Analysis and Research on Planning and Design of Small Town with Cultural Tourism Characteristics

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Abstract. Small Town with Cultural Tourism Characteristics is one of the hotspots of urban construction in recent years. Many provincial and municipal government organs in China are planning to build Small town with Cultural Tourism Characteristics. This paper investigates some small towns with cultural tourism characteristics in Xi’an, Shaanxi Province, China. Analysis and Discussion were made on the current planning and construction of small towns with cultural tourism characteristics in Xi'an. On this basis, it points out some basic principles that should be followed in the planning and design of small towns with cultural tourism characteristics.

1. Introduction
The concept of "characteristic town" was first proposed by Zhejiang Province of China in 2014. Characteristic towns refer to comprehensive development projects with beautiful ecological environment and excellent infrastructure, relying on a particular industry and characteristic environmental factors, which have clear industrial orientation, cultural connotation, tourism characteristics and certain social functions. Characteristic towns are a new urbanization mode which integrates industrial agglomeration, consumption agglomeration and new urbanization development.

With the support of the government, characteristic towns have become a hot spot of industrial and economic development in recent years. With the large-scale rise of characteristic towns, the homogeneity of small town construction is serious, the design reproduction and plagiarism are rampant, and the theme is single and homogeneous. "Cultural tourism" is actually only one of the characteristics of the development of characteristic towns, but most of the characteristic towns in China regard tourism as one of their own characteristic development paths. The reasons are as follows: first, tourism is an industry that enlivens the economy and promotes exchanges. If a town wants to have its own characteristics and development potential, it must have economic support, and tourism has its innate advantages first. Secondly, most small towns have beautiful scenery and profound cultural heritage, so it is appropriate to choose tourism to develop small towns. Thirdly, the construction of small towns needs to be recognized. Only a larger flow of people can be more easily passed on by word of mouth, which is well-known. Tourism is absolutely an indispensable and important element. Therefore, if a characteristic town has tourism resources and chooses tourism as a characteristic industry, it can excavate its characteristics from the local culture and form tourism products, and its competitiveness is relatively strong.

2. Some basic principles
Some basic principles should be followed in the planning and design of small towns with cultural and tourism characteristics.
2.1 The principle of social ecology.
Cultural tourism will promote the development of industrial economy, but tourists will more or less cause some damage and pollution to the landscape in the process of traveling. Therefore, in the planning and design of characteristic towns, special attention should be paid to the design of ecological environment balance. Commercial industries and waste treatment facilities should be complete, and existing good ecological environment should be preserved as far as possible, and the ecological environment should be utilized and improved according to local conditions. Through the beautiful living environment, rich cultural atmosphere, perfect life support, attract residents and tourists.

The production of characteristic towns should be integrated with the development of ecology so as to coordinate the ecological characteristics of characteristic towns with industrial characteristics and local natural features. We must not destroy the environment of small towns in order to develop their economy. We should try our best to implement "embedded development", retain the original natural style, and advocate a new way of life and industrial characteristics.

2.2 Socio-economic principles.
The investment construction of characteristic towns has the characteristics of large capital investment and long recovery period. Therefore, the construction of characteristic towns needs not only to find effective financing channels, but also to follow the law of economic development in the region and take into account the current situation of economic development in the region comprehensively. Integrate economic construction with town construction. Avoid formalism that only pursues visual effects and blind introduction of new landscapes that do not conform to local characteristics. This not only increases maintenance costs and wastes space resources, but also makes some landscapes appear "independent" and inconsistent with the original appearance of the region. The design of characteristic towns should pay attention to energy saving, material saving and rational utilization of land resources in accordance with economic principles. While maintaining the stability of the ecosystem, the maintenance cost should be reduced, the original natural resources should be fully utilized, and local materials should be adapted to local conditions.

