

Research on the Dilemma and Optimization Strategies of Industrial Development of Characteristic Towns under the Rural Revitalization Strategy

--Taking Yuantan Brush Industry Town in Qianshan City, Anhui Province as an Example

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Abstract

The report of the 20th National Congress of the Communist Party of China clearly pointed out that the most difficult and arduous task of building a socialist modern country in an all-round way is still in the countryside. As an important practical form of new urbanization, characteristic towns play a key role in the rural revitalization strategy. The construction of characteristic towns is a "complex ecosystem" integrating multiple fields such as industry, ecology, humanities, and space, which is highly consistent with the general requirements of the rural revitalization strategy. This paper takes Yuantan Brush Industry Town in Qianshan City, Anhui Province as an example to explore the difficulties and optimization strategies faced by its industrial development. Through literature review, field research and case analysis, the geographical and historical background, industrial development status and socio-economic conditions of Yuantan Brush Industry Town are first analyzed. The study found that Yuantan Brush Industry Town has obvious problems in terms of imperfect financial policies, unreasonable ecological zone division, insufficient incentives for professional talents and supporting policies. In response to these problems, this paper proposes a series of optimization strategies. First, enhance the degree of industrial agglomeration, promote cooperation between enterprises and the improvement of upstream and downstream industrial chains. Secondly, improve infrastructure, improve transportation conditions and living supporting facilities. Finally, increase policy support, ensure policy implementation and expand the scope of support. Through these measures, it is aimed to promote the sustainable development of Yuantan Brush Industry Town and achieve industrial upgrading and economic benefits. It is hoped that through the research in this article, experience can be provided for the development of characteristic towns in Anhui, the realization of the strategic goals of rural revitalization can be promoted, and the effective resolution and development of the "three rural" issues can be promoted.

Keywords

Rural revitalization, characteristic towns, industrial development, strategy optimization.

1. Introduction

1.1. Research background

The report of the 20th National Congress of the Communist Party of China proposed to comprehensively promote rural revitalization. The rural revitalization strategy is a major strategic measure of the Party Central Committee and a key measure for building a beautiful China. The construction of characteristic towns is an important policy of rural strategic planning and an important choice for accelerating regional development and industrial upgrading. Under the new development pattern, Anhui Province is committed to promoting the construction of characteristic towns in order to promote rural revitalization and strive to respond to the national call. The construction of characteristic towns in Anhui has achieved certain results, and some project models have been highly recognized and widely promoted by relevant national departments. Among them, Yuantan Brush Industry Town is one of the successful characteristic towns created by Qianshan City and is known as the "China Brush Industry Capital". The brush industry is a very important industry in Yuantan. Relying on the brush making industry, Yuantan Town has become an economically strong town with an annual output value of over 10 billion.

At present, the construction of characteristic towns has become an important means for various regions to develop local economies. However, it is easy to build a town, but difficult to operate it. Not all regions can grasp it well. Due to the poor operation of characteristic towns, many characteristic towns still face many problems in their development. It is urgent to study how to better develop characteristic towns and how to promote the development model well. Regarding the effect of the construction of Yuantan Brush Industry Town, whether we can learn from its practical experience and construction methods, we need to strengthen the comprehensive research of relevant theories and cases. While enriching the content of Yuantan Brush Industry Town, it also provides certain reference experience for the development of Anhui characteristic towns.

1.2. Research significance

This project can improve the analytical thinking of the construction of industrial development model and provide relevant supplements to the research field of characteristic industrial development model by analyzing the factors, causes and optimization paths of industrial development constraints. It can also provide certain theoretical references for the construction of characteristic industrial development models in other townships and villages, promote the development of characteristic industries and promote rural revitalization. Secondly, the construction of characteristic towns can well promote rural revitalization. The development of characteristic towns is a major strategic initiative for the country to solve the "three rural" problems and poverty problems, and it is also a new measure to revitalize rural areas. Under the background of this project, the research on Yuantan Brush Industry can expand the theoretical research of characteristic towns and have a positive impact on the construction of new urbanization in my country. In terms of practical significance, first, based on the perspective of rural revitalization strategy, the relevant issues of the development of Yuantan Brush Industry Characteristic Town in Qianshan City, Anhui Province are explored, and then the boosting path of Yuantan Brush Industry Characteristic Town is proposed, so as to well promote the industry of related brush industries and provide relevant inspiration and reference for the construction and development of Chinese characteristic towns. Second, by studying the development of Yuantan Brush Industry Town, the development of local township rural economy can be driven. To a certain extent, it provides experience for achieving the strategic goals of the development of Anhui characteristic towns and rural revitalization, promotes the effective solution of "three rural" problems and promotes development. At the

