

Research on the Development of Historical Classic Industrial Characteristic Town

-- A Case Study of Shaoxing Huangjiu Town

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Abstract: With the continuous progress of society, in order to promote the economic transformation and development and enhance the endogenous power of the economy, it is necessary to find new economic growth points. With this opportunity, characteristic towns emerge as The Times require. Characteristic towns have the characteristics of industrial agglomeration and industrial upgrading. With their unique advantages, they keep pace with The Times, explore and innovate, and further promote the sustainable development of economy. The main content of this paper is to carry out research on historical classic industrial characteristic towns. Taking Shaoxing Huangjiu town as an example, this paper conducts a questionnaire survey to understand its development trend, problems existing in the operation process and puts forward corresponding development suggestions. It is expected that the research of this paper can have certain reference significance for the development of Shaoxing Huangjiu town and the same type of characteristic towns.

Keywords: Historical classic industry, Characteristic town, Shaoxing Huangjiu town.

1. Introduction

1.1. The Concept of Characteristic Town

Characteristic town is an innovation and entrepreneurship space formed by the cooperation of the government, enterprises and individuals. The connotation of characteristic town has profound significance. The "characteristics" of characteristic towns: on the one hand, it refers to natural factors, i.e. unique historical and cultural advantages, resources and environment; On the other hand, it refers to the cultural factors, that is, talents, technology, etc., which form a certain competitive advantage. The combination of the two forms this "special" word. "Color" of characteristic town: not only refers to industrial characteristics, but also refers to local characteristics, such as ecological characteristics, cultural characteristics, etc. Among them, industrial characteristics play a very important role, which is an important power source for the development of characteristic towns. "Small" of characteristic towns: The word "small" reflects the limitation of space, that is, in this narrow space, all its resources are fully integrated to achieve maximum economic benefits. "Town" of characteristic town: it is a new urbanization model integrating culture, tourism and certain community functions. Therefore, characteristic town carries many meanings and is another new growth point to promote economic development.

1.2. The Concept of Historical Classic Industry

Relying on the industrial base, zhejiang characteristic towns are divided into seven characteristic towns of emerging industries, including high-end equipment manufacturing, finance, fashion, tourism, health, environmental protection and information economy, as well as historical classic characteristic towns of industry. Among them, the historical classic industry refers to the industry with more than 1,000 years of historical accumulation and profound cultural

deposits in Zhejiang Province, mainly including tea, Huangjiu, Traditional Chinese medicine, celadon, sword and other industries. On the one hand, the concept is put forward to protect and continue the historical classic industry with the help of modern science and technology and innovative technology, and make it glow with new brilliance. On the other hand, this industry can be used to create a new platform to promote economic transformation and rapid development.

1.3. Introduction of Shaoxing Huangjiu Town

Shaoxing Huangjiu Town is the second batch of national characteristic towns and the first batch of Zhejiang provincial characteristic towns. The town adopts the development mode of one town and two districts. Dongpu District is dominated by Huangjiu culture tourism, while Hutang District is dominated by Huangjiu industry, thus forming an integrated pattern of industry, culture, tourism and community. With the full support of the government and the independent operation of enterprises as the main line, the town integrates the flavor of water town and Huangjiu culture to create a unique town.

2. Field survey of Shaoxing Huangjiu town

2.1. Survey and Analysis Methods

2.1.1. Questionnaire Design

The questionnaire adopted in this paper can be found in the appendix. The questionnaire focused on understanding tourists' cognition of historical classic industrial characteristic towns, and providing reference for Shaoxing Huangjiu town.

2.1.2. Sample Determination of Questionnaires

The questionnaire was mainly filled in online through the website of Wenjuanxing, and a small number of paper questionnaires were also prepared. The survey objects are the people who have visited or are interested in historical classic industrial characteristic towns. In this paper, a total of 350

questionnaires were issued and 325 questionnaires were collected, with a recovery rate of 92.86%. According to careful screening, the number of valid questionnaires was 306, with an effective rate of 94.15%. Use SPSSV25.0 statistical software to analyze the sampling data to obtain the required statistical results. Statistical results show that the data trust coefficient α value is 0.923, indicating that the questionnaire has high internal consistency. The KMO value of the questionnaire is 0.882, and the F value of Bartlett test is 0.000, indicating that each variable is not independent of each other, and the sampling data shows good structural validity.

