

Characteristic Town: The Effective Path of New-type Urbanization with Chinese Characteristics—Based on the Investigation of Internet Town Wuzheng, Aficion Chocolate Town Jiashan, Photovoltaic Town Xiuzhou in Zhejiang^{*}

WU Zhen-ping

School of Marxism of Longyan University, Longyan, Fujian; 364012, China

The characteristic town is a dynamic and vivid case of experience of Zhejiang. With the internet town Wuzheng, Aficion chocolate town Jiashan, photovoltaic town Xiuzhou in Zhejiang as the research perspective, the concept of development that the production, life and ecology merge together and the development direction and value of New-type urbanization is consistent, and it is the effective path of New-type urbanization development. At the same time, these towns provide a model for the development of the country small town.

Keywords: characteristic town, new-type urbanization, the production, life and ecology merge together

Introduction

The characteristic town is the newest model from numerous Zhejiang experience, Zhejiang elements, Zhejiang material, and it is a vivid manifestation and prominent highlights for Zhejiang to be forefront in China.

In the investigation by the internet town Wuzheng, Aficion chocolate town Jiashan, photovoltaic town Xiuzhou, we felt the development scene deeply which the town features a beautiful ecology, which is livable and appropriate business and suitable for tourism, which is distinctive personality, charming and thriving. We appreciate deeply that the characteristic town is the development direction of small towns in the future and it is an important grasp and effective path for new-type urbanization.

The Basic Situation of the Characteristic Town Construction

The Basic Situation of the Internet Town in Wuzhen

Wuzhen is an ancient town in the south areas of China with the 1300 years history of building town. It is a typical watery region in the south areas, and it is full of the strong flavor with the ancient and watery region. Wuzhen has become a famous tourist resort in the ancient town of China by the original water village style and

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WU Zhen-ping, Associate Professor, School of Marxism, Longyan University. Her main research field: the urbanization of Chinese characteristics, the ideological and political education.

rich cultural deposit. But it is not enough for Wuzhen, this town achieved a magnificent transformation one time and again innovation by innovations time and time again. There is a transformation from the tourism town to the cultural town in Wuzhen relying on the Wuzhen traditional culture, and went in the big drama festival, and extended the drama industry chain gradually. In 2014, the World Internet Conference was held in Wuzhen, then Wuzhen has realized the transformation from a cultural town to a wisdom town. As a permanent venue for the World Internet Conference, Wuzhen made full use of the magnification effect of the summit influence, and it promoted the “One Industry and One Net” (Tourism and Internet) vigorously synchronous development to enable the visitors fully experience the unique charm which coruscated based on the communication by the traditional culture of China and modern technology.

Nowadays, the internet related high-end elements gathered and developed in Wuzhen, and many enterprises and industries have been derived, such as Wuzhen Internet Hospital and Wuzhen Intelligent Pension Comprehensive Service Platform. The collision between the tradition and modernism has brought new opportunities for Wuzhen development. The development of characteristic town Wuzhen has ignited the Internet dream of makers, and more and more enterprises have found new opportunities.

The Construction Status of Aficion Chocolate Town Jiashan

Aficion chocolate town Jiashan was the theme with “chocolate town”. The town merged the consumption transformation history, industry, culture and story about chocolate together, then formed a typical significance industry tourist town with the production, research and development, display, experience, culture and recreation about chocolate. The town took chocolate as the catalyst and took the natural rural pastoral scenes like the hot spring, watery region, flowers sea and farm as the background to create chocolate flavor experience base, wedding honeymoon resort base and cultural and creative industry base, and achieved the integration and linkage development of the primary industry, second industry and service industry.

Aficion chocolate town Jiashan forged a industry popular with young people by the creative development ideas, and forged the industry of consumption transformation with the surrounding residents. These industries not only promoted the sustainable development of small characteristic town, but also created business platform for the young generation, and made the young generation becoming the characteristic town masters.

The Basic Situation of the Photovoltaic Town Xiuzhou

The photovoltaic town Xiuzhou is a town where photovoltaic power generation and photovoltaic manufacturing is the axis, where photovoltaic service and photovoltaic tourism is the extension, focusing on the “photovoltaic concept” theme development to achieve “everywhere, every family and everybody to use photovoltaic” as the development concept, then creating the characteristic town which merge the production, life and ecology together with appropriate industry, livable and tourist.

The characteristic of photovoltaic town Xiuzhou is the 49 projects which the construction content covers the research and development, manufacture, testing services, tourism and relaxation about photovoltaic with the photovoltaic power generation and photovoltaic manufacture as the core. Xiuzhou put forth effort to create “fine and beautiful” high level of appearance characteristic town and “special and strong” industrial agglomeration highland and “gathering and fusion” new platform for the integration of industry and city. Xiuzhou promoted the popularization and application of photovoltaic better by promoting the photovoltaic application into the

enterprise, villages and households and by constructing a number of demonstration projects and Xincheng town “PV +” model town. Xiuzhou vigorously promoted the multi field construction of “PV+” to realize synchronize planning and design, construction and installation, acceptance and use. Xiuzhou designed and manufactured the city sculpture by photovoltaic element which increased the artistic atmosphere and enhanced the literary temperament for the town. Xiuzhou took the “Industrial Tourism”, “Practical Experience”, “Headquarters Expo” as the main line to promote the industrial tourism such as the science education, the business investigation and so on. Industrial tourism has enhanced the brand value of photovoltaic town and created a town with high-tech industry and cultural taste.

