

# Urban Tourism Development Model for Chengdu China: Based on Global Tourism Theory

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**Keyword:** Development Model, Urban tourism, Global tourism.

**Abstract.** Urban tourism is of great significance to urban resource allocation, transformation and upgrading and global strength improvement. Chengdu urban tourism characteristics and advantages, under the new situation, urban tourism is facing unprecedented opportunities for development. The origin and characteristics of urban tourism review, describes the status and role of urban tourism in modern urban development, the main mode and characteristics discusses urban tourism development both at home and abroad in the evolution process, on this basis, using the concept of globaltourism actual and future trends with the Chengdu urban tourism development, put forward the main mode under the new norm in Chengdu urban tourism development choices, namely urban tourism, urban tourism and creative mode of headquarters base model, urban open scenic city model, globaltourism mode, the main functional areas and urban patterns of urban community tourism development model.

## Introduction

Practice has proved that urban tourism is of great significance to optimize the allocation of urban resources, accelerate urban renewal, enhance urban globalstrength, and promote sustainable development of urban ecological economy and society. The further development of urban tourism will become an important direction of the transformation and upgrading of modern urban industry in the world, which will eventually lead to the rise and prosperity of international tourism metropolis (metropolis).

Chengdu as a national historical and cultural city, China "ten ancient capital" is one of the best tourist city, China Chinese rural tourism birthplace, Chinese commerce and exhibition, Chinese Ecological Resort City, the world food and leisure in the world, the world heritage, showing great potential international metropolis tourism development. At present, Chengdu is the South as the starting point of the Silk Road, the National Center of the city and the world tourism destination metropolitan development in the new starting point, how to seize the opportunity, make full use of the advanced experience, how to better play the role of urban tourism in Chengdu in the country and the world development, has become a pressing matter of the moment.

Global tourism as a new regional coordinated development concept and mode, to achieve a panoramic view of the tourism industry, full coverage, construction resource optimization, space orderly, rich products, industry developed scientific system of tourism, has brought new opportunities for the innovation and development of urban tourism in Chengdu. Based on the previous research results, the origin and characteristics of urban tourism, review of the status and role of urban tourism in modern urban development, the main mode and characteristics discusses urban tourism development both at home and abroad in the process of evolution. On this basis, combined with the actual development of Chengdu and the future trend, puts forward the concept of globaltourism based on the tourism development model of Chengdu city.

## **Urban Tourism Origin, Characteristics, Position and Significance**

### **Urban Tourism Origin**

The development of urban concept has gone through the process from town to city extended to urban and from urban to metropolis. The concept of urban tourism was first proposed by C.A.Stansfield (1964). With the development of urban tourism. Urban tourism refers to all kinds of recreational activities which occur in urban space, attracted by urban elements, and the sum of material and spiritual consumption in the process of activities. Urban tourism is driven by urban attraction, urbanization, urban system self-organization, leisure tourism and tourism supply and demand market mechanism.

### **Urban Tourism Characteristics**

Urban tourism consists of three elements (Jansen-Verbeke, 1988): one is the city tourist attractions, including a variety of venues for the activities based on the cultural, sports and recreational activities and natural and social and cultural features of the city to create a leisure environment; two is the tourism service system, such as restaurants, shopping malls, shopping, etc.; the three is a variety of infrastructure such as public transportation, tourist information services etc..

Urban tourism has the following main features: the spatial distribution is concentrated, the time series is after the onset, resource system has a complex, functional layout is diversified, activities more participation, travel choice and reproducible tourism elements combined with unity, tourism and cultural development unique, globalization and localization of the unity of opposites

### **Urban Tourism Position and Significance**

Urban tourism has great impetus to regional economy, society, culture, environment, resources and sustainable development. The development of urban tourism is not only conducive to the metropolitan area, metropolitan or metropolitan area's formation and development, is conducive to optimizing the allocation of resources to accelerate the urban development, urban renewal, improve urban core competitiveness, but also help to improve the urban global strength, to create a livable human living environment, promote the sustainable development of urban economic and social environment.

Urban tourism is the development mode of the demonstration, the adjustment of industrial structure, leading high-end operation model, the world of modern tourism industry support, further development of urban tourism, will become an important direction of the transformation of the world modern industry, become the direction and shape to modern urban evolution, has become one of the core center for the future of world tourism the competition area and tourism economy, will eventually lead to the international metropolis tourism (Tourism metropolis) the rise and prosperity. International metropolis tourism often constitute the world economic activities gather, financial and commercial center of science and technology, culture and Information Center, science and technology innovation "incubator" and international transportation center, with international radiation ability and the "field effect" on the development of the world economy, such as New York, London, Tokyo, Paris, Beijing, Shanghai, Hongkong etc.

