

Path Optimisation of Industrial Characteristic Town Construction—A Case Study of Foshan Chancheng Tao Valley Characteristic Town

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Abstract: In the current economic climate, characteristic towns have become a crucial model for economic development in the construction of China's new countryside, and a means of achieving innovative urbanization. A characteristic town is a relatively independent development space within urban areas, with a clear industrial position, cultural connotation, tourism function, and community characteristics. Characteristic towns are the direction of future urban development, enabling the integration of life, production, and ecology. The core of a characteristic town lies in its characteristic industry. Other characteristics, such as appearance, culture, environment, and service, should all serve the characteristic industry. Therefore, the choice of characteristic industries determines the fate of the town. However, there are some issues with the construction of Foshan Chancheng Tao Valley characteristic town. These issues include the need for infrastructure improvement, weak brand promotion, high pollution discharge, and governance difficulties. To address these issues, we propose four feasible countermeasures and suggestions based on our analysis of the problems and causes of Foshan Chancheng Tao Valley characteristic town. Firstly, we will enhance government guidance and improve policy support. Second, local governments should quickly build supporting infrastructure to achieve seamless integration of functions. Third, the government should enhance the city's brand image through increased publicity and promotion. Finally, relevant administrative departments should strengthen environmental supervision and promote co-governance between government and business.

1. Introduction

Following the successful implementation of the characteristic town in Zhejiang Province, it has become a model for the rest of the country to emulate. The construction of characteristic towns has become a new economic growth point in China, thanks to the promotion of policies by both central and local governments. This development has also gained national strategic importance.

Guangdong Province is a pioneer in the development of new urbanization in China, and has already carried out work in promoting the integration of industry and city culture and industrial upgrading. Among them, Chancheng District of Foshan City, located in the Guangfo metropolitan area, has taken the lead in actively exploring and seizing opportunities, accelerating the overall development of urban and rural areas through the development of Foshan Chancheng Tao Valley characteristic town and achieving remarkable results in assisting the transformation and upgrading of traditional industries. The development of Foshan Chancheng Tao Valley characteristic town has achieved remarkable results, becoming a classic case of characteristic town construction in Guangdong Province.

This paper takes Foshan Chancheng Tao Valley characteristic town as the research object, mainly through the field investigation and research of "one valley and two districts" of Foshan Chancheng Tao Valley characteristic town expounds the development status of the town, analyzes the formation mechanism of the town, summarizes the problems existing in the development process of Foshan Chancheng Tao Valley characteristic town and analyzes the causes of the problems existing in the development process. Based on the construction experience of excellent

characteristic towns at home and abroad, this paper puts forward feasible suggestions in order to promote the high-quality development of Foshan Chancheng Tao Valley characteristic town improve the economic development level of Liangjie town to which the town belongs, promote the transformation and upgrading of local traditional industries, and enhance the added value of its products, and hope to provide reference for the development research of other similar characteristic towns.

2. Theoretical analysis and literature review

2.1 Characteristic town: characteristic based, industry based

Integrating and adapting industrial development planning with the overall planning of a town can facilitate sustainable development. Industrial development can enhance the level of economic development and improve the quality of life of residents. Urbanization-related issues can be effectively addressed through industrial innovation and development. Many scholars believe that promoting cultural conservation and industrial innovation can cultivate and construct characteristic towns. The local government's protection of traditional architecture and culture has made cultural tourism the leading industry in the area. Meanwhile, the development of tourism has a positive impact on other local industries, leading to economic growth in small towns with tourism characteristics. During the planning and construction of the town, it is essential to protect and preserve the local history and culture. Additionally, it is important to make use of the natural environment to create a good living environment for the residents. To establish a characteristic town, the government should prioritize the conservation of local traditional culture and promote its combination with industry. By innovating traditional culture, the town can be endowed with a sense of modernity. Furthermore, launching products that correspond to the traditional culture of the town can promote the development of the surrounding economy. The improvement of overall economic benefits for society has been noted. The development of characteristic towns cannot rely solely on natural conditions; local history and culture must also be integrated into the development of small towns. Otherwise, tourism in characteristic towns may lose its appeal to visitors.

