

## Research on the Construction Strategies of Sichuan Tourist and Leisure Characteristic Towns under the Background of New Urbanization

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**Abstract:** Promoting the construction of characteristic towns in the context of new urbanization is an important way for my country to break the bottleneck of economic development and realize economic transformation and upgrading. In recent years, although the construction of characteristic towns in Sichuan Province has achieved remarkable results and a large number of them, they still face urgent problems such as avoiding redundant construction, achieving scientific development, and overall planning that need to be resolved. This research analyzes the problems existing in the construction of this type of characteristic towns at this stage through field investigations and questionnaire surveys on the construction status of Sichuan tourism and leisure characteristic towns, and further proposes the construction strategies of this type of characteristic towns. The scientific development and overall planning of Tourist and Leisure Characteristic Towns in our province provide a policy basis. The conclusions of this study have important practical significance for promoting the construction of new urbanization, boosting the regional economy and promoting the development of the tourism industry in our province.

### 1. Introduction

In July 2016, the National Development and Reform Commission, the Ministry of Finance and the Ministry of Housing and Urban-Rural Development decided to carry out the cultivation of characteristic towns nationwide, and planned to build 1,000 small towns with their own characteristics by 2020<sup>[1]</sup>. As a major tourism province, Sichuan Province is blessed with cultural tourism resources. In the two batches of national characteristic town lists that have been announced, a total of 20 towns in Sichuan Province are on the list, and more than half of characteristic towns are on the list relying on local cultural tourism advantages. In June 2017, a total of 42 towns in Sichuan Province were selected as the first batch of provincial characteristic towns. In March and August 2019, Sichuan Province respectively selected 20 units as the "first batch" and the "second batch" of Sichuan Province's cultural and tourist characteristic towns"<sup>[2,3]</sup>.

With the rapid increase in the number of characteristic towns in Sichuan Province, how to ensure the quality of subsequent characteristic town construction, avoid low-level repeated construction and shoddy construction, realize scientific development, and coordinate the layout is a major problem that needs to be solved at the government level<sup>[4]</sup>. Therefore, this paper conducts field investigation and questionnaire survey on the construction of Sichuan tourism and leisure characteristic towns and tourist satisfaction, analyzes the current situation and problems of this type of characteristic town construction, and further proposes corresponding tourism and leisure characteristic towns. The construction strategy of construction provides a policy basis for the scientific development and overall planning of the reserve characteristic towns in our province.

### 2. The Status Quo and Main Problems of Sichuan Tourism and Leisure Characteristic Towns

Considering that Chengdu is the most mature tourism and leisure characteristic town in Sichuan Province, this study mainly selects the most representative tourism and leisure characteristic towns

in Chengdu, such as Luodai Ancient Town in Longquanyi District, Anren Ancient Town in Dayi County, and Qionglai The ancient town of Pingle, the ancient town of Sandaoyan in Pidun District, and the ancient town of Jiezi in Chongzhou are the research objects. Through on-site investigations and questionnaire surveys, understand the construction situation and existing problems of this type of characteristic town. Questionnaire surveys are mainly conducted through field surveys, email consultations, and online questionnaires. According to statistics, this study sent a total of 300 questionnaires, excluding invalid questionnaires, and finally retained 226, with an effective response rate of 75.33%.Through the analysis of the existing situation, we found that the construction of Sichuan tourism and leisure characteristic town mainly has the following problems:

### 2.1. Uneven Distribution of Characteristic Towns.

From the perspective of the number of tourist and leisure characteristic towns in Sichuan, most of them are concentrated in central cities and their suburbs . The development level of characteristic towns in various counties and cities in Sichuan Province is quite different, and the uneven distribution is more obvious. Through the statistics of the two batches of provincial-level cultural tourism characteristic towns that have been announced in Sichuan Province, we found that Chengdu has the largest number of cultural tourism characteristic towns, with a total of seven, followed by Luzhou City, Guangyuan City, and Aba Prefecture. The number of characteristic towns in the above 4 cities accounted for 40% of the total number of characteristic towns in Sichuan Province.

