

Urban Amenities: The New Trend of Mobility in Chinese New Generation Labors

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Abstract

The theory of Urban Amenities has gradually become an important perspective in the study of urban attractiveness, and has formed a new analytical framework for urban development that is different from the previous economic indicators. The core power of urban development is labor force, and the new generation labors is an important component. In the context of the transformation of major social contradictions and high-quality urban development, the post materialistic values of the new generation labors are increasingly prominent. Improving urban ecological level, public service level and livable level is an important measure to improve the attractiveness of the new generation labors.

Keywords

Urban Amenities; China; New generation labors; Mobility.

1. Introduction

Labor mobility is a common phenomenon in the process of social and economic development, and it is the result of multiple factors. In the 1940s, as western developed countries gradually entered the post industrial society, people's quality of life gradually improved and began to pay attention to the quality of life. At the same time, the problems of environmental pollution, traffic congestion and high crime rate in big cities have led people to move away from cities and to comfortable areas with better environment, which gave birth to the study of Urban Amenities in western developed countries since the 1950s. Since the reform and opening up, Chinese economic level has been continuously improved, the industrial structure has been continuously optimized, and the labor market has been growing. A variety of factors have intertwined to promote the mobility of Chinese labor force in time and space. With the change of time, the new generation labors born in the 1980s, 1990s and early 2000s has become the main body of Chinese labor force. This force is becoming a new driving force for urban development, and also the main target of urban "human snatching war". In the process of labor mobility, the new generation labors is different from the previous labor mobility, and Urban Amenities has become the main factor to consider.

2. Overview of Urban Amenities Theory

Ullman, an American geographer, was the first to pay attention to Urban Amenities. After studying the issue of population migration in the United States at that time, he found that, unlike the previous migration guided by economic factors such as wages, this large-scale migration of people to comfortable areas was mainly caused by the appropriate living conditions. At present, there is no clear and unified statement on the definition and connotation of Urban Amenities, and scholars have expounded it from multiple perspectives. Ullman (1954) believed that Urban Amenities refers to the pleasant living conditions in cities.[1] After continuous exploration, the range of comfort is gradually expanded. Gleser (1998) thinks that the audience of Urban Amenities is mainly the consumer group. While giving play to the consumer function, cities also

promote the development of local economy. He also divides the types of comfort, including restaurants, theatres, libraries, museums, bars and other experiential consumer places, the natural conditions and cultural atmosphere of the city, and public services (education, medical care, commuting, etc.);[2] Clark (2003) believed that cultural activities in the post industrial era have increasingly become the key to the vitality of urban economy, and especially the development of recreational facilities and consumption space should be emphasized;[3] Scott (2010) believes that Urban Amenities comes from a sense of spiritual satisfaction. When the labor force is in a certain urban atmosphere and environment, it is satisfied by the urban natural environment, climate conditions, cultural entertainment and leisure, as well as a good neighborhood social atmosphere;[4] Diamond (2016) believes that the natural environment and human environment are the main aspects that affect Urban Amenities.[5] Zheng Liang(2016), a Chinese scholar, believes that when defining Urban Amenities, other regional characteristics that attract talents should be considered after excluding such profitable factors as price, work and economic opportunities.[6] Wen Ting et al (2014) summarized comfort into three categories: natural, artificial and social atmosphere by combing foreign literature, and proposed that Urban Amenities research has positive significance for talent introduction and urban development. [7]

Glaeser et al (2000) find the positive impact of Urban Amenities on labor mobility has been supported and affirmed by more and more studies at home and abroad.[8] Comfort is related to urban development. Improving Urban Amenities can attract more labor inflow and further promote rapid urban development. Clark (2002) believed that temperature, humidity, terrain, water area, etc. constitute natural comforts and affect population migration. At the same time, there are differences in the impact of comfort items on different populations. Natural comfort items attract the elderly more than young people, while highly skilled personnel attach importance to comprehensive comfort items and pay attention to both natural comfort items and artificial comfort items.[9] Xiao Ting (2016), a Chinese scholar, believes that population loss is to some extent affected by pollution emissions, and proposes that the relative balance of the secondary and tertiary industries can mitigate the negative impact of environmental pollution on population mobility. [10] Qin Bingtao (2019) studied the impact of air quality on labor mobility through haze, and found that the relationship between haze and labor mobility is an inverted U-shaped one, and the tolerance of eastern and western cities to haze is different.[11] Li Yihua et al(2017) found that there are regional differences in the impact of public goods supply on population mobility, and narrowing the gap between regions in public services such as education and health care can optimize the urban population layout.[12] The equalization of public services can promote the benign agglomeration of population and alleviate the situation of population congestion in large cities to a certain extent.