2.2 Characteristic town research review

The development ideas, construction priorities, and plan formulation are crucial components of characteristic town construction. Construction planning forms the fundamental framework for researching characteristic towns. A well-crafted construction plan serves as a guide for the development of characteristic towns. Li Huaxiao, Yang Fei et al. (2016) summarised their experience in constructing characteristic towns in Zhejiang Province. They focused on the development connotation and construction characteristics of these towns, and approached the planning of characteristic towns from different perspectives, such as concept and mechanism. They also identified and addressed the challenges encountered during the planning and construction process. It is proposed that the design planning of a characteristic town should have the feature of 'multi-planning into one'. This means integrating multiple functions and comprehensively planning various specialties. In 2018, Zhang Jianrong conducted a study on Pinghai Town in Huidong County. The study analysed and organised the town's regional location, natural resources, and cultural resources. It also deeply analysed the advantages and conditions for developing characteristic towns in Pinghai Town. The study proposed that the construction planning of characteristic towns should consider various aspects such as local natural features, local characteristics, and tourism resources. In 2019, Gao Song and Huang Xin conducted a comparative study on the construction planning of tourism characteristic towns both domestically and internationally. They summarised the advantages of such development planning and proposed that sustainable development of these towns in the future must be achieved through sound construction planning and connected operations in the middle and later stages. In 2020, Zhang Xiaohuan conducted a study on the development path of characteristic towns in China. The study highlights that the development of characteristic towns is limited by factors such as natural resources, labor

structure, and market environment. Therefore, the design and planning of characteristic towns should take into account relevant factors and local conditions. This approach is beneficial for constructing high-quality characteristic towns.

The local government should consider the interests of all parties involved in the construction process of characteristic towns. It is important to coordinate economic, social, and political factors during the development process to ensure that the development of small towns conforms to the law of local economic development and the interests of residents. Robert Madrigal (2005) studied small towns in Britain and the United States and suggested that while the government dominates the development of characteristic towns, the will and interests of local residents should be fully considered to ensure sustainable development. Sirisrisak (2009) pointed out that in the process of tourism development, characteristic towns should actively promote the participation of local residents and balance the interests of all aspects of society through legislation. In their 2017 study, Wang Fulin and Liu Guobin examined the development of small towns in China, focusing on government support and the development mode. They analysed the strengths and weaknesses of the current approach and suggested that small towns should leverage the market's leading position and the government's guiding role. By planning and designing government initiatives and supporting enterprise operations, we can collaboratively promote the sustainable development of distinctive towns. John S. Akama and Damiannah Kieti (2017) investigated the development of tourist towns in Mombasa, Kenya, using research methods such as questionnaire surveys and field investigations. The research concludes that the local government's over-intervention in the construction of characteristic towns, blind implementation of projects ignoring the actual situation, failure to grasp the best development path of the local tourism industry, and lack of sharing of development results with the original residents of the town have resulted in economic benefits and construction results that do not meet expectations. Therefore, it is recommended to involve local residents in the construction of the town, coordinating development with the local society, economy, and other relevant fields, to ensure mutual benefit.

3. The construction and development status of Foshan Chancheng Tao Valley characteristic town

3.1 The background of the creation of the characteristic town of Zen City and Tao Valley

Foshan Chancheng Tao Valley characteristic town comprises of one valley and two areas: Tao Mei Creative Area and Jian Tao Innovation Area. Tao Mei Creative Area is situated in Shiwan West Area, while Jian Tao Innovation Area is located in Nanzhuang Luo Area. The Taomei Creative Area (Shiwan West Area) covers 2.6 square kilometers and is situated in the southeast of Chancheng District. The Jiantao New Area (Rogge Area of Nanzhuang Town) covers 1.7 square kilometers and is located in the middle of Nanzhuang Town. Regarding the geographical conditions, Chancheng District is situated on a flat alluvial plain with clay-dominated soil. The area possesses non-metallic mineral resources of good quality and rich reserves, which provide favourable conditions for the development of the ceramic manufacturing industry.

Following the reform and opening up, the Foshan ceramic industry took the lead in modernisation and industrialisation. The first transformation was implemented to address the lack of competitiveness of ceramic enterprises and the low degree of marketisation. In 2008, the Foshan ceramic industry experienced rapid development. However, the industry's high energy consumption and pollution levels resulted in significant energy and environmental problems. As a result, the industry underwent a secondary transformation. Following the transformation, ceramic production decreased by 40%, while output value and tax revenue increased by 35%. Additionally, energy consumption decreased by 25%. Shiwan and Nanzhuang have developed from a single ceramic production base into a ceramic industry hub that encompasses production, sales, and exhibitions. However, despite being a traditional industry stronghold, they have faced challenges in the new era, including insufficient industrial innovation, lagging urban development, and slow industrial upgrading. The industrialization and urbanization of Shiwan and Nanzhuang have resulted in the

establishment of numerous industrial factories and buildings. The development of characteristic towns can transform the original urban structure, which was adapted to industrialization, and align it with the needs of the modern service industry.

