Study on the Development Strategy of Tourism City Planning in Harbin under the Background of New Urbanization

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Abstract. Tourism urbanization has become one of the important paths of urban planning, but also the development of low-carbon economy and ecological new measures, is the only way for urban sustainable development. Tourism-oriented urban development is a process in which urban planning changes from industry and agriculture to tourism under the background of new urbanization. Based on the study of new urbanization and tourism-based urbanization, this paper analyzes the tourism-based urbanization of Harbin in combination with the development characteristics of Harbin and the successful cases of some characteristic towns, and provides new development strategies for urban planning of Harbin, and strives to transform the tourism-based urbanization construction of Harbin into a new driving force to stimulate economic growth and ecological construction.

1. Introduction
In the past forty years of reform and opening up, with the continuous progress of China's social economy, people's pursuit of quality of life and the demand for leisure and entertainment are increasing. As shown in Figure 1, new urbanization has attracted more and more attention from scholars. Tourism has gradually become a new driving force for economic development. The research and development of tourism urbanization has also been closely concerned by academic circles and urban construction departments. In 2017, the State Council also issued the "Some Suggestions on Promoting the Reform and Development of Tourism Industry " which puts forward the idea of adhering to the integrated development, promoting the combination of tourism development and new industrialization, informatization, urbanization and agricultural modernization, realizing the unity of economic, social and ecological benefits, and pointing out the direction for the development of tourism urbanization.
2. New urbanization and tourism town construction

2.1. The connotation of new urbanization
The core of new urbanization is to achieve the goal of urban-rural integration through industrial integration, emphasizing the synergy between urbanization and industry to achieve the interaction between urbanization and production. Figure 2 shows that China's urbanization level is rising. Compared with traditional urbanization, new urbanization pays more attention to understanding and changing its connotation, content and realization mode in the implementation of urban-rural integration. Therefore, the new urbanization is not 'secondary urbanization', but the change of urbanization, creating new opportunities for economic development. In order to achieve the goal of new urbanization development, we must start from two aspects of industrial development and urban development, choose the road of intensive and coordinated development, improve and optimize the urban spatial layout, and achieve industrial synergy.

2.2. The role of tourism town construction in new urbanization construction
2.2.1. Relationship between tourism and new urbanization. Tourism industry promotes new urbanization. The development of urban tourism industry can optimize the urban economic structure,
improve the urban service industry, promote the rapid development of cultural industry and realize the interaction between industry and city. At the same time, tourism can promote the prosperity of related industries and create more employment opportunities. Especially in rural areas, tourism and related industries provide jobs, which can quickly solve the problem of surplus rural labor force caused by industrial restructuring and prepare for local urbanization. On the contrary, new urbanization helps the development of tourism industry. With the development and progress of new urbanization, the number of urban residents will continue to increase. Due to the diversity of living environment and production mode, the number of tourists is far higher than that of rural residents. Therefore, tourism urbanization will bring a lot of dividends for Chinese cities and towns, and become a huge market for the development of domestic tourism.

2.2.2. Characteristics of tourism town construction in new urbanization. On the one hand, in urban areas, it is necessary to meet the needs of tourists in food, housing, transportation and other aspects, and the external needs of towns should support the development of these enterprises. The agglomeration of various tourism industries will form a complete industrial chain, including product suppliers, customers and distribution channels, as well as other infrastructure construction. On the other hand, The development of tourism aims to create environment-friendly, resource-saving new industries. The best way to develop urban tourism is green urbanization, which helps to improve tourists and citizens' awareness of the environment, develop eco-tourism, promote urbanization and form green and sustainable new towns.

3. Exploration of development and tourism town construction in Harbin

In 2016, Harbin Urban and Rural Planning Bureau held the “Harbin New Urbanization Master Plan (2016-2030)” symposium. The planning decided to promote the coordinated development of industry, resources, environment and infrastructure in Harbin, and use traffic to promote urban development. Different modes are designed for Harbin’s tourism urbanization, such as hot spring area, landscape area, farmhouse and so on.

3.1. Development status of tourism town construction in Harbin

Although the tourism industry in Harbin is more developed, the construction of tourist towns has not been carried out in a large number. In 2016, Harbin built the first national characteristic town pilot, Songbei Maple Leaf Town. The total planning area is 1.06 square kilometres, including leisure shopping, cultural tourism, ice and snow recreation, characteristic agriculture and ecological pension. Fully show the humanistic atmosphere of Harbin, ice city characteristics, leading the construction and development of tourism towns in Harbin. Later, in 2017, a side slope town in Harbin Shangzhi City became the second batch of characteristic towns in Harbin. There are national forest parks, green sea manor, Hayi drift park, Puzhao Temple and other tourist attractions in the town, with perfect infrastructure and convenient transportation.

From this point of view, Harbin’s tourism-oriented cities and towns are constantly developing and progressing, and construction of tourism-oriented cities and towns has great development space. The government should construct tourism-oriented cities and towns according to different characteristics of different cities and towns, so as to promote the development and progress of tourism-oriented urbanization in Harbin.