## **Types and Characteristics of Main Development Models of Traditional Urban Tourism**

### **Urban Tourism Development Model Based on Spatial Structure**

First is Central business district (CBD) model. CBD is the product of urban development, forming the nucleus of urban development. Suitable for tourism development more advanced form, frequent business activities, Traders Hotel grade high city, suitable for business, exhibition, finance, culture, hotel.

The second is urban recreational business district (RBD) model. Tourism and leisure activities

outside the region with the RBD system and the process of the city appears beyond the political economic and cultural center is different from other regional features, including recreation, tourism, leisure, business, entertainment and other activities function. Can be summarized as: large shopping center, characteristics shopping pedestrian street, the old city historical and cultural transformation zone, Metro cultural tourism area type.

The third is urban waterfront recreation area (BRD) model. The world of ancient city mostly depend on the rivers and lakes, water development, urban waterfront landscape, city leisure city usually, square, shopping malls, shopping, entertainment and other areas. Such as London, Sydney, Toronto, foreign and Baltimore; domestic such as Shanghai Xintiandi, Lujiazui Binjiang Avenue, Chongqing Chaotianmen square, Zhuhai City couples Road, Chengdu Funan River waterfront landscape zone, Wuhan East Lake waterfront leisure zone.

The forth is Recreational belt around Metropolis (ReBAM) model. The process of city, city expansion, development space and tourist demand, resulting in the formation of the city around the city leisure zone. Includes three layers from the spatial structure: the city center circle, tour circle belt, ring belt travel overnight. The city center: urban leisure, conference and exhibition, catering, shopping, business and sports activities; tour circle belt: suburban leisure activities, rural tourism, ecological garden, theme parks, folk customs; overnight tourism circle belt: natural landscape, ecological tour, summer vacation, elderly community, upscale resort villas and villas and other property rights.

### **Urban Tourism Development Model Based on Driving Model**

Wang Xuke (2010) and Jin Li (2007), including resource research on economic power and social power "Sanli" influence each other through Chinese urban tourism development driving force, put forward the development mode of Chinese city tourism diversification, including the system of driving mode, market driven model, image driven model and social driving mode, which is based on mode of development of urban tourism driven model.

System driven model. The mode of modern city tourism China the earliest city tourism development pattern, to government agencies, foreign affairs reception and recuperation holiday as the main driving force of city tourism development, mainly relying on the political reception to expand the scale and influence of city tourism. Beidaihe sanatorium of Qinhuangdao in the 50 ~ 80s of last century is a typical representative of this model

Market driven model. Including OCT model and impression mode. Among them, the "overseas Chinese town" model city relying on good location and market advantages, theme park is the city's main tourist attractions, as in the 90s Shenzhen "Splendid China", "China Folk Culture Villages", "window of the world"; "impression mode" through the integration of city resources development emerging tourism products the promotion of city tourism attraction, city function, prolong the life cycle of tourism, such as Liu Sanjie, Wulong impression impression.

Image driving mode. The natural landscape and cultural collision blend resources based construction and construction of city tourism image, enhance the attractiveness of the city and increase visibility, promote the City reception number and tourism benefits, realize the development of city tourism, as in the 80 - 90s in Shanghai Oriental Pearl, Paris's fashion capital, Hongkong city of life Singapore, a shopping paradise

Social driven model. Bring the hotel industry and the entertainment industry development of city commercial prosperity, city community changes lead to a renaissance block lane, and then promote the development of tourism products, to extend the city tourism market and city traffic. This model emphasizes the city system as a tourist destination to city development, according to the direction of cultural development, through creativity, innovation and integration development, city tourism product innovation, give full play to the city social forces to promote city tourism development.

### **Urban Tourism Development Model Based on Product System**

Because Chengdu is a good geographic conditions, natural conditions, Yamagata landform,

ecological environment and climate background, unique human landscape, social and cultural background, market potential, economic development, city level, creating a model of the Chengdu urban tourism product development system based on multi function (Qan Jianxiong, 2015).

