

Analysis of the Development of Characteristic Towns based on the Background of Rural Revitalization

-- Taking Conghua District of Guangzhou as an Example

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Abstract

Since the 18th National Congress of the Communist Party of China, the implementation of the rural revitalization strategy was one of the main tasks of building a modern economic system. As an important foundation of the economic system, rural revitalization would not only bring unprecedented development opportunities to the Chinese countryside, but also narrow the urban and rural areas. The rural cultural characteristics contained in different villages were unique. By making full use of their excellent resources, cultural heritage, and the transformation and upgrading of the village under the support of the reform of the policy system, a new form of industrial space organization is formed. It called Featured town. It mainly focused on the village space environment of characteristic towns, and explored its regional and special characteristics and was embodied in four aspects: "industry cultivation, functional content, morphological environment, and institutional mechanism", and strived to develop into an industrially prosperous and ecologically livable place.

Keywords

Rural revitalization, characteristic town, industrial transformation, beautiful countryside.

1. Introduction

The characteristic towns in this study are mainly distributed in Conghua District. Conghua has rich ecological green resources. The development prospects for the development of healthy eco-tourism projects, farming and production, and modern science and technology agriculture and other emerging industries are promising. It is a research in the city of Guangzhou for rural revitalization and beauty. An excellent example of the countryside.

The first batch of municipal characteristic towns in Conghua District are: Gutian Town, Jindong Taohua Town, Xihe Wanhua Style Town, Xitang Fairy Tale Town, Hot Spring Wealth Town, Mibu Town, Lianma Small Town Town, Lianxi Town, Fen Tian Pugui Town and Nanping Refined Town. By linking the core elements of various characteristic towns, Conghua District builds innovative industries, promotes the improvement of regional industrial ecosystems, and further enhances rural core competitiveness and sustainable development.

2. Rural Revitalization

My country's current "three rural issues" were a "stumbling block" for the socialism with Chinese characteristics to enter a new era. The hollowing out and aging of the countryside have seriously slowed down the economic and cultural development of the Chinese countryside, the rural industries have been blocked, and the competitiveness of agricultural products. The problems of weakness and the growing gap between urban and rural areas were very prominent.

In order to fundamentally solve this shortcoming problem in China, the report of the 19th National Congress of the Communist Party of China clearly emphasized the need to give priority to the development of agricultural and rural construction and accelerate the process of agricultural and rural modernization. The rural revitalization strategy was a new strategy, new deployment, and new requirements for the "three rural" work of the Party Central Committee in the new era. This not only reflected the important value of rural construction in modernization, but also highlighted the necessity of rural construction in China. The implementation of the rural revitalization strategy and the promotion of agricultural and rural modernization were an integral part of Xi Jinping's thoughts on socialism with Chinese characteristics in the new era. It was a major strategy guiding China's rural reforms in the new era and ushering in a new era of rural reform and development in China. [1]

2.1. The Era Significance of Rural Revitalization

2.1.1. Speed up the Healthy Development of the Countryside

Thoroughly implemented the rural revitalization policy to achieve the overall goal of industrial prosperity, ecological livability, civilized rural customs, effective governance, and prosperous life was just around the corner.

2.1.2. Achieve the Integration of Urban and Rural Development

The rural revitalization strategy was a concentrated expression of the concept of "innovation, coordination, green, openness, and sharing". The rural areas relied on market regulation to actively accelerate the flow of commodity elements in the rural areas, and then through the "Internet +", e-commerce and other new industries and new formats, The productivity of traditional industries in the countryside would be greatly improved, ensuring the efficiency of economic development. The establishment of a sound urban-rural integration development system and policy system proposed in the rural revitalization would further break the urban-rural dual system. The advanced industrial technology of the city would flow to the countryside to improve the development of agriculture. The rise of new forms of rural tourism would also attract a large number of urban residents.