3.2. Significance of Harbin tourism town construction

3.2.1. Economic aspects. Tourism urbanization can directly promote the development of industry, such as housing, food, transportation, entertainment. It can also indirectly stimulate the development of sectors related to urbanization, such as education, culture and postal services. The two jointly promote the optimization and upgrading of industrial structure.
3.2.2. Population aspects. By 2019, the resident population of Harbin was 10.763 million, belonging to the megacity and rising. But most towns are still agricultural communities, with a small population, unstable work, many working villagers and easy to form hollow villages. The development of tourism can create a lot of employment opportunities and reduce the unemployment rate. At the same time, it can promote the gathering of talents and introduce excellent talents.

3.2.3. Living aspects. In order to increase the attraction and popularity of tourist towns, Harbin should not only develop more characteristic tourism products according to its characteristics, but also constantly improve the urban service supporting system such as transportation, medical treatment, safety and public facilities, which helps to continuously improve the urban infrastructure construction, improve the efficiency of tourism services and create conditions for the development of tourist cities.

4. Study on development strategy of Harbin tourism town construction

4.1. Government management
Due to different geographical conditions, transportation and industries, there are significant differences in urban development in different regions. Government investment in funds and equipment is often not evenly distributed, development imbalance still exists. For example, the development of towns with superior geographical location is faster than that without characteristics. For the lack of unbalanced development, the government should find solutions in land use, development connotation, industrial integration and other aspects to avoid leaving behind in urban construction. Town construction should also be coordinated with government plans.

4.2. Economic development
Most of the traditional industries or industries in Harbin are backward in the development of service industry, fewer high-tech industries, and significant industrial structure problems, which are easy to cause slow development, low efficiency, and high risks. Harbin tourism urbanization industry agglomeration and scale efficiency is low, lack of key project support, lack of market competitiveness, extensive development model, is not conducive to the development of tourism towns. As far as the geographical location of Harbin is concerned, ice and snow is characteristic, which can promote the promotion and investment of ice and snow culture, shape the urban development of Harbin’s industrial ecology and tourism, and also learn the characteristic towns in the south to create livable picking plantations. Tourist towns can be built. Winter is mainly characterized by ice and snow tourism, and spring and summer are mainly featured by picking gardens, gardens and characteristic towns. Determine market positioning, play the role of the market, effectively carry out business operations, effective allocation of resources.

4.3. Public services
Tourism towns have strict requirements on infrastructure, which is the basic guarantee of urbanization and industrialization. At the beginning, tourism only focuses on infrastructure investment, and its subsequent maintenance, maintenance and replacement are often not in place. Therefore, tourists will see some picturesque villages have old infrastructure and constitute serious security risks. To develop tourist towns, first of all, cities and towns need to strengthen the construction of road facilities in tourist areas, secondly, improve the living conditions of tourists and ensure the needs of tourists in food, housing and transportation. Finally, strengthen the maintenance of urban infrastructure to enhance the competitiveness of enterprises, enhance brand effect.

4.4. Citizen participation
At present, there are still some examples that endanger the natural and human environment in Harbin, such as the loss of cultural heritage, the occupation of high-quality agricultural land, the gradual decrease of cultivated land, the occupation of vegetation greening by buildings, and the decrease of
per capita forest coverage. These negative phenomena have a great impact on tourism urbanization, and the tourism ecological environment needs to be improved. In the process of building tourism towns, through the cultural propaganda of the public to make them respect the culture, consciously protect the environment, encourage citizen participation, play the power of the masses to build towns.

5. Conclusion
Since the end of 2011, the development trend that the number of urban permanent population exceeds that of rural areas in mainland China has intensified. With the years of traditional urbanization, a series of environmental problems have emerged in the process of urban scale expansion and land expansion, such as low resource utilization efficiency, unfriendly environment, traffic congestion, environmental pollution and lagging allocation of public service facilities. In general, the quality of traditional urbanization is low. Under the background of economic globalization, the development of information science and technology and the improvement of ecological environment consciousness in the new stage, China has chosen the development concept of new urbanization and adhered to the road of new urbanization. At the same time, with the improvement of domestic traffic conditions and the increase of residents' disposable economic income, the development of domestic tourism market is unprecedented. Therefore, more and more small towns begin to pay attention to their unique natural, cultural and other tourism resources, and take the provision of high-quality tourism services as their development goal, resulting in a boom in the construction of tourism-oriented small towns. Tourism industry has a strong comprehensive driving effect, which can promote the comprehensive economic, cultural, social and ecological environment of the region. It has become an effective way to promote new urbanization.

Harbin, as a city with ice and snow characteristics, the construction and development of tourism-oriented urbanization is not only related to the development of tourism in scenic spots and the protection of tourism resources and ecological environment, but also includes improving the tourism service facilities in towns and actively undertaking the radiation-driven effect of tourism development in scenic spots, so as to enhance the development momentum of the city itself. The core idea of the construction of tourist towns is to promote the interactive development of tourist attractions and towns, taking scenic towns and towns as the overall development idea, so as to achieve the reasonable protection and development of tourist attractions and the comprehensive development of towns in the social, economic, cultural and ecological environment, and improve the quality of urban new urbanization.

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