**Heritage tourism leading model.** In Dujiangyan and Qingchengshan, the giant panda habitat, Emei - Leshan world heritage as the support, the scenic road, fast travel channel, through tourist bus, short lease and all kinds of traffic organization, strengthen between Chengdu and neighboring five heritage sites of transport links, the integration of Jiuzhaigou and Huanglong natural heritage, building a diversified World Heritage boutique line combination system, make Chengdu a taste of all kinds of Chinese world heritage city and an important hub of world heritage tourism destination city. Truly form Chengdu as China's world heritage tourism hub city, let Chengdu as China's world heritage city concept deeply rooted.

**Urban leisure oriented model.** Global promotion of leisure in the world city brand image, to domestic and foreign tourists to show the civilian life style in Chengdu urban life, sales of Chengdu leisure life and well preserved Chinese civilization, highlighting the Chengdu streets of the depths of the beauty of the details, the expansion of the Chengdu living in the country and worldwide influence. To fully tap the old Chengdu, high tech Zone, Tianfu new city landscape, shopping, business, conference, leisure, entertainment, recreation, delicacy and other resources, to upgrade the city tourism products for the leisure and entertainment products, Chengdu eight series recreational system, build the Midwest none commercial leisure center, a shopper's paradise, construction Chinese amusement Leisure City, create leisure in the world and the world shopping paradise.

**Ecological Resort dominant model.** Give full play to the Chengdu city surrounding climatic conditions good, ecological environment good, rich products, leisure cultural heritage and other characteristics, vigorously develop Chengdu city ecological holiday tourism destination system. In the rural resort, golf, spa tourism, health resort, skiing, mountain forest, Lake Resort, leisure, summer tourism town product portfolio, launched in Chengdu for several days of leisure tourism product system. The main layout in Longmen mountain and Qionglai mountain ecological tourism economic zone and green tourism development axis, the integration of Longmen mountain, Qionglai mountain and Dujiangyan irrigation area of natural and cultural heritage resources, and the organic combination of ecology, environmental protection, agriculture, water conservancy and other industries, to promote agriculture, mountainous and rural areas, forestry and animal husbandry resources into high income the tourism capital.

**Business exhibition leading mode.** Build the exhibition leisure and business holiday product system, build the best business MICE tourism city in Western china. Start the business exhibition tour (MICE) planning, business exhibition system construction of urban and rural dual system, including city business and Exhibition Center in Century City Exhibition circle, Shawan District as the core business exhibition in Wenjiang, Dujiangyan - Qingchengshan international conference area, exhibition area, Hunan and Hubei Bo flower mountain business exhibition area, Shaxi village as the center of the Traders Hotel the business vacation system. Strengthen the interaction between exhibition Festival and other tourism resources, promote the economic derivative tourism products. Promote the development of Chengdu's business tourism and high-end tourism through the way of conference tourism and related incentive tourism.

**Food and beverage leading mode.** To China four famous "Sichuan" as the core, with "liquor", "Sichuan tea" as a supplement, formulating a series of rules for the catering enterprises, district development and delicacy of format specification: adjustment and guidance, strengthen the catering industry association guidance, strengthen the delicacy delicacy system and system and system of scenic accommodation. The space concept of the theme of common gathering, packaging decoration guide, environment, culture integration and clever grafting of scenic spots, to "eat in China, taste in Chengdu" reputation, highlighting the Chengdu delicacy unique culture and characteristics, to promote domestic and foreign tourists "delicacy paradise, Tianfu food", build the world food, build China, best international first-class delicacy of tourism destination.

**Tourism festival events leading mode.** The major festival tourism festival activities, stimulating the development of city tourism, including large events (World Cup and the Olympic Games, World

Expo), festival (regulation, religion, folk festivals, festivals and activities) major exhibition activities, special events, one-time festival marking the festival, etc.. The tourism, festivals, cultural and recreational resources, to create a national and international influence of tourism festivals, to support the growth of local brands in Chengdu festival activities, hosting the Tourism Festival, to cultivate the competitive advantage of festival brand project, the construction of Chengdu tourism festival brand, strive for the permanent forum to establish Chengdu as the world. The festival is the image.

### **Chengdu Urban Tourism Development Model Ased on the Global Concept**

"Landforms change radically", Chengdu has created a "unlimited scenery in the Xian feng". Chengdu is located in the one or two terrace of our joint, resulting in Chengdu city at different altitudes in cascade natural landscape sequence, ecological environment system, animal and plant resources and landscape system. Time and space form, urban resources spatial structure, dynamic combination, multi configuration, all-weather intertwined, constitute the tourism resources in Chengdu city of global system and multi-dimensional. Under the new situation, the development of urban tourism in Chengdu is no longer the development mode of distribution center, tourism zone or the functional areas of a concept space based, is no longer the dominant concept of leisure, business, vacation tourism development model based on a single product. But based on the tourism subject - object - media -carrier four ends and food-hospitality-travel-visit-shopping-entertaining six elements stereo, multidimensional dynamic urban tourism system -- Based on system dynamics globalconcept of urban tourism development(Qin Jianxinog,2015).