The Characteristic Town Is the Effective Path of the New-type Urbanization

New-type Urbanization and Construction of Towns

Urbanization is the only way to realize the economy and society transformation development, and it is also the only way to realize modernization. The Communist Party of China Central Committee has always attached great importance to urban development, and put forward clearly that “persisting in the coordinated development of large, medium and small cities and small towns, enhancing the comprehensive bearing capacity of the cities, in accordance with the step by step, saving land, intensive development and rational distribution principle, actively and steadily promoting urbanization and gradually changing the dualistic structure of urban and rural areas” in the “In 11th five-year plan for national economic and social development” which has made as early as 2006 year. In 2007, the Seventeenth National Congress of the Party emphasized again that “following a route of urbanization with its own characteristics, according to the principles that is urban-rural harmonious development, rational layout, saving land, perfect functions, in a large band to promote the coordinated development of large, medium and small cities and small towns”.

In 2012 year the Eighteenth National Congress of the Party emphasized again that “adhering to the new path of industrialization, informatization, urbanization, agricultural modernization with Chinese characteristics, to promote the depth of integration of information technology and industrialization and the interaction of industrialization and urbanization, the coordination of urbanization and agricultural modernization, to promote simultaneous development of industrialization, informatization, urbanization and agricultural modernization”. From “promoting the healthy development of urbanization” to “the road of urbanization with Chinese characteristics”, and then to “new-type urbanization with Chinese characteristics”, the strategic direction and path of urbanization become clearer and clearer. At present, “new-type urbanization” has become the common understanding of the whole society, and has become the practice and concept of urbanization in various parts of the country.

In 2014 year, The Central Committee of the Communist Party of China issued the “New national urbanization planning (2014-2020 years)”. Based on these guidelines, a new urbanization plan which accorded with the local realities has been worked out, which provides a basis for the development of urbanization. The new-type urbanization was the human-oriented and based on “city, better life”. It emphasized the real citizenization of the agricultural transfer of population. The new-type urbanization payed attention to the quality of urban development, as Xi Jinping laid stress on the importance that it is impossible to push the urbanization too fast or too slow, and it should be promoted the transformation of urbanization to quality improvement (SHEN, &

LU, 2013). The new-type urbanization emphasizes ecological civilization. At the end of 2012, the Central Economic Working Conference pointed out that we should integrate the concept and principles of ecological civilization into the whole process of urbanization and take a intensive, intelligent, green and low-carbon new urbanization road (LI & GU, 2012). The new-type urbanization should focus on the coordinated development of large, medium-sized and small cities and small towns and focus on the integration of urban and rural areas. The new-type urbanization should focus on the four modernization synchronization, and it is the urbanization based on agricultural modernization (SHAN, 2014, pp. 108-111).

The new-type urbanization strategy has brought new opportunities for the construction of small towns, and the establishment of small towns are the proper meaning of the new-type urbanization. Small towns is the end of the city and the head of the rural areas, which is the bridge between city and rural, which is an important carrier of transferring rural surplus population. So the small towns have a brilliant future in promoting economic prosperity and development of rural society, diffusing city civilization, realizing the integration of urban and rural areas.

The new-type urbanization emphasizes the coordinated development of large, medium-sized and small cities and small towns and provide macro policy support for the development of small towns. The new-type urbanization pays close attention to the livelihood of people, caring for happiness and sense of gain of people (WANG, 2016, PP. 12-21). this concept provides the value direction for the small towns development. The new-type urbanization pays attention to build a livable environment and inheritance of history and culture, which provides a target for the development of small towns. With the improvement of living standard of people who pursue a high quality of life, the small towns with the advantages such as good air quality and drinking water, quiet living environment, low cost of living, abundant parking space, loose humanistic environment and so on, has become a place for people to yearn for, so it will bring the new development of small towns.

The Characteristic Town is the Effective Path of the New-type Urbanization

From the construction situation and effect of the internet town Wuzheng, Aficion chocolate town Jiashan, photovoltaic town Xiuzhou, the characteristic town is the important starting point and effective path of new-type urbanization.

First, The new towns emphasize the industry make the city prosperous and the integration of industry and city. “No feature, no town” (XU, 2017). “one town and one industry”, the most important feature of the characteristic town is that the industry has its own characteristics, and the characteristic industry provides the power source for the town development. Three characteristic towns internet town Wuzhen, Aficion chocolate town Jiashan, photovoltaic town Xiuzhou have distinct industrial characteristics and formed related industrial chains, so as to realize the sustainable development of characteristic towns.

Second, the new-type urbanization emphasizes the urbanization of people oriented. From the three towns internet town Wuzhen, Aficion chocolate town Jiashan, photovoltaic town Xiuzhou, the town construction emphasizes the integration development of production, life and ecology (DUAN, 2017, PP. 107-112), abandoning the piestyle urbanization.

Third, the new-type urbanization emphasizes the inheritance of tradition and culture. “to see the mountain, to see the water, to remember the homesickness” is the traditional culture hunger of new urbanization. The three characteristic towns internet town Wuzhen, Aficion chocolate town Jiashan, photovoltaic town Xiuzhou all

adhere to the industry, culture and tourism “Trinity” development. It outstands the historical and cultural advantages, and parts from the cultural desert phenomenon of traditional industrial zone, and highlights the humanities temperament.

Conclusion

The new-type urbanization is the development direction of urbanization. The characteristic towns of Zhejiang provide Zhejiang experience and path to follow for promoting the new-type urbanization of all over the country.

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