2.2. Analysis of Questionnaire Results

2.2.1. Basic Information of Respondents

According to the statistics of the respondents in the

questionnaire survey, 54.25% of them are male, and 45.75% are female, the proportion of male and female is not much different. With regards to the age, respondents from the age bracket of 51-60 years old ranked first, and respondents from the age bracket of 41-50 years old ranked second. With regards to the education background, respondents with Undergraduate or Junior College degree ranked first, respondents with High school or technical secondary school education ranked second. As for the occupation, 34.31% of respondents are employees of enterprises. As for the income, 31.05% of respondents have monthly income of 4001-6000 yuan. As shown in Table 1:

Table 1. Profile of respondents

Profile	Frequency	Percent
Sex	Male	166
	Female	140
Age	18-30 years old	62
	31-40 years old	45
	41-50 years old	66
	51-60 years old	78
	over 60 years old	55
Educational background	Junior high school and below	66
	High school or technical secondary school	91
	Undergraduate or Junior College	112
	Master degree and above	37
Occupation	Students	42
	Self-employed	78
	Employees of enterprises	105
	Employees of public institutions	59
	Others	22
Income	2000yuan and below	48
	2001-4000yuan	60
	4001-6000yuan	95
	6001- 10000yuan	67
	10000yuan and above	36

2.3. Tourists Have A Low Level of Understanding and A General Experience

In 2015, Shaoxing Huangjiu Town was listed as one of the first characteristic towns in Zhejiang Province. After several years of construction and development, it should be known and understood by many tourists. However, according to the effective questionnaire, only 14.15% of the interviewees know very well about Shaoxing Huangjiu town, and 4.72% know very well about the culture of the Huangjiu industry. Through the field visit, the tourists who have visited shaoxing Huangjiu town have only a general experience.

It can be seen that most tourists only know roughly about Shaoxing Yellow rice wine town, but do not know the in-depth connotation of Huangjiu industry culture, including the function and historical development of yellow rice wine. At the same time, because its infrastructure is not completely built, tourists' experience is only general. Most tourists only stay here for one day and do not spend more time to

understand it. As a result, the popularity of Huangjiu town is low, the number of tourists is small and the repeat rate is low.

2.3.1. Weak Marketing Ability and Low Publicity

Excellent marketing strategies and effective publicity efforts can attract tourists from different regions to enjoy and play, thus driving the sustainable development of local economy. However, according to the questionnaire survey, as for the shortcomings and areas that need to be improved in Shaoxing Huangjiu town, 53.77% of the respondents think its innovation ability is low and cultural protection is not strong enough, and 64.15% think it needs to strengthen the development of industrial characteristics.

The figure shows that there are still some problems in the development of shaoxing Huangjiu town, such as the lack of high-quality talent, culture protection and innovation ability is low, we need to improve service quality, emphasis on environmental health, increase the industry characteristics, etc., but the focus is the marketing problem, 61.32% of respondents think the marketing ability is weak, 71.7% of

respondents think it is necessary to step up publicity.

Therefore, for Shaoxing Huangjiu town, only by improving its marketing ability, strengthening publicity can it attract more tourists and make shaoxing Huangjiu town glow with vitality.

2.3.2. Competitive Advantage Is Obvious, Development Prospect Is Wider

A successful character town needs to have a distinct advantage. Most of the interviewees indicated that Shaoxing Huangjiu town has many competitive advantages and a broad development prospect. 74.53% of the interviewees said that the healthy development of the town benefited from policy support, and 67.92% of the interviewees believed that the characteristic resources of the town were rich, which provided favorable conditions for its future development.

According to the figure above, Shaoxing Huangjiu town has obvious competitive advantages. Externally, on the one hand, the government strongly supports the development of the town and provides a lot of help. On the other hand, the town has convenient transportation, which provides favorable conditions for tourists. From the inside, first, the town's environment is beautiful, with the charm of jiangnan; Second, it is rich in characteristic resources, both well-preserved historical sites, and a long history of Huangjiu industry culture, the interaction of the two, mutual influence for the development of Shaoxing Huangjiu town, greatly promote the rapid development of the economy.