same time, successfully promoting the path can also play a good leading and exemplary role in the development of characteristic towns under construction in China.

1.3. Research Methods

This paper adopts methods such as literature review, field research and case analysis. Through a systematic review of relevant literature, we understand the theoretical basis and research status of characteristic towns and industrial development; through field research, we obtain first-hand information on Yuantan Brush Industry Town; through case analysis, we deeply explore the development dilemma of Yuantan Brush Industry Town and its optimization path. The structure of the paper is as follows: the second part is a literature review, the third part is an analysis of the current situation of Yuantan Brush Industry Town, the fourth part discusses the difficulties faced by the industrial development of characteristic towns, the fifth part proposes optimization strategies, the sixth part is a case analysis, and the seventh part is conclusion and outlook.

2. Literature review

2.1. Research on the rural revitalization strategy

Jiang Changyun (2018) and other scholars pointed out that the key points of implementing the rural revitalization strategy include promoting industrial prosperity, promoting green development, promoting cultural prosperity, strengthening grassroots management, improving people's livelihood security and promoting institutional innovation. Zhang Li and Zhang He (2021) pointed out in their research that the two strategies of rural revitalization and targeted poverty alleviation have different key issues, but they have the same goals and foundations, and it is necessary to fundamentally promote the connection between the two. Wang Xuemei (2021) and others pointed out that in the process of development, the ecological environment should be well rectified, because this is not only related to the construction of ecological civilization, but also the key to the implementation of the rural revitalization strategy. Francis T. Asah (2021) conducted research on some developing countries and believed that rural enterprises can enhance their own scientific and technological innovation capabilities and use various channels to introduce advanced technologies to help rural revitalization. Stella Bvuma (2020) pointed out that the development of tertiary industries such as rural leisure tourism plays an important role in the economic development of rural areas, and it can try to drive economic development by improving the industrial value chain.

2.2. Research on the relationship between characteristic towns and industrial development

Jennifera (1968) Characteristic towns are due to the economic benefits of industrial agglomeration development, which enables the population and various related supporting industries to develop together, and the agglomeration effect offsets the formation of characteristic towns. The development of characteristic towns originates from industry, which is the core driving force of characteristic towns and a key factor in sustainable development. Li Yushuang (2018) proposed that industrial prosperity is the foundation of rural revitalization, and characteristic industries are the key to the prosperity of rural industries. He proposed relevant countermeasures and suggestions from four aspects: the selection and planning of characteristic industries, culture and brand, the cultivation of leading enterprises and industrial modernization, and the promotion of rural industrial integration development with characteristic industries as carriers. Wu Laizhong (2020) concluded that the development of characteristic industries in rural areas can provide a solid foundation for achieving rural revitalization. By selecting characteristic industry types suitable for local development, actively introducing talents, innovating development strategies, improving infrastructure and public

services, and establishing new management systems, the development speed of characteristic industry construction can be promoted, and industrial upgrading can be promoted, thereby achieving the strategic goal of rural revitalization. Ebenezer Howard (2020) proposed the concept of the Garden City from a planning perspective. His concept is centered on greening and he designed small towns with multiple names based on this concept. The purpose of the design is to solve urban problems. This situation requires a new social structure to support it. His concept of combining cities and rural areas has found a way to alleviate this situation.