Table 1. Distribution of cultural tourism towns in Sichuan Province

Administrative District	Chengdu	Luzhou	Guangyuan	Aba	Deyang	Neijiang	Ganzi
Quantity	7	3	3	3	2	2	2
Administrative District	Ziyang	Leshan	Yibin	Bazhong	Liangshan	Ya'an	Panzhihua
Quantity	2	2	2	2	2	2	1
Administrative District	Nanchong	Guang'an	Mianyang	Zigong	Suining		
Quantity	1	1	1	1	1		

Data source: Public list of cultural tourism characteristic towns in Sichuan Province, August 2019

### 2.2. Characteristic Towns "Over-investment".

In recent years, under the vigorous promotion of national policies, Sichuan Province, as a major tourism province, relies on rich tourism resources, cultural heritage, economic foundation advantages, and policy dividend advantages to build a large number of characteristic towns with outstanding results. In March 2017, Sichuan Province's "13th Five-Year Plan" characteristic small town development plan proposed that during the 2016-2020 difficult planning period, vigorously cultivate and develop about 200 characteristic towns, of which 47 are tourism and leisure characteristic towns. In August 2019, a total of 40 cultural tourism characteristic towns have been selected. There is a certain degree of "overheated investment" in the construction of characteristic towns in Sichuan Province, and blind construction. Some characteristic towns have been slow to develop or even be eliminated. For example, the characteristic town of Longtan Water Town has become a failure case of characteristic town construction<sup>[5]</sup>.

### 2.3. Insufficient Attention to the Tourist Experience.

Tourism is essentially a service industry. The increase in tourism income depends on the tourist activities that tourists participate in. Therefore, to improve the construction level of tourist and leisure characteristic towns, to a large extent, it depends on tourists' travel experience. In recent years, with the strong support of national policies, the construction of characteristic towns across the country is in full swing. The top-down, government-led characteristic town construction boom has neglected the tourist experience, which has also led to the scarcity of tourists in some characteristic towns , The development of the town is not satisfactory.

Therefore, this study collected tourist experience data through tourist questionnaires. We found that in terms of age composition, young and middle-aged tourists under 40 are the main group of tourists in characteristic towns. The source of tourists for characteristic towns in Sichuan Province mainly comes from the urban areas where characteristic towns are located and tourists in Sichuan Province. From the perspective of travel time, 2-3 days travel time accounted for the largest 49.12%, followed by 1-day short-term travel, accounting for 27.43%, which is consistent with my country's statutory holidays and rest days policies and regulations. In terms of transportation options, self-driving tourists accounted for the most, accounting for 45.58%, followed by subway or light rail, accounting for 21.24%, and buses accounting for 13.72%.

From the perspective of tourism purpose, leisure and entertainment tourists accounted for the largest proportion, at 78.76%, followed by appreciation of natural scenery, accounting for 60.18%, and understanding of history and culture, accounting for 48.67%, as shown in Fig. 1.

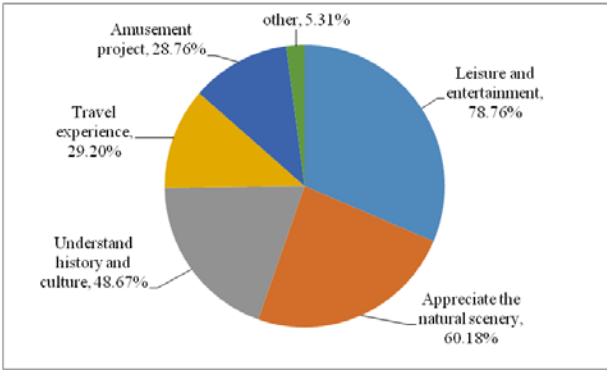


Fig. 1 Distribution map of tourist purpose

When tourists make travel decisions, beautiful natural scenery, convenient transportation, and ticket discounts are the most attractive to tourists, followed by the town's historical and cultural atmosphere, tourism service facilities, dining and accommodation. The above are the key factors that affect tourists' travel decisions., as shown in Fig. 2.

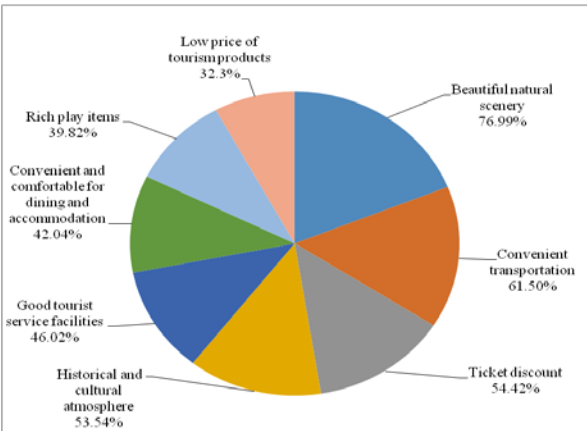


Fig. 2 Distribution map of factors affecting tourists' travel decisions

In terms of tourist experience, tourists showed high satisfaction with scenic view, architectural style, historical and cultural atmosphere, followed by catering services, recreational facilities, accommodation Service. However, they are the least satisfied with guide services, high consumption, and shopping experience, as shown in Fig. 3.