2.3.3. The Development of Shaoxing Huangjiu Town Has Brought Many Changes

Characteristic town is a measure of economic transformation in the new era. Therefore, the development of Shaoxing Huangjiu town has brought many changes to the local area. As for the significance of the development of Shaoxing Huangjiu town, 81.13% of the respondents believed that the development of Shaoxing Huangjiu town has driven the development of local tourism, and 66.98% of the respondents believed that the development of Shaoxing Huangjiu town has improved the industrial economy. In terms of how to enhance the popularity of Shaoxing Huangjiu industry culture, 67.92% respondents believe that it is necessary to enhance the added value of the Huangjiu culture industry and increase advertising efforts, so as to better enhance the cultural popularity of Shaoxing Huangjiu industry and reflect the significance of the development of Shaoxing Huangjiu town.

3. Suggestions on the Development of Historical Classic Industrial Characteristic Town

3.1. Increase Publicity and Improve Marketing Ability

3.1.1. Increase Publicity

The historical classic industry characteristic town should strengthen its own propaganda, so that more tourists can realize that the characteristic town not only has tourism characteristic town, but also has historical classic industry characteristic town. At the same time, historical classic industries characteristic towns can carry out publicity such as wechat public account, Weibo and Douyin to attract tourists and promote the healthy development of characteristic towns.

3.1.2. Improve Marketing Ability

The historical classic industrial characteristic town should

improve its own marketing ability while increasing propaganda. Marketing activities can be carried out both online and offline. For online: First, advertisements can be placed on some public platforms with high page views, such as Weibo and Douyin. Second, send tweets in their wechat public accounts to increase the number of page views and reprints, so as to increase the number of followers; Third, some famous figures can be invited to help promote and shoot some videos about characteristic towns, so that tourists can have interest in coming to visit.

3.2. Enhance Innovation Capacity and Realize Industrial Agglomeration

3.2.1. Improve Industrial Innovation

As we all know, the historical classic industries are some ancient goods or crafts. However, with the continuous development of economy and science and technology, more and more traditional crafts are forgotten. Therefore, as traditional culture, it should also continue to innovate, combine with modern science and technology, and inject new vitality into it.

Take Shaoxing Huangjiu town as an example. The Huangjiu culture has a history of more than 1600 years. According to the survey, it not only undertakes more than 50% of the national output of Huangjiu and more than 93% of the export of Huangjiu, but also owns famous Huangjiu brands such as Tapai and Kuaijishan. In addition, Huangjiu industry is still innovating and trying different fields. New products such as Huangjiu Popsicle, Huangjiu milk tea, Huangjiu xiaolongbao and Huangjiu facial mask have been launched. This series of development shows that the historical classic industry should keep innovating so as to better adapt to the market and improve its competitiveness.

3.2.2. Achieve Industrial Agglomeration

The construction of characteristic towns has many functions, and industrial agglomeration is one of them. Only the organic collection of historical classic industries can realize the maximum utilization of resources and sustainable economic development.

For example, the development plan of shaoxing Huangjiu Town is one town and two districts. Dongpu District mainly develops tourism culture of Huangjiu industry, while Hutang District mainly develops Huangjiu industry, focusing on upgrading industrial agglomeration and promoting industrial projects such as automatic production line project of Huangjiu packaging and logistics. On the one hand, the construction of Shaoxing Huangjiu town can accelerate the agglomeration of Huangjiu industry and make more effective use of resources. On the other hand, it can realize the cultural tourism of Huangjiu industry and promote the healthy development of economy.

3.3. We Will Strengthen Infrastructure

Infrastructure construction generally includes: food, accommodation, travel, entertainment and shopping. As a historical classic industrial characteristic town, infrastructure construction should be continuously strengthened and improved.

First, there should be convenient transportation facilities. Tourists need to be provided with a variety of travel options, such as cars, high-speed rail, aircraft and other transport.

Second, there should be a variety of restaurants and accommodation options, allowing tourists to experience the local cuisine and industry characteristics, giving tourists a

unique travel experience.