Through reasonable planning, the construction of characteristic towns will bring about the improvement of urban economy, make the industrial development and the living standards of local residents form a virtuous circle of mutual promotion, bring long-term stable tax revenue to the local government, and revitalize the local economy. Characteristic towns build platforms for Innovation exchange and technical cooperation, integrate and make good use of various high-end elements, break through the industrial chain, innovation chain and talent chain, and promote the flow and efficient use of various technologies, funds and talents. In addition, it has also increased the employment rate of the local population and helped coordinate the transformation of cities and towns. At the same time, the construction of characteristic towns also meets the requirements of social capital investment, bringing a certain rate of return on investment and cash flow.

2.3 Highlight the principle of characteristics.
In the early stage of planning, each characteristic town should determine what its "characteristics" are. The key to the successful development of small towns is to define the orientation and choice of small towns, make them suitable for tourism, livability and industry, and realize the integration of production and town development. The core of town characteristics is to give full play to the local industrial characteristics, highlight the local cultural heritage, lead regional innovation and development, and form an industrial agglomeration ecosphere around the characteristic leading industries. That is to say, characteristic towns must be special for Industry and prosperous for industry, so as to avoid the uniformity of small towns.

In recent years, characteristic towns have become the hot spots of industrial and economic development, and the phenomenon of single theme, design duplication and plagiarism has appeared in the construction of small towns. In the long run, people will lose interest in the town, and the town will
lose its development space. Therefore, the planning and design of characteristic towns must not be one-sided. For some old neighborhoods and buildings, the various elements of style can not be conservative, but need to come up with upgrading programs. At the same time, we should pay attention to the development and application of traditional cultural elements.

3. Construction of small towns with cultural and tourism characteristics.
Successful small towns in the past can not be separated from the government's strong support and active collaboration. At the national level, relevant departments such as the Development and Reform Commission support eligible construction projects of characteristic towns to apply for special construction funds, and the central finance gives awards for the construction of prominent characteristic towns. The policy support of Shaanxi Province on Characteristic Towns is to give 1000 mu to each provincial key demonstration town, 200 mu to urban and rural construction of cultural tourism town, 10 million yuan per year to the provincial key demonstration town, 5 million yuan per year to the provincial cultural tourism town. If the construction of Characteristic Towns in Zhejiang Province fulfil the target tasks of the annual planning on schedule, Zhejiang Province shall give matching rewards according to 50% or 60% of the actual utilization targets. For those who fail to achieve the target tasks of the planning within three years, the target of land use shall be doubled and reversed. After the acceptance and naming of the characteristic towns, the newly added fiscal revenue in the planning space will be returned to the provincial financial department, the first three years will be returned in full, and the second two years will be returned to the local financial department in half. The construction of some characteristic towns also requires the government to take the lead in achieving PPP projects, attracting investment and attracting capital.

The construction of characteristic towns also needs the support of other service facilities such as transportation, hydropower and so on. For the characteristic town area, the traffic chain needs to be connected first, such as bus line, bus line, and even subway planning should be taken into account, and the parking planning in the town should be reasonable and orderly. In terms of water, heating, electricity, gas and other ancillary facilities, unified planning should be considered to provide more support for the construction of small towns.

Characteristic town planning also needs to gather popularity and vitality. Tourist routes and facilities should be carefully planned. Tourism projects should not only consider the high-end consumer groups, but also pay attention to the low-end consumer groups, so as to gather a large number of popularity and get a good reputation. Towns need to be vigorous all the year round, so the southern region should consider the rainy season activities, the northern region should consider the winter activities, not to the rainy season, winter, there is no empty scene.

How to build distinctive, industrial development, green ecology, beautiful and livable characteristic towns is a problem that must be considered in the construction of characteristic towns. After two years of construction, the first batch of 35 Characteristic Towns identified in 2017 in Xi'an have achieved some results and some failures. How to plan and develop these towns in the next step is a subject we need to discuss.

4. Conclusion
Small Town with Cultural Tourism Characteristicsis one of the hotspots of urban construction in recent years. the principle of social ecology, Socio-economic principles and Highlight the principle of characteristics are need to be followed in construction and planning.

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