Through the review of relevant literature, it is found that the research on characteristic towns mainly includes research in related fields such as industrial construction and development, industrial upgrading, coexistence of culture and tourism, and emphasis on ecological protection. Although the research results of characteristic towns have important reference value for guiding the construction of characteristic towns across the country, there are few related studies on characteristic towns based on rural revitalization. Yuantan Brush Industry Town is the first characteristic town in the country with the theme of brush industry. It is known as the capital of China's brush industry. It has developed from a "grassroots economy" scattered in villages and towns to a 10 billion characteristic industrial cluster with the largest industry scale in the country. In view of this, this project takes Yuantan Brush Industry Town as the research object and adopts the interview method to explore the problems existing in the development of Yuantan Brush Industry Town, in order to obtain research results with reference value, so as to provide theoretical and practical guidance for improving the development of local rural economy in towns and villages and fundamentally promoting the effective solution of the "three rural" issues.

3. Theoretical basis for the development of characteristic town industries under the rural revitalization strategy

3.1. Industrial Development Theory

Industrial development theory studies how economic industries develop and evolve, mainly including industrial life cycle theory, industrial cluster theory and industrial structure upgrading theory. The industrial life cycle theory believes that the development of an industry can be divided into the introduction stage, growth stage, maturity stage and decline stage, and each stage has different characteristics and development strategies. For example, in the introduction stage, the industry is in its infancy, and innovation and market development are the key; in the growth stage, the industry expands rapidly and market competition intensifies; in the mature stage, the market tends to be saturated, and enterprises need to improve efficiency and differentiation; in the decline stage, demand declines, and the industry needs to transform or exit. The industrial cluster theory was proposed by Michael Porter, who believes that geographically close enterprises can enhance their competitiveness and innovation capabilities by sharing resources, knowledge and technology. Industrial clusters promote technological progress and economic growth through cooperation and competition among enterprises. The industrial structure upgrading theory focuses on the transformation process of industries from low value-added to high value-added, and optimizes and upgrades the industrial structure through technological innovation, industrial chain extension and industrial integration, thereby enhancing the overall competitiveness of the industry.

3.2. Industrial Integration Theory

The theory of industrial integration studies the mutual penetration and integration between different industries, and realizes new growth points and competitive advantages through cross-border cooperation and innovation. Technological integration is an important aspect of industrial integration. Different industries realize technological integration and innovation

through technological exchanges and cooperation. For example, the integration of information technology and manufacturing has given rise to intelligent manufacturing and industrial Internet. Market integration realizes market integration and expansion through the cross-penetration of market demand between industries. For example, the integration of cultural industry and tourism industry has formed cultural tourism industry and expanded market space. Organizational integration realizes the integration and optimization of organizational structure through strategic cooperation and resource integration between enterprises. Enterprises in different industries form cross-industry enterprise groups through joint ventures, mergers and acquisitions, and realize resource sharing and synergy. These integrations have promoted the innovation and development of industries and brought new opportunities and competitive advantages to enterprises.

3.3. Sustainable Development Theory

The theory of sustainable development emphasizes that while meeting the needs of the present generation, the ability of future generations to meet their needs should not be compromised, and emphasizes the coordinated development of economic development, social progress and environmental protection. Sustainable development requires protecting the environment in economic activities, reducing pollution and resource consumption, promoting ecological balance, advocating the use of clean production technologies and renewable energy, and reducing dependence on natural resources. Social equity is an important aspect of sustainable development, focusing on social equity and justice, reducing poverty and social inequality, and ensuring that all people share the fruits of development fairly, including improving education, medical care and social security, and improving the overall welfare of society. Economic sustainability promotes long-term and stable economic growth through reasonable resource allocation and effective economic policies, emphasizes innovation and scientific and technological progress, promotes economic structural transformation and industrial upgrading, and achieves sustainable economic development.

4. Analysis on the current situation of Yuantan Brush Industry Characteristic Town in Qianshan City

4.1. Geographical and Historical Background

Yuantan Brush Industry Town is located in Qianshan City, Anhui Province, with a superior geographical location and convenient transportation. The town has rich natural resources and a good ecological environment, with a pleasant climate, which is suitable for the production and development of the brush industry. The brush industry in Yuantan Brush Industry Town has a long history and has a history of hundreds of years, forming a characteristic industry with the brush industry as the core. In the Ming and Qing Dynasties, Yuantan Brush Industry had already begun to take shape. After long-term development and accumulation, Yuantan Brush Industry Town has gradually formed a unique industrial cluster and production system.