Finally, a complete industrial chain should be realized. Generally, after visiting, tourists will bring back some local products. Therefore, the town should build a perfect industrial chain and provide personalized services, so that tourists can bring back local characteristics. For example, Shaoxing Huangjiu town creates a companion ceremony with the theme of Huangjiu, providing tourists with a variety of choices such as Huangjiu milk tea and handmade Huangjiu.

In a word, as a historical classic industrial characteristic town, it not only needs to create a unique historical industrial culture, but also needs to have perfect basic facilities, so as to attract tourists, improve the rate of tourists to visit again, and bring more profits to the town.

3.4. Policy Support and Talent Introduction

3.4.1. Strengthen Policy Support

Strengthening policy support can achieve twice the result with half the effort. To build characteristic towns is an important springboard for economic transformation. As a type of characteristic town, the historical classic industrial characteristic town should be strongly supported by the government, so as to realize the effective combination of massive economy and historical classic industries, which can not only protect and promote the classic industry culture, but also improve the living standards of local residents and promote the development of the town.

3.4.2. Vigorously Introduce Talents

The development of characteristic towns not only needs the support of policies, but also needs high-quality and high-tech talents. Therefore, in the development process of characteristic towns, not only hardware facilities should be taken into account, but also software services, that is, the cultivation and introduction of talents. The application of high-quality talents can bring more intangible income. Therefore, it is necessary to create a comfortable development space integrating life, entertainment and work, so as to attract high-quality and high-tech talents to develop and promote the development of characteristic towns.

3.5. Realizing the "Industry Plus" Model

3.5.1. Industry + Culture to Enhance the Connotation of The Town

Industry is the foundation of development and culture is the soul of development. As a historical classic industrial characteristics town, on the one hand, it has excellent industrial characteristics; on the other hand, it should vigorously explore its unique cultural connotation and integrate industry and culture to achieve a win-win situation.

Take Shaoxing Huangjiu town as an example, Huangjiu industry is the foundation of its development, but if it only develops the industry, it will lose its market competitiveness. Therefore, Shaoxing Huangjiu town should vigorously promote Huangjiu culture, so that tourists can better understand Huangjiu industry culture, generate resonance, so as to improve the connotation of the town.

Therefore, industry + culture can not only improve market competitiveness, but also achieve sustainable economic development.

3.5.2. Industry + Tourism, Improve the Town Economy

With the continuous development of economy, more and more people choose to travel to relax, therefore, the tourism industry has developed rapidly, and the historical classic industry characteristic town should seize the good opportunity,

combining industry and tourism, through experience, sightseeing and other forms of activities, to realize integration of industry and tourism, promote the local economy.

For example, Shaoxing Huangjiu Town attracts tourists from all over the world through a series of activities such as Huangjiu experience hall, wine ceremony performance, wine bottle set, drama performance, take a wupeng boat, hanfu and ancient costume experience. At the same time, through this series of activities, tourists can better understand Huangjiu industry, improve the rate of tourists to visit again, and promote the development of the town.

Therefore, industry + tourism not only enables tourists to have a close understanding of characteristic industries, but also promotes the healthy development of historical classic characteristic towns and achieves a win-win situation.

4. Conclusions and Discussion

As one of the types of characteristic towns, historical classic industrial characteristic towns play an irreplaceable role. With the continuous development of social economy and science and technology, many historical classic industry can't keep up with the trend of The Times because it is over, then forgotten. But the historical classic industry also can undertake continuous innovation, the good and discard the dregs, combining the traditional industry and modern technology, giving such characteristic town of new life, realize the historical classic industry successful transformation, promote the healthy development of economy.

Based on a large number of data collection and questionnaire survey, this paper has formed an overall cognition of the development status of Shaoxing Huangjiu town. Through the statistics of questionnaire survey data, this paper briefly analyzes the problems existing in the development process of Shaoxing Huangjiu town. At the same time, a series of targeted measures and suggestions are put forward on how to develop historical classic industrial characteristic towns by referring to the literature on the development of characteristic towns and combining with the actual situation of characteristic towns. From the perspective of the development of historical classic industrial characteristic towns, the key measures are to strengthen publicity, improve innovation ability, strengthen infrastructure construction, introduce talents, and realize the mode of combining industry with tourism and culture.

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