

# Problems and Suggestions in The Process of New Urbanization

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**Abstract:** Over the past three decades, relying on tourism, real estate, and industrial agglomeration, my country's urbanization has entered a golden age of rapid development. However, over-reliance on land finance reduces the quality of urbanization, increases systemic financial risks in various regions, and is not conducive to the sustainable development of urbanization. According to the national strategic requirements of "mainly recycling the economy" and "developing the county economy", this paper analyzes the shortcomings of the new urbanization construction from the aspects of tourism development, real estate construction and industrial layout, in order to provide guidance for my country's new urbanization road. Provide necessary reference for further development.

**Keywords:** New urbanization, Tourism, Real estate, Industrial agglomeration, Land finance.

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## 1. Introduction

With the rapid development of early urbanization in China, the distribution of land, population, economy, resources and other factors in the market has become increasingly uncoordinated: on the one hand, urbanization has caused excessive concentration of population in economically developed regions, which has led to the inability of education, medical care, transportation and other infrastructure to keep up with the pace of modern urbanization, which has caused urban diseases such as difficulty in school attendance, medical care, serious traffic jams, and environmental pollution; On the other hand, the economic vitality of villages and towns is sluggish due to the lack of talent, technology and other resources and supporting facilities required for economic development. The imbalance between urban and rural development has become increasingly prominent, which has affected the sustainable development of society. In order to realize the continuous advancement of agricultural modernization and the continuous improvement of human settlements, the only way is to promote urbanization. In the process of promoting the traditional urbanization process, the excessive pursuit of economic interests has caused various problems, such as the asynchronous development of urbanization, industrialization and agricultural modernization, the further widening of the gap between urban and rural areas, the extremely uneven development of urbanization levels in various regions, and the extremely unbalanced layout of urban system structure.

## 2. New Urbanization Paths Implemented in China

Under the new situation, the existing path of new urbanization construction in China is mainly divided into three aspects:

The first is to promote economic development with tourism and realize the organic combination of cultural tourism, ecological environment improvement and new urbanization. Among them, Haiqing Characteristic Town in Qingdao West Coast New Area has explored a sustainable development mode of industry leading and industry city integration through

the integration of "tea industry, cultural industry and tourism industry", so as to maximize economic development and social benefits. Yongtai County, Fuzhou City has promoted the rapid development of urbanization through the combination of sightseeing tourism and leisure agriculture, and has won many national honorary titles. Heshan Township, Ningyang County, Tai'an City, Shandong Province, vigorously implemented the strategy of "building the township through culture", strengthened the construction of cultural infrastructure, put forward the concept of "community tourism", successfully held a number of ecological and cultural tourism projects, and received extensive attention from the People's Daily and other media. The rapid development of Bishan District in Chongqing has proved that tourism has driven the development of local economy and accelerated the urbanization construction. At the same time, the construction of new urbanization has improved the living environment and also promoted the development of tourism.

The second is to drive urbanization reform by stimulating the real estate market. Real estate is the pillar industry of the national economy, which can drive the development of the economy with a trillion market scale. The experience of the real estate market in industrial developed countries shows that every increase of 1 unit of real estate value can increase the output value of more than 60 departments and industries by 1.5~2. The process of new urbanization can not be separated from the active participation of real estate enterprises. On the one hand, with the continuous development of the economy and society, a large number of rural residents have moved to cities and towns to live. The huge demand in terms of rigid demand, improved housing exchange demand, investment property purchase and children's education has stimulated the vigorous development of the real estate industry. On the other hand, the original homestead and housing conditions of rural residents also need to be upgraded to a certain extent, which also provides a solid check for the next step of urbanization.

Third, promote the construction of new urbanization in the form of industrial agglomeration. Industrial agglomeration and new urbanization construction have a synergistic effect. On the one hand, industrial agglomeration enhances the attractiveness of cities and towns, accelerates the process of

urbanization construction, improves the local employment rate, and promotes economic development; On the other hand, the construction of new urbanization has improved infrastructure construction, attracted high-tech talents, and is conducive to industrial agglomeration. Of course, not all cities and towns can form industrial agglomeration effect, which is highly related to policies, talents, markets, infrastructure and other factors. At present, China's relatively successful industrial clusters are only in the Yangtze River Delta, the Pearl River Delta, Beijing Tianjin Hebei and other regions. Most of the industrial clusters in other regions in China are small in scale, irrational in structure, and lack of innovation vitality. Therefore, China's new urbanization has a long way to go to develop high-quality industrial clusters.