Through the above related research, the theory of Urban Amenities has gradually become an important perspective for the study of urban attractiveness, and has formed a new urban development analysis framework that is different from the previous economic indicators. Its core ideas include: Urban Amenities is positioned in the theoretical framework of urban development of "comfort - attracting high-quality talents - promoting economic growth"; In addition to economic and job opportunities, inter city population mobility is also significantly affected by Urban Amenities; Urban Amenities has rich connotation, and corresponds to the needs of human beings with higher level and higher degree of socialization; Urban Amenities is different for the needs of different groups, and tends to meet the needs of people with certain knowledge, skills and more employment opportunities.

3. Urban Amenities is the Inevitable Choice of the New Generation Labors Mobility in China

3.1. Internal Requirements for Changes in Major Social Contradictions

At present, the main contradiction in our society has changed from the contradiction between the people's growing material and cultural needs and backward social production to the contradiction between the people's growing needs for a better life and unbalanced and inadequate development. Since the reform and opening up, China has made historic achievements in social production. Its social production capacity has steadily ranked among the top in the world in many aspects. Its economy has maintained medium to high speed growth and moved towards high-quality development. Its GDP has steadily ranked the second in the world. It has now achieved a well-off society in all respects. By the middle of this century, China will become a modern socialist power with Chinese characteristics. The situation of "backward social production" has changed. Therefore, the transformation from "the people's growing material and cultural needs" to "the people's growing needs for a better life" means that the connotation and extension of the people's "needs" are deeper and broader. It not only includes the material and cultural aspects, but also includes political democracy, the rule of law system, social equity, livelihood security, security, spiritual culture, green ecology and other aspects. The demand for a better life is diversified, multi-level and multi-dimensional. This new change fully reflects the requirements of social development and progress, as well as the requirements of people's all-round development and progress. In the context of the transformation of major social contradictions, it is an inevitable choice to advocate "people-oriented" and high-quality urbanization, and Urban Amenities construction is the top priority. However, there are still some contradictions and problems in the current urban development in China, such as the semi-citizenization of migrant workers, the lack of supporting living facilities in industrial parks, and the ecological damage and environmental pollution caused by urbanization, which are closely related to the failure to address the relationship between the demand for good people and urban supply. Maslow's hierarchy of needs theory is the most classical theory of needs. It divides people's needs from low to high into five levels, namely physiological needs, security needs, emotional and belonging needs, respect needs and self-realization needs. Only when the low-level needs are met can high-level needs be generated. In the environment of stable economic and social development in China, the basic survival and security needs of the new generation labors as a new generation of workers are not affected, and the demand for high-level labor force is increasingly valued. Therefore, it is extremely necessary to think about the relationship between Urban Amenities construction and the new generation labors mobility in the context of the transformation of major social contradictions.

3.2. Necessary Connotation of High-quality Urban Development

Chinese urbanization rate has exceeded 64.7%. Entering the middle and late stages of urbanization development, urban development must change from "extension expansion" to "connotation development". It is not only necessary to solve some outstanding short board risks accumulated in the process of rapid urbanization, but also to effectively meet the diversified and qualitative needs of different groups. It is generally believed that the human settlement environment includes social, economic, ecological, cultural, artistic and technological aspects. Urban construction and development should return to the natural order. Urban development should be people-centered, with the goal of providing people with orderly space and livable environment for reasonable organization of production, life and ecology, and constantly realizing people's yearning for a better life. A good urban construction should also build a harmonious ecological environment and a comfortable human environment. Accurate analysis of the connotation of high-quality urban development is the basis for promoting high-

