town that can span administrative areas and integrate "production and city culture" with "ecology, life and production". At present, the construction of characteristic towns in Yunnan province is still in further progress. In order to meet the people's material and spiritual life continuously improve the diverse needs. In order to further promote the economic development and revitalization of the small town by improving its environmental image and attracting investment, shopping, tourism and work.

4. Research on Countermeasures of Accelerating the Development of Small Towns with Yunnan Characteristics in the New Period

4.1 Investors Should Be More Perfect and Powerful

For the implementation of the investment subject, the following aspects should be taken into consideration: first, expand the investment attraction and influence of the town through the government's investment promotion meeting; second, actively strive for the support of the provincial, state and municipal level. In the process of development of small towns with national characteristics, national cultural resources play an important role. The inheritance and living of national culture is conducive to strengthening the national characteristics of Characteristic Towns and the potential of industrial development of towns. At present, due to the relatively low degree of agricultural modernization and industrial operation organization due to the terrain factors in Yunnan, the main industrial mode of villages and towns is traditional planting industry and local industry. Now, through the coordinated development of beautiful villages and characteristic towns, the tourism industry chain of villages and towns will initially form. At the same time, it can provide corresponding preferential policies for investors, and can effectively ensure the self-interest of investors. The third is to strive for strong investors to settle in, and to deeply explore the correlation between their own resources and enterprises through the form of leading enterprises in the corresponding industries in the relevant industrial towns. Therefore, small industrial towns should rely on the advantages of local resources to develop modern processing industry with prominent regional characteristics, strong professionalism and high comprehensive utilization rate of resources, and guide enterprises to gather and develop and take the road of characteristic, specialization, branding and sustainable development. We should strictly control the style and features of small towns with special features. The development and construction should have both commonness and individuality. We should effectively and rationally use the local excellent traditional architectural elements, strengthen the image design of architectural features, and create a small town with regional characteristics.

4.2 Planning Should Be More Detailed and Reasonable

According to many factors such as location conditions, resource endowment, industrial accumulation and regional characteristics, detailed planning can be carried out to reflect the unique national characteristics, industrial characteristics, cultural characteristics and style characteristics of the small town. We will strengthen the government's role in supporting infrastructure, providing public services, protecting ethnic cultures and protecting the ecological environment. We will effectively play the market's role in resource allocation and market-oriented operation mode to promote the sustainable development and efficient operation of small towns. According to the

characteristics of villages and towns derived cultural creativity, cultural leisure and other characteristic industries, accelerate the regional linkage effect. The coordinated development of Yunnan beautiful countryside and characteristic towns relies on the unique tourism resources of villages and towns, and their infrastructure is upgraded. In the process of building a characteristic town, the government departments should simultaneously and vigorously promote the construction of supporting public service facilities in the town, comprehensively meet the basic needs of production and life, and better inject the driving force for the sustainable development of the town. Many towns have a large number of historical relics in the planning area, including historical buildings. This unique resource endowment can be used for town theme layout, in case of “one side of a thousand towns”, and can also be jointly constructed with surrounding cities, towns and villages. Tourism industry is known as “smoke-free industry”, but the development of tourism industry is also most vulnerable to the market. Its long-term sustainability is not obvious, which depends on the continuous development and utilization of regional tourism resources. Therefore, in addition to the accurate industrial positioning, Yunnan's characteristic towns should pay attention to the superposition of other functions.

4.3 Industry Should Be More Characteristic and Strong

Characteristic town takes characteristic industry as the core, takes characteristic culture, function and architecture into consideration, and makes the industry bigger and stronger is the key. Choosing industries, empirical research found that the inheritance of national culture in characteristic towns, bold leadership is essential. Leaders responsible for creating characteristic towns must have a full understanding of the culture in the region, have the ability to operate capital easily, and be able to operate and promote the brand of characteristic towns. For example, in rural areas dominated by agricultural planting, through the construction of agricultural characteristic towns, the evolution of traditional agricultural civilization is displayed and cultural and creative elements are implanted in the variety research and development and packaging design of agricultural products; Due to the special location advantages of border ports, border port towns should strive to improve their development environment, upgrade and perfect their service functions, attract domestic and foreign investment developers, and strengthen cooperation with neighboring countries in the fields of channel construction, land resources, agricultural resources, cherish forest resources, mineral resources and tourism resources development. Many industries in Yunnan are unique. At this time, we should fundamentally develop these industries, extend the industrial chain, upgrade the value chain and innovate the supply chain. With the introduction of specialized talents, teams and technologies, the Yunnan provincial government should step up publicity efforts for small towns with special features, rationally develop publicity work, and enhance the popularity of small towns.

5. Conclusion

The proposal of characteristic towns is a major scientific measure made according to China's actual national conditions. It is one of the important carriers for China to reasonably promote the new urbanization process in the future and the only way to build a well-off society in an all-round way. The unique national culture has achieved the unique charm and attraction of the characteristic small town, and the development of the characteristic small town bears the reality of national culture inheritance. The interactive relationship between the development of characteristic towns and the inheritance of national culture has been continuously reformed and innovated in practice. In the process of promoting urbanization, we should always pay attention to coordination, that is, we should develop large and medium-sized cities and Characteristic Towns at the same time, make excellent small and medium-sized cities, special towns and beautiful villages; make reasonable layout in regional space, make the advantages of circle, belt and point complementary and coordinated development; coordinate the relationship between urban construction and ecological environment. The coordinated development of the beautiful villages and Characteristic Towns in Yunnan provides a new choice for the development mode of the beautiful villages and Characteristic Towns in Yunnan. The coordinated development of the two can not only promote the

villages, but also effectively promote the rapid development of the region.

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