Shiwan and Nanzhuang are both traditional industrial towns with a strong focus on pottery. Shiwan is known for its pottery culture and Nanzhuang has a solid foundation in pottery construction business. The two regions have close industrial ties and are geographically close. The merger of the two towns to build Foshan Chancheng Tao Valley characteristic town is beneficial for the formation of cultural industry clusters in Shiwan. It also adds cultural elements to the ceramic industrial area, promoting the integration of culture and industry. This results in a synergistic effect, promoting the transformation and upgrading of traditional industries in the two towns.

3.2 The advancement and effect of Foshan Chancheng Tao Valley characteristic town

Foshan Chancheng Tao Valley characteristic town focuses on the development of the ceramic industry. Currently, 2200 enterprises have settled in the town, creating 110,000 jobs and investing 2.4 billion yuan in characteristic industries, with a total investment of 1,282.87 million yuan. The Tao Mei Creative Area has completed its total investment plan, accounting for 100.35%. 22 projects have been started (including completion), and the operating rate is 95.65%. Jiantao Innovation Zone has completed a total investment of 774,463,700 yuan, with a total investment plan ratio of 107.66%. 24 projects have been started, including those that have been completed, with an operating rate of 92.31%. According to the Shiwan Street 2021 Work Summary and 2022 Work Plan (2020) and the Nanzhuang Town 2021 Work Summary and 2022 Work Plan (2020), Jiandao New Area has achieved an industrial output value of 25 billion yuan, accounting for 38.96% of the total industrial output value, and an annual tax payment of 2.9 billion yuan.

3.2.1 Tradition and creativity are integrated to promote intelligent manufacturing through design

In the past, some ceramic manufacturing enterprises focused too much on meeting market demands, resulting in products that lacked aesthetic appeal and suffered from homogenization. In the Tao Mei Creative Zone, there is a company called Weissi Creative that focuses on ceramic design. They have introduced the Italian ceramic tile production process while retaining the traditional Shiwan ceramic culture. This has given ceramic culture a new design and concept, breaking away from the past industry plagiarism and sales-oriented atmosphere. They adhere to an innovative sales model with a single version to meet the unique requirements of Chinese consumers. Currently, an increasing number of enterprises are prioritising innovation and creative design, such as Weissi Creativity in Foshan Chancheng Tao Valley characteristic town [1].

Taomei Creative Zone alone boasts 508 design enterprises, with the design industry's total output value expected to reach 1.687 billion yuan in 2021. According to the China Tao Valley Design Talent Status Survey Report of 2022, the industrial design sector had 8 enterprises with a total output value of 123 million yuan. The interior design sector had 27 enterprises with a total output value of 172 million yuan. The garment design sector had 2 enterprises with a total output value of 480 million yuan. The website design sector had 41 enterprises with a total output value of 539 million yuan. Finally, the film and television animation design sector had 13 enterprises with a total output value of 116 million yuan.

Foshan Chancheng Tao Valley characteristic town with an innovative design aimed at driving industrial development. The town focuses on creative design as the entry point and promotes the integration of culture and industry as well as design and industry. The product incorporates creative and innovative elements, moving away from the past focus on quantity and price competition and low-end positioning, and instead aiming for transformation and upgrading.

3.2.2 The construction of supporting infrastructure has been further improved

Improving the basic supporting facilities of characteristic towns is crucial to attracting investment. The Chancheng District government has invested heavily in the basic supporting infrastructure of the Foshan Chancheng Tao Valley characteristic town. This includes the

transformation of the road slow driving system and the surrounding environment, the renovation of the water system in the town, and the improvement of the town's landscape. Initial results have been achieved. By 2022, the two districts of the town will invest a total of 270 million yuan in public infrastructure. This investment will greatly improve the living environment for residents, expand ecological and tourism resources, and integrate characteristic industries and scenic spots to form a diverse urban landscape [2]. This will enhance the overall image of Foshan Chancheng Tao Valley characteristic town. The Foshan Chancheng Tao Valley characteristic town to support the town's development needs and enhance its economic impact on the surrounding area, improve the traffic infrastructure connecting the town to the outside world simultaneously.