2.1.3. Realize Rural Modernization

The modernization of rural areas was inseparable from the support of technology and innovation. The state had fully stimulated the development potential of rural areas by investing funds in agricultural technology research and development and improving the national agricultural technology innovation system. Rural modern technological innovation was also a huge development business opportunity in the market. The development, promotion and application of rural science and technology could be realized through diversified capital pooling, so that advanced modern scientific and technological achievements could benefit every field in the country and realize the bright prospect of common development.

For now, modern Internet technology had also gradually shortened the distance between the villages, realizing the interconnection between economic and cultural exchanges. The integration of the intelligence of modern technology and the rural business was the only way to realize the modernization of rural areas, which would also help the rural areas to realize the transformation and upgrading of the industrial structure faster and better.

2.2. The Practice of Rural Revitalization Abroad

2.2.1. Practical Experience in European and American Countries

Developed countries also suffered from the rapid industrial development that caused rural development to lag behind cities, and the widening urban-rural gap would seriously affect the country's future development. The gap between urban and rural infrastructure construction and public services was a common problem. The United States expanded the scale of

agricultural development, increased farmers' direct economic subsidies, and encouraged farmers to break a single agricultural production structure, develop diversified agricultural and sideline industries, and improve rural roads. Infrastructure construction such as transportation, education, culture, and markets. At the same time, a "work-study course plan" was implemented to improve the culture and skill level of farmers. After a series of reforms, the development of American rural areas had been steadily improved and the potential value of rural areas had been realized.

The serious problems of urbanization were also quietly endangering the overall development of some European countries. Some countries had specially formulated rural development plans for the surrounding areas of metropolises to alleviate the problems of urbanization. For example, Paris, France, imposed a "crowding tax" on the central area, encouraged and subsidized the relocation of factories to the suburbs, and at the same time determined the policy of "protecting the old urban area, rebuilding the sub-center, developing new towns, and caring for natural villages" to strengthen rural infrastructure and the construction of social undertakings.

2.2.2. Practical Experience of Japanese and Korean Families

In the 1960s, Japan adopted the strategy of land development plan to enhance the value of rural development. The Japanese government had continuously increased financial investment in rural construction, developed backward areas around cities, and readjusted the relationship between industry and agriculture. A more successful case in Japan was the "One Village, One Product" campaign launched in 1979 to encourage villages to tap their own potential advantages, develop and promote products as local characteristics, and strive to create brand effects to radiate surrounding areas and implement misplaced advantage competition. Effectively promoted the sustainable development of the village.

In order to narrow the gap between urban and rural areas, South Korea launched the "New Village Movement" in 1970, focusing on the construction of rural basic cultural facilities, such as sports fields, nursing homes, and youth activity centers. After decades of changes, South Korea had basically achieved urban and rural areas.

3. Characteristic Town

A characteristic town is not an administrative unit, it is a platform that gathers various high-end elements such as capital, technology, and talent. [2] It is not only a development model that optimizes the layout of productive forces and focuses on content, but also an economic model that solves insufficient supply and promotes industrial upgrading. It is also a social governance model with multiple participation, novel and open systems, and sharing and interoperability. Featured towns, as an operational governance system, are responsible for reshaping industries in rural areas, realizing agricultural modernization and integrating various functions of rural tourism resources, all trying to use existing space resources to achieve the optimal layout of productivity.

3.1. The Core Characteristics of the Characteristic Town Development Model

3.1.1. Specificity and Subjectivity of Industrial Cultivation

Excavate and develop the unique brands or industries of the region, make the characteristic industries an irreplaceable economic pillar of the town, and then drive the development of other industries, with a certain emphasis and differentiation in the development of industries. The main industries developed by characteristic towns need to be far-sighted, conform to the informatization and logistics of modern industries, and organically combine local characteristic resources with industrial technologies to form a local industry that radiates the surrounding areas.