4.2. Current status of industrial development

The brush industry in Yuantan Brush Town occupies an important position in the domestic and international markets. It has many well-known companies, rich product varieties and high technical level. Brush products mainly include various brushes, hair brushes, industrial brushes, etc., which are widely used in home cleaning, industrial production and other fields. However, the industry concentration is not high and the cooperation between enterprises is insufficient, which restricts the improvement of overall competitiveness. In addition, most of the brush enterprises in the town are small and medium-sized enterprises, lacking brand influence and market competitiveness.

4.3. Socioeconomic conditions

The socio-economic situation of Yuantan Brush Industry Town is relatively good, the living standards of local residents are high, and basic education and medical services are relatively complete. However, with the bottlenecks and challenges of industrial development, Yuantan Brush Industry Town is also facing problems such as an aging population and labor shortage. The outflow of young labor is serious, resulting in a decline in the vitality and innovation ability of the town. In addition, the lack of infrastructure and public service facilities has also affected the quality of life of residents and the operating efficiency of enterprises.

5. Difficulties faced by the development of Yuantan Brush Industry Characteristic Town in Qianshan City

5.1. Low industrial concentration

The lack of cooperation between enterprises in Yuantan Brush Industry Town and the incomplete upstream and downstream industrial chain have resulted in the inability to fully utilize resources, limiting the competitiveness of the overall industry. Although there are some large enterprises in the town, there are more small and medium-sized enterprises, which lack effective cooperation mechanisms and find it difficult to form a joint force. In addition, the faults and deficiencies in the industrial chain have also affected the sustainable development and upgrading of the industry.

5.2. Inadequate infrastructure

Inconvenient transportation and imperfect supporting facilities for life have affected the operational efficiency of enterprises and the quality of life of residents. In particular, the lag in transportation infrastructure has increased the logistics costs of enterprises and reduced their market competitiveness. The lack of supporting facilities for life, such as education, medical care, and cultural and entertainment facilities, has also affected residents' life satisfaction and the attractiveness of the town.

5.3. Insufficient Funds and Technology

The financing difficulties and insufficient technological innovation capabilities of enterprises have restricted the sustainable development of the brush industry town. Small and medium-sized enterprises generally face financing difficulties and lack sufficient funds for technological transformation and innovative research and development. In addition, enterprises have insufficient investment in technological research and development and innovation, resulting in low product added value and weak market competitiveness.

5.4. Insufficient policy support

Policies are not fully implemented, the scope of support is limited, and the enthusiasm of enterprises and residents cannot be fully mobilized, which restricts the development potential of small towns. Although the government has introduced some supporting policies, in the actual implementation process, the policies are not fully implemented and the support effect is not obvious. In addition, the coverage and pertinence of the policies are insufficient, and they have failed to fully solve the practical problems in the development of small towns.

6. Research on optimization strategy of Yuantan brush industry characteristic town in Qianshan City, Anhui Province under the rural revitalization strategy

6.1. Improving industrial agglomeration

In order to enhance the industrial agglomeration of Yuantan Brush Industry Town, it is necessary to strengthen cooperation among enterprises, promote resource sharing and collaborative innovation, improve the upstream and downstream industrial chains, and enhance overall competitiveness. First, by establishing industrial alliances or industrial associations, information exchange and resource sharing among enterprises can be promoted to form a mechanism for collaborative innovation. The government and relevant departments can take the lead in establishing a brush industry alliance, regularly organize corporate exchange meetings, technical seminars and industrial matchmaking meetings, help enterprises find cooperation opportunities, and enhance the synergy between enterprises. Secondly, attract and cultivate upstream and downstream supporting enterprises and improve the industrial chain. The government can attract relevant supporting enterprises to settle in Yuantan Brush Industry Town through preferential policies, financial subsidies and technical support, forming a complete brush industry chain and enhancing the overall competitiveness of the industry.