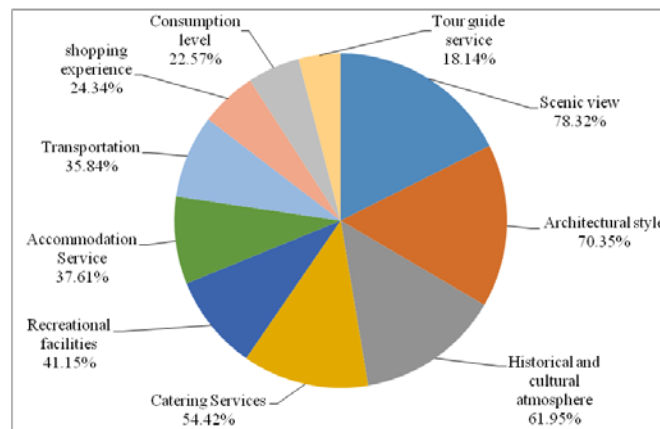


Fig. 3 Tourist satisfaction distribution map

In terms of horizontal comparison of different characteristic towns, 54.87% of tourists think that characteristic towns are similar in construction and tourism characteristics are not prominent. Secondly, 50.88% of tourists think that the town's consumption is too high and needs to be improved.

### 3. Strategies for the Construction of Characteristic Towns in Sichuan Province

The construction of characteristic towns is a multi-agent, multi-element, and systemic comprehensive problem. Overheated investment in characteristic towns driven by policies can easily lead to the development entities losing their rational judgments. Based on this, this research combines field research and tourist questionnaire survey results analysis, and mainly proposes four constructive opinions from the planning level, in order to provide a theoretical basis for the scientific planning and rational layout of the subsequent characteristic towns in Sichuan Province<sup>[6]</sup>.

#### 3.1. The Overall Layout of the Province, do not "Gather Together" to Build.

According to the current construction of characteristic towns in our province, the characteristic towns are mostly concentrated in central large cities, with large regional differences and obvious uneven development. Therefore, at the level of planning and decision-making, attention should be paid to reasonable layout and overall planning. The whole province is a game of chess to avoid the "dominant family" of the central city, the "getting together" construction of characteristic towns, and the uneven distribution of resources. In terms of planning and layout, appropriate attention should be paid to the discovery of reserve towns that are not yet mature but have good development potential, in order to promote regional economic development and New urbanization.

#### 3.2. Strict Planning, Rational Construction.

In recent years, driven by policies, the construction of characteristic towns in our province has developed rapidly. The "approval of construction" of characteristic towns will inevitably lead to a certain degree of overheated investment and blind construction. The excessive pursuit of the number of buildings and the reduction of the quality of construction have caused many characteristic towns to stagnate or even face the crisis of being eliminated<sup>[5]</sup>. Therefore, it is particularly important to restore strict planning, reasonable construction and avoid waste of resources at this stage. The construction of characteristic towns should be "tailor-made", avoid "repetition" and "high imitation", rely on resource elements to create patterns different from traditional tourist attractions, and achieve innovation-driven characteristics and high-quality development of characteristic towns.

#### 3.3. Pay Attention to Investment in Visitor Experience and Key Factors.

Through field surveys and questionnaire surveys on the construction status of Sichuan tourism and leisure characteristic towns and tourist satisfaction, it can be found that tourists are the least satisfied in terms of tour guide services, high consumption, and shopping experience in tourist and

leisure characteristic towns. In addition, more than half of tourists believe that there are similarities in the construction of this type of characteristic towns, and there are problems such as lack of prominent tourism characteristics. Therefore, paying attention to the above-mentioned resource input, and appropriately increasing the weight of the above-mentioned aspects, has certain practical significance for the subsequent selection of characteristic towns.

### **3.4. Keep up with New Tourism Trends and Adjust Construction Strategies.**

According to the tourist questionnaire survey, we have noticed that some new trends that affect tourists' travel decisions have emerged at this stage, such as the prevalence of self-driving tours, online celebrity check-in, and preference for remote and beautiful scenic spots. The emergence of these new trends will inevitably have an important impact on the planning and construction of characteristic towns. As a government decision maker, they should be considered in the planning and construction of characteristic towns.

## **4. Conclusion**

As an important way to promote the construction of new towns and regional economic development, characteristic towns still have important practical significance at this stage. Under the promotion of policies, the construction of characteristic towns has changed from "overheating" to "heat reduction", and finally returned to reasonable construction. Reasonable planning and scientific layout are the inevitable way to build characteristic towns. Based on the construction of tourist and leisure characteristic towns in Sichuan Province and the satisfaction of tourists, this paper analyzes the construction status and existing problems of such characteristic towns, and proposes a corresponding construction plan for tourist and leisure characteristic towns. It provides policy suggestions for the further scientific planning and rational layout of characteristic towns in the nature reserves of our province. The research conclusions have important practical significance for promoting new urbanization construction and promoting regional economy.

## **5. Acknowledgement**

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