The rise of characteristic industries can simultaneously promote the efficient operation of traditional industries in the region, and gradually carry out transformation and upgrading in accordance with the trend of the times, realize the integration and linkage of "new and old" industries, and form an excellent industrial ecosystem. Industrial cultivation is the core of the development of characteristic towns. Therefore, characteristic industries must be gradually cultivated into high-end industries, ultimately promoting the steady development of the regional economy.

3.1.2. Fusion and Aggregation of Core Functions

The biggest difference between characteristic towns and traditional industrial parks is that characteristic towns not only develop local unique industries, but also have the functional characteristics of culture, tourism, and community. The development route of characteristic towns is not the single industry development of traditional towns and towns in the past. The development of small towns focuses on the combination of cultural connotation and living environment, and strives to provide people with a better living environment and enhance people's cultural identity. The characteristic town forms the characteristic subsidiary label of the town through the excavation and cultivation of its own internal culture. Potential cultural functions can enhance the cohesion of people in the community, and creating a good community environment is conducive to retaining talents and developing industries. The tourism function is given by market demand, forming a unique tourism culture and creating a brand. At the same time, tourism can also be used as an industry and economic growth point in a small town. There is a close relationship between each functional feature of the characteristic town, and strive to build the characteristic town into a platform suitable for living, traveling, and business.

3.1.3. The Gracefulness and Intensiveness of the Morphological Environment

The space environment of characteristic towns is small and sophisticated, with certain planning space restrictions. It is necessary to make full use of the land environment of the town to achieve maximum economic benefits. Featured towns are an economical spatial model, which generally connect large cities through convenient transportation infrastructure to realize convenient living circles. Small towns are generally located in beautiful countryside and have a beautiful ecological environment, which is conducive to the development of the tourism ecological industry and the realization of ecological green sustainability. The spatial environment of a characteristic town is generally divided into an artificial environment and a natural environment. The artificial environment is the morphological environment after garden planning and design, and the natural environment is the original mountain, water, and forest resource environment of the town.

3.1.4. Innovation and Flexibility of Institutional Mechanism

The innovation of characteristic towns is mainly manifested in the preferential policies. In terms of land policy, if the town meets the standards for creation every year, it can be rewarded according to 50-60% of the land use standard. If it cannot be completed within three years, then The rewarded land use index will be double deducted. As for the financial aspect, for characteristic towns from being included in the creation list to the final naming list, the additional part of the planning space needs to be paid to the government for that part of the fiscal revenue, which will be returned to the town in full for the first three years, and for the next two years. Half of it will be returned to the local finance.

The flexibility of small towns is reflected in the fact that they are dominated by enterprises and the government plays a guiding role. The business model of small towns will be adjusted according to market changes. The concept of openness and sharing of the system has been best explained in the creation of characteristic towns. This system will be conducive to making the cultivation of the industry more vigorous, the financing model of enterprises will be broader, and the provision of better public infrastructure will show that A good situation with strong

openness. In this type of enterprise-government cooperation, the function of the government is mainly to make overall planning for characteristic towns and provide corresponding supporting government services, while enterprises independently lead the town's industry and realize the development of characteristic industries through project planning and implementation. grow.

4. Analysis and Research on Characteristic Towns in Conghua District

4.1. The Past Problems of Characteristic Towns in Conghua District

4.1.1. Deviations in Industry Cultivation Ideas

Conghua District's industrial cultivation ideas should take ecological agriculture and green environmental protection as the leading development direction, combine the advantages of different characteristic towns for diversified development, and explore other potential related industries to accelerate rural development. However, the Conghua District government implemented the "precise poverty alleviation" policy for characteristic towns from the beginning. The idea of government-led poverty alleviation work runed counter to the idea of cultivating characteristic towns. Government departments had not carefully reviewed the main bodies required for the construction of characteristic towns. When selecting the spatial location of characteristic towns, the importance of market economy and social capital to the development of characteristic industries was ignored. The lack of a characteristic small-town industry dominated by enterprises would be difficult to attract the investment of market capital elements. If it was not adjusted in time, it would eventually be unable to build an industrial ecosystem that gathers high-end elements.