### **3. New Urbanization Path and Existing Problems in China**

The focus of new urbanization construction is to promote rural revitalization. Some regions have creatively and exploringly created "red villages", created "red culture" tourism routes, and achieved financial and technical support for projects such as rural tourism poverty alleviation for remote and poor villages. It is mainly through tourism to drive economic development to realize the organic combination of cultural tourism, ecological environment improvement and new urbanization. Among them, Haiqing Characteristic Town in Qingdao West Coast New Area has explored a sustainable development mode of industry leading and industry city integration through the integration of "tea industry, cultural industry and tourism industry", so as to maximize economic development and social benefits. At the same time, in the context of rural revitalization, urban-rural integration is an inevitable process of urbanization and anti urbanization, urban-rural integration development, and a common path of rural revitalization and new urbanization. Up to now, most regions in China are actively promoting the process of new urbanization. However, it can be seen that although the urbanization rate of China's permanent population has exceeded 60%, it still cannot reach the level of western developed countries. The real estate industry still has huge development potential, which is of great significance for promoting the construction of new urbanization and maintaining sustainable and healthy economic development. The third is to promote the construction of new urbanization through industrial agglomeration. At the same time, it can be seen that tourism development and real estate development can not be separated from the support of land, and both tourism development and real estate development have certain limitations. On the one hand, while developing urbanization in different regions, there is a blind imitation of the existing tourism development model in other regions, which is divorced from the original local resource advantages.

### **4. Solutions**

The path of implementing new urbanization can be considered as follows: first, according to the advantages of local labor force, introduce labor-intensive industries, fully drive the employment of local labor force, improve the income of residents, and maintain the successful results of poverty alleviation; The second step is to improve the local infrastructure construction, release the household registration restrictions in an orderly manner, introduce talents, introduce health, culture, tourism, sports and other consumer industries,

tap the potential of local consumer demand, stimulate local economic development, and realize the transformation and upgrading of local industrial structure. The third step is to make full use of the comprehensive land improvement measures, combine the two national strategies of rural revitalization and new urbanization construction, constantly promote diversified investment subjects, integrate the development of real estate industry, and participate in and drive the rapid growth of regional economy.

#### **4.1. Step 1**

The first step to introduce labor-intensive industries is to work hard on policy implementation. Taking Foxconn's settlement in Zhengzhou as an example, on the eve of Foxconn's settlement, the Zhengzhou Municipal Government has successively issued a number of land, capital and human resource security policies, supported upstream and downstream supporting enterprises to move in, and formulated policies to improve the efficiency of goods circulation... These series of measures are all expressing full sincerity to Foxconn. Of course, this manufacturing giant has not disappointed Zhengzhou City after all. In recent years, Foxconn has attracted a large number of related supporting enterprises to settle in. Today, Zhengzhou has gathered hundreds of terminal intelligent manufacturing enterprises, making the electronic information industry one of the ten economic pillars of Zhengzhou. At the same time, Foxconn has also directly provided about 300000 jobs, It has indirectly provided about 800000 jobs. This is the economic and social benefits brought by labor-intensive industries. In general, superior geographical location, sufficient labor reserves, favorable policy treatment and sincere enthusiasm for investment promotion are important magic weapons to achieve industrial settlement. Therefore, the local government should combine the advantages of local agricultural products, minerals, sufficient labor force, convenient transportation, etc., set up a project research team to invest in the country, sincerely invite such enterprises to visit, and finally achieve the successful settlement of relevant enterprises by providing personal and precise assistance to various elements of the whole industry chain, such as land, labor, capital, tax, logistics, market, etc.

#### **4.2. Step 2**

The second step to realize the transformation and upgrading of the industrial structure is to establish the system and mechanism of "improving infrastructure construction - industry and talent settlement - releasing consumption potential/industrial scale upgrading - industrial structure transformation and upgrading - positive economic growth". Specifically, the government should improve the construction of transportation, logistics, housing, entertainment and other infrastructure facilities to attract enterprises to settle down, while introducing health, culture, tourism, sports and other projects to attract talents to settle down, promote the diversified employment of local people, improve the income of residents, enhance the sense of access and happiness of the people, so as to promote the optimization and upgrading of local industrial structure and stimulate the vitality of local economic development.

#### **4.3. Step 3**

The third step is to vigorously develop the model of "comprehensive land consolidation+rural revitalization+new

urbanization", constantly promote the diversification of investment subjects, and continue to promote the participation of the real estate industry and drive the strategy of rural revitalization through comprehensive land consolidation in accordance with the strategic requirements of building unity, complete supporting facilities, industrial prosperity and ecological livability, create production bases and build supporting facilities suitable for living and working, improve the convenience and intelligence of rural life, improve the living environment of villages and towns, constantly improve the regional quality and value, and provide new towns with comfortable living conditions and complete supporting facilities for the masses.

## 5. Concluding Remarks

In order to realize the continuous advancement of agricultural modernization and the continuous improvement of human settlements, the only way is to promote urbanization. In the process of promoting the traditional urbanization process, due to the emphasis on economic interests, the development of urbanization, industrialization and agricultural modernization is not synchronized to a certain extent, and the urban-rural gap, the level of regional urbanization and the unbalanced layout of urban system

structure are caused. Under the new situation, relevant culture, leisure, sports, entertainment and other industries are introduced to improve the local industrial structure and stimulate people's consumption vitality, Form an interactive pattern of coordinated development of economic construction and urbanization. Through the mode of "comprehensive land consolidation+rural revitalization+new urbanization construction", the real estate industry is integrated to participate in and drive the rapid growth of regional economy, so as to achieve the overall goal of new urbanization construction in China.

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