3.2.3 Create "China's pottery tourism landmark"

Taomei Creative District is the birthplace of Chinese traditional ceramic culture and the ceramic industry. It uses the old factory left by the original industrialization to carry out 'protective redevelopment' and transform industrial heritage through urban renewal, following the principle of less demolition and more reform. The ancient stove, powered by southern winds, serves as the centerpiece of a 4A-rated tourist attraction. The site builds upon the original 3A-rated attraction, showcasing the town's thousand-year-old history and its renowned pottery culture to visitors. The Jiandao Innovation Zone has created a new tourism zone that integrates industry, city, agriculture, and ecology. The zone has implemented projects such as the Lingnan Water Village Garden complex and Lvdao Lake Wetland Park to enhance the ecological landscape of the area. The average daily carrying capacity of the main tourist attractions in the 'two districts' has shown an increasing trend year by year due to the transformation of relevant scenic spots, which enhances the town's attractiveness and promotes the development of cultural tourism[3].

4. Problems and deficiencies in the construction and development of characteristic towns

Foshan Chancheng Tao Valley characteristic town was not only established as one of the founding towns of provincial characteristic towns in Guangdong Province in 2018, but it was also recognised by the National Development and Reform Commission as a typical example of national characteristic towns in terms of industrial transformation and upgrading. Based on a questionnaire survey and detailed interviews, the following issues are summarised:

4.1 Policy making lacks rationality

Through questionnaire survey and in-depth interview, the author found that although Chancheng Pottery Valley characteristic Town has made some achievements in the construction process, there are also inevitably various problems. For example, in terms of policy, in order to attract ceramic high-tech and various kinds of ceramics and related supporting enterprises to enter Chancheng Pottery Valley characteristic Town, Shiwang Street, Nanzhuang Town and Chancheng District Government and Foshan City Government have issued a series of support policies to give certain support to enterprises, but there is still room for improvement in the intensity and scope of support. According to the interview, some traders still think that there is a "lack of support", and the policy support measures are biased towards large enterprises and high-tech enterprises. Most small, medium and micro enterprises can only benefit from the preferential rental policy of the park, while most support funds have a high application threshold and support for small, medium and micro enterprises is limited. Although governments at all levels have introduced various support policies to promote the development of small towns, the application threshold is high. Most SMEs fail to meet the application requirements, resulting in long-term development that is insufficient to compete with the outside world. The Foshan International Ceramic Sanitary ware City, China Ceramic Headquarters Base and other industrial carriers of the initial construction focus on investment, the introduction of ceramic enterprises, resulting in serious homogeneity, ceramic enterprises copy each other, resulting in a thousand times the same product, the lack of their own characteristics and innovation ability, seriously affecting the sustainable competitiveness of Foshan Chancheng Tao Valley characteristic town.

4.2 Public infrastructure needs to be improved

The construction of residential facilities in small towns is lagging behind. Although office support facilities have been optimised in the construction process, and coffee shops, tea rooms, theme hotels, restaurants and other places have been built in the "two districts" of the town, these residential facilities are not enough to meet the needs of daily work and life. After nearly 8 years of construction, the Foshan Chancheng Tao Valley characteristic town still lacks medical and educational resources. Taomei Creative Area (Shiwan West Area) has a total of 12 medical institutions, Jiantao Innovation Area (Luo District) has a total of 5 medical institutions, but they are health service stations and enterprises, factories of the infirmary, the lack of a second class hospital, the nearest three A hospital Foshan Hospital of Traditional Chinese Medicine is 5.5 kilometers away from Taomei Creative Area, the distance from Jiantao Innovation Area is nearly 10 kilometers[5]. In terms of basic education, the Taomei Creative Area (Shiwan West District) has two primary schools and one secondary school, while the Jiantao Innovation Area (Rogg District) has only one primary school and no secondary school. Finally, there is a lack of shopping malls and restaurants, and the "two districts" of the city have only talent housing, and the surrounding properties are also under construction, and these housing facilities will need to be gradually improved in future construction.