6.2. Improve infrastructure

Improving infrastructure is an important measure to promote the sustainable development of Yuantan Brush Industry Town. First of all, we should increase investment in transportation infrastructure, improve road traffic conditions, and reduce the logistics costs of enterprises. We can build and expand roads connecting the town with major traffic arteries to improve transportation efficiency, while strengthening the maintenance and upgrading of roads in the town to ensure smooth roads. Secondly, we should improve the level of supporting living facilities to provide a good environment for business operations and residents' lives. The government should increase investment in public service facilities such as education, medical care, culture and entertainment, improve service levels, and meet the living needs of residents. We can build high-quality schools, hospitals and cultural centers to improve the quality of life of residents, attract more talents and labor to stay in the town, and enhance the attractiveness and competitiveness of the town.

6.3. Strengthening financial and technical support

In order to solve the problems of difficulty in financing and insufficient technological innovation capabilities of enterprises, it is necessary to strengthen financial and technical support. First, provide more financing channels to help small and medium-sized enterprises alleviate financial pressure. The government and financial institutions can cooperate to set up special funds or provide low-interest loans to support the development of brush industry enterprises. The financing costs of enterprises can be reduced and the financing capabilities of enterprises can be improved through guarantees, interest subsidies and risk compensation. Secondly, encourage technological innovation and enhance the independent research and development capabilities and market competitiveness of enterprises. The government can set up special funds for scientific and technological innovation to support enterprises in technological research and development and innovation, provide technical training and consulting services, and improve the technical level of enterprises. Enterprises can also be encouraged to cooperate with universities and scientific research institutions to jointly carry out technical research and innovation projects to promote industrial technology upgrading.

6.4. Strengthen policy support

Increase policy support, ensure that policies are implemented in place, expand the scope of policy support, and enhance the confidence and enthusiasm of enterprises and residents in development. First, the government should strengthen the implementation of policies to ensure that various support policies are truly implemented and effective. By establishing a policy implementation supervision mechanism, regular inspections and evaluations of policy implementation can be carried out to ensure that policies are effectively implemented. Secondly, expand the coverage of policies and provide more precise and effective support based on the actual needs of enterprises and residents. For example, tax incentives, land use incentives and human resources support can be provided to brush industry enterprises to reduce their burden and enhance their development momentum. At the same time, talent incentive policies can be introduced to attract and retain professional talents and enhance the talent competitiveness of small towns.

7. Conclusion

Through an in-depth study of Yuantan Brush Industry Town in Qianshan City, Anhui Province, this paper analyzes the main difficulties it faces in the process of industrial development and proposes corresponding optimization strategies. The study shows that Yuantan Brush Industry Town has obvious problems in terms of low industrial agglomeration, insufficient infrastructure, lack of financial and technical support, and inadequate policy implementation, which restrict its high-quality development. In order to solve these problems, this paper proposes a series of specific optimization measures, including improving industrial agglomeration, improving infrastructure, strengthening financial and technical support, and increasing policy support. By implementing these optimization strategies, Yuantan Brush Industry Town can gradually improve its overall competitiveness and achieve sustainable development. Improving industrial agglomeration can promote cooperation and collaborative innovation among enterprises, improve the upstream and downstream industrial chains, and enhance the overall competitiveness of the industry; improving infrastructure, especially transportation and living supporting facilities, can provide a better environment for enterprise operations and residents' lives, reduce enterprise costs, and improve the quality of life of residents; strengthening financial and technical support, by providing more financing channels and encouraging technological innovation, can enhance the independent research and development capabilities and market competitiveness of enterprises; increasing policy support, ensuring that policies are implemented in place, and expanding the scope of policy support can enhance the development confidence and enthusiasm of enterprises and residents.

To sum up, through systematic analysis and research, this paper provides empirical support and feasible optimization strategies for the development of Yuantan Brush Industry Town, provides useful reference for the development of other similar characteristic towns, promotes the implementation of the rural revitalization strategy, and promotes the overall progress of the rural economy and society.

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