quality urban development. After the concept of "high-quality urban development" was put forward, many scholars have studied its connotation. Compared with simple economic growth, the connotation of urban high-quality development is more abundant, including multi dimension content. Fang Chuanglin (2019) believed that the connotation of high-quality development of new urbanization can be summarized as the organic unity of high-quality urban construction, high-quality infrastructure, high-quality public services, high-quality living environment, high-quality urban management and high-quality citizenization. [13] Li Shantong et al (2017) believed that high-quality urban development should pay more attention to improving urban functions, improving residents' quality of life, protecting the ecological environment and promoting industrial upgrading.[14] Foreign studies also believe that the characteristics of a sustainable city should be social equity, environmental friendliness, emphasis on cultural heritage protection, appropriate construction density, etc. In addition, the development direction of cities such as resilient cities, inclusive cities, healthy cities, and smart cities.[15] It indirectly reflects the current urban development strategy of the international community, and also takes the actual feelings and needs of urban residents as the core of development. Therefore, to promote high-quality urban development, we can no longer focus on the expansion of the number of cities and the rapid improvement of urbanization rate, but should take whether urban development is still continuing the old model of high environmental pollution and resource consumption, and whether residents' life satisfaction and happiness have been effectively improved as the new benchmark for evaluation. The concept of intensive, efficient and people-oriented development runs through the connotation definitions of high-quality urban development by different scholars. Obviously, Urban Amenities is highly consistent with the connotation of high-quality urban development in China, and it is also the inevitable choice of the new generation labors in the flow.

3.3. Internal Needs of Post Materialistic Values

Driven by the rapid development of market economy modernization for a long time, the mainstream values of European and American developed countries have transformed from materialistic values to post materialistic values. After decades of rapid development, Chinese material level has been greatly improved. Post materialistic values have gradually emerged, especially among the new generation labors. The research on post materialistic values has been relatively extensive and rich, and there are also personalized studies for different social groups. China, like most developing countries, is still in the conflict and transition period of materialistic values, but it has become an indisputable fact that post materialistic values have occupied a certain proportion.[16] Tao Wenzhao (2008) proposed that China will gradually move towards the era of post materialistic values according to the conventions and tracks of world economic development, and the post material values will start in China.[17] Some scholars took college students and new generation groups as the research subjects to study post materialistic values. Jiang Zuo (2009) took the "post-80s" youth group as the research object, found that Chinese post materialistic values first appeared in the "post-80s" youth, and then discussed the rise of post materialistic values from the perspective of understanding the direction of Chinese social values change. [18] Deng Xiquan (2016) proposed that the generation and development of the post-90s generation as a new social quality has a positive implication for future social development, but there are also historical limitations such as incompleteness and imbalance and non dominance, transition and phasing.[19] To sum up, domestic academia generally believes that the transformation of post materialistic values is based on two social facts: the first core is material security. After obtaining the material satisfaction brought about by economic prosperity, people take survival as a matter of course. The desire for material pursuit is gradually replaced by the need for spiritual life, that is, "the etiquette is known when the granary is solid, and the honor and disgrace are known when the food and clothing are sufficient". The value choice that emphasizes the maximization of

economic benefits is transformed into non-material needs such as improving the quality of life, rights and self-expression. The second core is intergenerational transformation. The value transformation of post materialistic research is based on the group. In a community, requirements follow a sequence. Under the influence of the cultural pluralism of reform and opening up, the post-80s and 90s generation expressed a stronger post materialistic tendency. The corresponding transformation of post materialistic values arose from the intergenerational demographic adjustment in which the post-80s and post-90s took over from the post-60s and post-70s to become the backbone of society. In academia, these two basic facts have been supported by the hypothesis of insufficient effective demand and the hypothesis of socialization. Therefore, in the context of increasingly popular post materialistic values, the new generation labors will have higher and higher requirements for Urban Amenities in the process of mobility, and regard it as a key factor affecting mobility.

4. Mutual Promotion Development Strategy between Urban Amenities and Chinese New Generation Labors Mobility

4.1. Improve Urban Ecological Livability

Ecological livability is the most important factor affecting the human settlement environment. In order to ensure that residents can live in cities with high environmental health and comfortable natural environment, one of the important contents of high-quality urban development in China in the future is to improve the level of urban ecological livability and reduce environmental pollution such as smog. Ecological livability is an indicator with many contents, and residents' satisfaction with urban greening level is an important factor affecting residents' ecological livability evaluation. Green and healthy natural environment is the premise of high-quality urban development. In terms of urban natural environment maintenance, urban design should focus on the organic integration of the original natural environment and the built environment. In the construction of artificial natural environment, we should not only pay attention to the increase in the number of key elements such as road greening, park green space and urban water surface, but also pay attention to the balance of its spatial distribution. In terms of air quality. On the basis of strict implementation of relevant laws and regulations, comprehensive control measures must be taken for pollution sources, and a trans regional environmental management mechanism must be established to create a livable urban environment. Urban green space construction. Although the green coverage rate of cities in China has been increasing in recent years, they still face problems such as insufficient per capita public green space, broken green space in built-up areas, and disconnection between green space planning and construction. Therefore, while continuously improving the urban green coverage, China should pay more attention to green space planning, build more green open spaces, form a green road network system, and improve the accessibility of green spaces to attract and retain the new generation labors.