In addition to the problem of shifting industrial cultivation ideas, the lack of close transportation linked between Conghua District and Guangzhou Center also hindered the economic exchanges between characteristic towns and big cities, and the insufficient development of resource elements in some small towns in Conghua District would also be greatly affected.

4.1.2. There Are Insufficient Institutional Guarantees

The local infrastructure in Conghua District was not complete enough, local investment was limited, and other reasons restricted the creation of small towns. Although the work of characteristic towns had been carried out, the government's guarantee system for land use and venture capital financing was still in the preliminary framework, and no substantive strategic means had been proposed. The existing land used indicators were mainly obtained by linking increase or decrease, appropriation by the higher-level government, etc. This method was difficult to achieve once in place and seriously slow down the progress of the town. As for the review system, the characteristic towns in Conghua District mainly relied on nomination by the government, and lacked a process of stimulating fair creation, which would limit the enthusiasm and innovation of the town to a certain extent. Regarding the construction process of the town, the results and benefits did not propose accurate evaluation criteria and no corresponding evaluation and review were established for subsequent operations. The reward and punishment mechanism all reflected the loopholes in the system.

4.1.3. Mismatch Between Industries and Lack of Uniqueness

The emerging industries cultivated by characteristic towns failed to coordinate with the local traditional industries in Conghua District, and there was a lack of leading enterprises to walk in the forefront of the construction of characteristic towns. As a result, the theme of the town's core industries was unclear or multiple. The development format of the town had similar problems.

The agricultural production methods in Conghua District failed to fully reflect the combination of technological innovation and characteristic agriculture in the new era. There was still a high-cost, low-efficiency and low-yield agricultural level. This was one of the reasons for the imbalance between traditional and emerging industries. Although the characteristic town had a clear theme, since most of the funds and construction efforts had not been concentrated on one of them in the process of industrial cultivation, it had developed multiple service industry types of industries. The concept of industry cultivation in characteristic towns was inconsistent. For example, the hot spring town plans to develop multiple types of industries such as "tourism and vacation", "financial services", "entrepreneurial incubation", and "convalescence and rehabilitation", or there are multiple characteristic town industries. The phenomena of similar structure and weak industrial specificity, such as: Lianma Ecotourism Town, Jindong Taohua Town and Lianxi Hiking Leisure Town were all developed based on the format of rural tourism experience.

4.1.4. Decentralized Industrial Layout and Insufficient Community Functions

Some characteristic towns in Conghua District covered a wide range, which was not conducive to the development of characteristic industries to form a core industry cluster, which weakened the close cooperation and exchanged between industries to a certain extent. For example, Jindong Taohua Town had an area of more than 20 square kilometers, far exceeding the overall area requirement of a characteristic town. The wide planning scope of characteristic towns may also lead to unclear core industrial areas and confusion among industrial functional areas. This decentralized industrial layout would seriously affect the production efficiency of small town industries and greatly increase the risk of capital investment.

The development of a small town not only required technical and financial support, but talent was also an important determinant. The community function of a characteristic town was people-oriented. Through a complete medical service, education system, housing security and other elements, it attracted people to live in the town stably, thereby generating a sense of belonging and happiness. Therefore, the community function of the characteristic town was to retain talents. The aspect played a key role in connecting the past and the future. However, the lack of public infrastructure in the characteristic town of Conghua, the lack of close transportation linked with the city center, and the high cost of commuting made the community's function relatively weak, reducing its attractiveness to technological talents and enterprises.