4.3 Weak brand publicity

Foshan Chancheng Tao Valley characteristic town that is being developed based on the theme of 'pottery'. The town aims to establish itself as an exclusive brand image that combines 'industry, culture, and tourism'. Although the town has been rated by the National Development and Reform Commission as one of the 16 boutique characteristic towns in the country, it still lags behind the country's first batch of characteristic towns, such as Foshan Shunde Beijiao 'smart city', and the recently constructed Qiandeng Lake venture capital city. The popularity of the characteristic town of Chancheng Tao Valley is much lower than that of the two above-mentioned characteristic towns. According to the questionnaire survey, 62.5% of the respondents believe that the disadvantage of Foshan Chancheng Tao Valley characteristic town is "lack of brand effect and insufficient publicity". In the process of conducting the research, the author learned from a brief discussion with local enterprises and their employees that most of the respondents only knew the term "Chancheng Tao Valley characteristic town", but the connotation and functional positioning of the town were not clear. In the Internet era, the popularity of Foshan Chancheng Tao Valley characteristic town is crucial. Foshan Chancheng Tao Valley characteristic town is not well known to the local people and even the whole country, mainly due to the lack of media publicity and narrow publicity channels; at present, the main propaganda channels are only official Wechat public accounts and TV short films, which lack diversified propaganda channels. At present, the government has only one propaganda method for small towns, and small town propaganda still needs to be strengthened. In the long run, this will undoubtedly have a negative impact on the city's future development, but building a brand image cannot be done overnight. Therefore, expanding the publicity channels to follow and report the development work of the Foshan Chancheng Tao Valley characteristic town in a timely manner is conducive to promoting the coordinated and unified development of the town's industry, tourism, culture and city.

5. Measures and countermeasures for the construction and development of Foshan Chancheng Tao Valley characteristic town

5.1 Make policy formulation more rational

Government policies play an important role in promoting the industrial transformation and upgrading of Foshan Chancheng Tao Valley characteristic town, accelerating the supply-side reform and promoting new urbanisation. Policy planning should be conducive to guiding all social forces to participate in the construction of characteristic towns. Enterprises and the market are the key to the construction of characteristic cities. Therefore, in policy planning, the government should

adhere to the market-oriented approach, give full play to the key role of enterprises in the construction of characteristic towns, and create a good environment for the development of characteristic towns. In addition, the Chancheng district government can strengthen communication with enterprises in the town, take the initiative to understand the development plan of enterprises in the town, fully combine the local advantages of Foshan Chancheng Tao Valley characteristic town and the overall industrial development plan of enterprises, formulate policies according to the actual situation of participants in the town, actively cooperate with enterprises in transformation and upgrading, and promote the synchronous development of the real economy and the characteristic town[4]. Finally, the Chancheng district government should accelerate the promotion of public infrastructure support facilities, constantly improve industrial planning, talent policies and other related support policies involved in the construction of characteristic towns, and actively guide all aspects of society to invest in the enthusiasm of town construction through policies to create a good development space[6].

"Planning first" is the law to be followed in the construction of characteristic cities. The scientific planning of typical town construction is the basis for the healthy development of typical towns. The construction of characteristic towns should be related to the "14th Five-Year Plan" of Chancheng District and the urban-rural land use planning. At the same time, the Chancheng district government should be based on the development needs of different periods, specific problems and specific analysis according to the current industrial planning and construction layout, so that it can be carried out in planned stages. To be "flexible" in the construction process, the overall plan should be adjusted according to the construction process, but the process should still be carried out in accordance with the direction of the planning outline. To promote the smooth construction and implementation of the characteristic city, a three-year action plan should be formulated in accordance with the local '13th Five-Year Plan'. Therefore, the planning process should be "planning first, construction in stages, smooth implementation".

5.2 Intensify the construction of key projects and strengthen infrastructure supporting facilities

Factors such as geographical space environment, industrial planning and layout, and human resource concentration should be fully considered in the construction and planning process of Foshan Chancheng Tao Valley characteristic town. It is necessary to strengthen the construction of various projects in the characteristic town, but also to carry out road construction, improve the traffic environment and give full play to the advantages of the characteristic town. Infrastructure construction is the basis for the construction and residents' life of Foshan Chancheng Tao Valley characteristic town, the necessary material guarantee of Foshan Chancheng Tao Valley characteristic town, and the important condition for the coordinated development of economic development, social benefits and environmental benefits. Whether the construction level of Foshan Chancheng Tao Valley characteristic town reaches high quality is closely related to whether the town planning and layout are reasonable. Therefore, while reasonably arranging the overall layout of Foshan Chancheng Tao Valley characteristic town, detailed planning of the town's functional areas, industrial layout and infrastructure construction, fully combining the current social and economic development of the town, when planning the town layout, we can learn from the development path of other regional characteristic towns, make planning blueprints in advance, and realize the superposition of the town's industrial, cultural and living functions.