4.2. Build an Efficient and Perfect Public Service System

Improving the public service system is a crucial link in the process of improving the attractiveness of the city to the new generation labors. Efficient and convenient public service system is also an important guarantee for the high-quality development of the city. The high-quality development of the city needs to further improve the quality of public service facilities, improve the construction of residents' daily life circle, and realize the public sharing of high-quality public services. On the one hand, the government should actively promote urbanization to enable more people to enjoy basic urban public services: strengthen the quality of basic education, improve medical and health conditions, and improve the basic medical and endowment insurance systems. On the other hand, the improvement of public services can also

introduce market mechanisms to meet the diversified needs of the people. The government should do a good job in supervision and management, but not excessive intervention. Large cities have incomparable advantages in terms of comfort input and supply compared with small and medium-sized cities. It is reasonable and inevitable for the new generation labors to constantly pour into large cities. Due to the constraints of economic foundation and population size, small and medium-sized cities cannot invest heavily in expensive cultural and consumer facilities. Only by constantly improving their public service capabilities, building a higher level education and medical system, and accompanied by effective industrial restructuring and industrial transfer, can the plight of the new generation labors gathering in large cities be alleviated. At the same time, in view of the limited financial resources of urban governments, on the basis of ensuring the leading role of the government, we should vigorously promote public-private partnerships, gradually realize the marketization of municipal public utilities, give play to the positive role of private capital in urban construction, and build an efficient and perfect public service system by integrating multiple forces.

4.3. Strive to Improve the Construction of Urban Cultural Connotation

Urban culture is the ideas, norms, arts and other ideas and values created by urban human beings in the process of urban development and absorbed from the outside world and their manifestations. It is not only the crystallization of urban human thoughts, but also represents the wisdom of the entire human race. The connotation of urban culture is an important part of urban attraction. Many declining cities rely on urban culture and heritage to reshape a new urban image in the process of seeking transformation and development. Historic and cultural cities have outstanding value of local characteristics in the wave of globalization, which also brings them development opportunities. For cities in the fierce global competition, it has become the consensus of policy makers to use culture to drive urban economic growth to build core competitiveness and promote economic diversification. A good urban cultural atmosphere is the core of Urban Amenities and is closely related to the quality of life of residents. The unique cultural characteristics are an important engine for the high-quality development of the city. The high-quality urban development requires the city to inherit excellent traditional culture, continue the historical context of the city, explore and cultivate new cultures, and refine the cultural connotation of the city. These are the core elements of Urban Amenities construction. Compared with the culture at the material level, the excavation of historical culture is more important. The new generation labors has broader and diversified cultural needs. Only by developing diversified and rich cultures and promoting the development of cultural industries can the soul of Urban Amenities be forged and more new generation labors be attracted.

4.4. Actively Respond to the Differentiated Needs of Different Groups

The new generation labors is a general population, which can also be divided according to different standards, so the needs of different sub types of new generation labors have different needs. As far as the difference of registered residence is concerned, the new generation labors who have obtained local registered residence pay more attention to whether the urban hardware details such as parking, property and greening in residential areas, space openness, food safety can be improved, while the new generation of migrant labors pay more attention to the urban "software" conditions such as the average income, urban inclusiveness, and the richness of employment and education opportunities. As far as the income difference is concerned, the low-income new generation labors has the lowest satisfaction with travel convenience and poor housing conditions, while the high-income new generation labors attaches great importance to the comfort of the human environment and has a high demand for cultural consumption; As far as the age difference is concerned, the younger generation of labor force pays more attention to the convenience of life, transportation and urban safety. In addition, we should also meet the basic needs of low-income and mobile new generation labors,

and provide them with dignified living conditions and a way to rise. And to meet the special needs of their elders and children, improve various facilities, emphasize personalized design, and help achieve gender and age equality. In turn, it will attract the new generation labors, help realize self value and promote the development of the city.

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