4.2. Development Strategy Adjustment of Specific Characteristic Towns

4.2.1. Conghua Gutian Cultural and Creative Town

Gutian Town took the cultural and creative industry as its core industry, uses cultural creativity as the carrier, and combined the rich tourist natural resources in the surrounding area to create a new rural living community. Through the introduction of leading cultural and creative enterprises such as Guangdong Jinming Group to stimulate the resource potential of the village, developed local characteristic intangible cultural heritage, innovatively designed and manufacture and sell cultural and creative products belonging to the Gutian town brand, thereby affecting the surrounding area. As the guiding role of the town construction, the government was responsible for attracting investment and improving basic public service infrastructure such as pension, medical care, education, etc. Small town enterprises negotiated and cooperated with local villagers. Economic cooperatives formed by farmers establish a real estate trusted relationship with the responsible team operating the town, and used rural land to develop eco-tourism industries, so that local economic cooperatives could not only obtain part of the industry Property income, and could stabilize the income of agricultural land rent, improving the quality of life of local villagers. Cultural and creative enterprises could use the "Internet +" and "Culture +" methods to create country houses with the theme of cultural

creativity and countryside style, develop new tourism formats such as urban agricultural sightseeing experience, and provide a variety of rural cultural and artistic experiences, A place for recreational health and recuperation to increase the sense of belonging and satisfaction of tourists to Gutian Town. Gutian Cultural and Creative Town, through the integration of rural landscape resources, concentrated on the development of cultural and creative industries, and strived to explore a new model of Lingnan rural tourism that was characteristic of Gutian.



Fig 1. Gutian Town Cultural and Creative Enterprise Demonstration Zone (Source: https://graph.baidu.com/pcpage/similar?originSign=126bd65750a0399a95c3d01605101570&srpc=crs_pc_similar&tn=pc&idctag=gz&sids=10005_10801_10917_10911_11006_10922_10905_10015_10901_10942_10907_11012_10954_10970_10966_10974_11031_11123_12202_13203_16207_17008_17014_17021_17030_16105_17103_17051_9999&logid=1970341796&entrance=general&tpl_from=pc&image=https%3A%2F%2Fss1.baidu.com%2F6ON1bjeh1BF3odCf%2Fit%2Fu%3D2004047900,1126932730%26fm%3D27%26gp%3D0.jpg&carousel=503&index=0&page=1)

4.2.2. Conghua Xihe Style Town

From the beginning of the flower industry, only using traditional aquaculture to gradually expand the economic added value of flowers, the changes in the development concept of Xihe Town all reflected the innovation and cutting-edge brought by the transformation and upgrading of the industrial structure. Xihe Town, through the development of modern urban agriculture with the flower industry as the theme and a tourism model combined with rural ecological experience, had achieved the upgrading and transformation of agriculture and tourism, and had changed the original industrial structure and the lagging development of tourism. The development direction of modern urban agriculture includes projects such as innovative research and development, cultural and creative arts, agricultural products exhibition and sales. The multi-directional development of the flower industry was conducive to coordinating and driving related industries in the surrounding areas and enhancing the influence of local specialty products. The town was divided into four functional areas: urban agricultural sightseeing experience area, rural countryside recuperation area, field park sports area, flower breeding and sightseeing experience area. The industrial form of Xihe style town not only enhanced the value of the agricultural industry, but also realized the sharing and co-construction of small towns.



Fig 2. Xihe Town Flower Industrial Park (Source:

https://image.baidu.com/search/detail?ct=503316480&z=0&ipn=d&word=%E4%BB%8E%E5%8C%96%E5%8F%A4%E7%94%B0%E7%89%B9%E8%89%B2%E5%B0%8F%E9%95%87&step_word=&hs=0&pn=83&spn=0&di=47190&pi=0&rn=1&tn=baiduimagedetail&is=0%2C0&istype=2&ie=utf-8&oe=utf-8&in=&cl=2&lm=-1&st=-1&cs=710087619%2C805249010&os=851497862%2C1465022766&simid=0%2C0&adpicid=0&lpn=0&ln=485&fr=&fmq=1605101435080_R&fm=result&ic=&s=undefined&hd=&latest=©right=&se=&sme=&tab=0&width=&height=&face=undefined&ist=&jit=&cg=&bdtype=0&oriquery=&objurl=http%3A%2F%2F5b0988e595225.cdn.sohucs.com%2Fimages%2F20171210%2F94c9b9d5a57849fd9d1dfc226714cc0a.jpeg&fromurl=ippr_z2C%24qAzdH3FAzdH3F4p_z%26e3Bf5i7_z%26e3Bv54AzdH3Fp6wejsAzdH3FrAzdH3Fdalm9mc80_9ba8dn&gsm=54&rpstart=0&rpnum=0&islist=&querylist=&force=undefined)