The ultimate purpose of the construction of Chancheng Tao Valley Characteristic Town is to provide people with a high-quality living and working environment, so a good living environment is an important guarantee for the town to realise its industrial function. When planning the residential area of a town, the scale of industrial development should be fully considered, and the living area and working area should have a reasonable distance, not too far or too close[7]. At the same time, the city will be equipped with living facilities such as education, medical treatment, leisure and entertainment, so as to realize the superposition of the city's industrial and living functions, create an environment suitable for living, business and travel, attract more outstanding talents to enter, and

create more favourable conditions for the city's development.

5.3 Actively shaping the brand image of Foshan Chancheng Tao Valley characteristic town

Brand publicity is the most effective means to shape the brand image of Foshan Chancheng Tao Valley characteristic town. First of all, relying on the construction of "pottery" culture, Foshan Chancheng Tao Valley characteristic town should focus on the internal construction of soft culture, dig deep into the historical and cultural background, construction connotation and construction effect of the town, so that the development history of the town is deeply rooted in people's hearts, enhance the sense of identity of the town from all walks of life, and improve the understanding of the town from all walks of life. Second, in terms of external publicity, we cooperated with authoritative media such as Nanfang Daily to carry out packaging publicity and brand publicity of highlight work rhythmically at key nodes, and promoted the creation of Foshan Chancheng Tao Valley characteristic town. After the town cooperated with Guangdong Satellite TV to launch a promotional video, it should continue to carry out the "National Action Communication Plan" on TV media to promote Foshan Chancheng Tao Valley characteristic town throughout the country. The task is to collect all the necessary material related to the Foshan Chancheng Tao Valley characteristic town industry and modify the promotional video of the town. Additionally, The Foshan Chancheng Tao Valley characteristic town update the exhibition contents of each hall and create an animation showcasing the pottery and pottery product manufacturing process. The brand of Foshan Chancheng Tao Valley characteristic town should be promoted to a wider audience. Finally, create a complete set of brand image and publicity materials. Finally, the ceramic artists of Tao Mei Creative Area should enhance the visibility of their ceramic works through the annual "Shiwan Cup Ceramic Competition" and other competitions, and the innovative ceramic enterprises should also take the "China Ceramic Fair" held every year in China Ceramic City as a carrier to publicize their own unique ceramic high technology and accelerate the brand building of Foshan Chancheng Tao Valley characteristic town.

6. Conclusion

The author examines the fundamental conditions, developmental status, and primary measures involved in establishing a town through field research conducted in Tao Valley, located in Chancheng. The construction process of Foshan Chancheng Tao Valley characteristic town was evaluated through field investigation, questionnaires, and in-depth interviews with enterprise staff and the staff of the town management committee. The resulting analysis identified existing problems and their causes, and proposed feasible suggestions and countermeasures for the town's construction and development. The research findings of this paper are as follows: 1. The development process of Foshan Chancheng Tao Valley characteristic town has several problems, which were identified through questionnaire surveys and in-depth interviews. These problems include the lack of rationality in policy formulation, the need for improvement in public infrastructure, weak town brand publicity, high levels of pollution, and difficulties in governance. 2. In this paper, an in-depth analysis is conducted on the problems that exist in the development process of Foshan Chancheng Tao Valley characteristic town. The causes of these problems are summarised as follows: The local government lacks a comprehensive and long-term policy planning process when formulating policies. Additionally, the construction of other living facilities that are compatible with the whole area needs to be accelerated for better functional integration. Furthermore, the town needs to improve its media and public opinion publicity to enhance brand building and community awareness. Regarding ecological construction, the cost has increased due to the transformation of production technology. Unfortunately, a few ceramic production enterprises have taken risks driven by their own interests, causing damage to rural ecology. In light of the current development status of Foshan Chancheng Tao Valley characteristic town and the measures taken by local government departments, this text proposes relevant countermeasures and suggestions to more effectively address the problems in the town's construction process. Firstly, policy support should be improved. Secondly, infrastructure construction should be accelerated.

Thirdly, publicity and promotion should be increased. Finally, environmental supervision should be strengthened.

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