4.3. Summary of Conghua Characteristic Town Development Strategy

4.3.1. Persist in Technological Innovation and Develop Technological Agriculture

Encourage the development of agricultural modernization, increase the investment of talents and funds in the agricultural science and technology industry through the cooperation between the government and enterprises, innovation-driven industrial upgrading and development, and improve the production efficiency and economic added value of agricultural products. In today's era of big data, companies should be good at using the Internet to strengthen the links in the industry chain, focusing on various high-end technological development elements, so as to improve the level of technological agriculture.

4.3.2. Establish and Improve the Rural E-Commerce System

The establishment of a rural e-commerce system not only broadened the sales channels of agricultural products in Conghua, but also helped to enhance the brand awareness of characteristic agricultural products, so that villagers could also enjoy the convenience of contemporary Internet and Internet of Things.

4.3.3. Strengthen Ideological Education and Talent Training

Driven by innovation and development is the direction of future industrial development. Characteristic towns need to start by cultivating and improving the innovative spirit of villagers and enterprises, and encourage each subject in the town to be brave to try, not afraid of failure, to work together to create a cultural atmosphere of advancing bravely in the face of difficulties and daring to innovate. Establish an incubation base for youth entrepreneurship, policy support encourages more young people to return to their hometowns to start businesses, strengthen the sense of mission of contemporary young people, and inject new vitality into rural construction. Improving teaching facilities and strengthening education construction are also the top priorities for characteristic towns in cultivating talents. Strengthen the concept of

cultivating talents and improve the infrastructure facilities to attract outstanding teachers in urban areas and realize the equality of urban and rural education.

4.3.4. Industrial Integration and Development, Creating Distinctive Brands

Conghua District can make use of the excellent ecological natural environment in its own region, combine the unique Conghua pastoral scenery with tourism development, and create a distinctive eco-tourism brand. The town can carry out brand promotion around the quality of agricultural products and specialty products, led by competitive leading enterprises, and focus on building agricultural brands, thereby increasing the market value of the industry. Improve local tourism facilities and services, integrate the layout of the tourism industry, combine culture, agriculture, and tourism, and strive to build an ecological tourism area integrating production, leisure and vacation, and landscaping. Strengthen the characteristic positioning of characteristic towns, pay attention to differential development, and realize the optimal allocation of resources and the development of industrial integration.

5. Outlook

The construction of characteristic towns will promote the supply-side structural reform process in China in the new era. It is a major practical innovation. It optimizes the regional industrial ecosystem by gathering high-end elements and enhances the sustainable development capacity and industry of the region. Core competitiveness. Regional supply capacity is an important factor that affects regional economic development. This innovation-oriented form of industrial space not only accelerates the formation of modern industrial clusters with emerging industries as the mainstay and cultural heritage, but also provides the development of characteristic industries. The new space has increased the competitiveness of regional industries and realized the improvement of regional industrial supply capacity. By comprehensively improving total factor productivity and optimizing the regional industrial ecosystem, the construction of characteristic towns will be a major support for the implementation of the innovative development-driven strategy after the Chinese economy has entered a new era.

The rural characteristic towns in Conghua District will carry the new development ideas of small towns and slowly move towards a good development momentum, and gradually drive the transformation and upgrading of surrounding industries, so as to truly achieve the common goal of ecological and economic advancement, and realize it as soon as possible. At the same time, I firmly believe that the regional innovation and reform of Guangzhou's characteristic towns will promote the development of the Guangdong-Hong Kong-Macao Greater Bay Area and help the Bay Area to go better and farther on the road of development.

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