### **Urban Tourism Headquarters Base Development Model**

ABP and headquarters economy concept, the headquarters of the tourism headquarters in intelligent, low-density, ecological headquarters building, forming a set of office, scientific research, pilot, industry in one of the integration of the headquarters of the base (advanced business park, Tourism enterprises headquarters gathered base. Tourism enterprises can provide a good hub of the operation and management atmosphere to efficient, multi-energy, full-screen advantage for the tourism enterprises to create the development of high-speed access to the central level of radiation throughout the country and the global "center peripheral effect" for tourism enterprises laying forward- space path. The important role of the base model of the tourism headquarters is to realize the integration and interaction of domestic and foreign tourism market economy, and to achieve the good effect of the domestic and foreign tourism enterprises summit, which can serve as an important base for Chengdu and Chengdu-Chongqing headquarters economic zone.

### **Characteristics of Tourism Enterprises at Home and Abroad**

Relying on the good location of Chengdu Tianfu New Area, convenient transportation, preferential policies, industrial clustering, good business foundation, developed network information, low cost rental price, high humanistic quality, beautiful office environment, international atmosphere and international status. , With the Chengdu in the province, Chengdu-Chongqing Economic Zone and the layout of the national tourism development in a pivotal position, and actively integrate into the "all the way along the" national strategic opportunity to build Chengdu World Tourism Destination Metropolitan Tourism Headquarters base. Tourism information center, tourism data center, tourism marketing center, tourism creative R & D center and tourism shopping center, improve the tourism public service system. Vigorously develop the tourism headquarters economy, and actively cultivate and introduce large-scale tourism enterprises in the regional headquarters in Chengdu.

Chengdu tourism headquarters as the starting point for the development of Chengdu tourism headquarters economy as the overall goal, through the construction and development of tourism base in Chengdu base construction and development of major tourism projects around the construction and development, from Chengdu, Sichuan and even southwest tourism development



As the goal, to achieve the development of Chengdu and even the regional tourism industry, focusing on the development of cultural and creative tourism, creative design tourism, cultural and technological tourism, business and leisure tourism, modern urban entertainment tourism, community tourism, residential and other industrial development and urban development Interaction, and promote the improvement of regional investment environment and enhance the value of the region, to create a world tourist destination Chengdu metropolis.

From the function and space, including "tourism headquarters service center, tourism enterprise headquarters base, Chengdu urban retail entertainment destination (urban retail entertainment destination), Chengdu tourism and cultural and creative industry base, Chengdu community tourism national demonstration base, urban ecology In the community, through the base construction and development of Chengdu tourism headquarters base, it will promote the coordinated development of China's intelligent tourism city, urban eco-tourism zone, urban central business and leisure area, tourism and leisure real estate, cultural and creative real estate.

### **Urban Open - Type Scenic Development Model**

As mentioned earlier, at the beginning of the urban tourism development, mainly in urban landscape, urban culture and urban commercial for tourist attractions, to iconic city construction, the historical and cultural blocks, the urban commercial center is given priority to, urban scenic spot is sporadic, point, line, is to present a certain range of area, which has an independent tourist service center and management institution, was collecting tickets. As tourism activities from sightseeing to leisure and the changing and development of the urban cultural experience, and tourists demand of human nature and diversity, urban tourism attraction elements came to permeate every corner of the city and extension, until it covers the entire metropolitan area. More and more popular urban open scenic spot have sprung up constantly emerging, such as Beijing Qianmen street, in the Pacific and southern new warehouse leisure culture blocks and Dashilan commercial blocks, as well as the Shanghai Xujiahui area, the bund, Lujiazui, etc. The scenic spots, originated from the city state of nature that scattered in the city the streets and corners, and city, citizens and tourists shard, with its unique urban culture, customs and vibrant modern civilization to attract the world tourists. Thus, free from the traditional evaluation system of urban open scenic spot of scenic spots, is an important part of urban tourism scenic area, is a symbol of urban tourism culture and symbol, is an important foundation and support for the sustainable development of urban tourism. Urban development scenic area scenic area also called urban borderless type, urban open scenic area development model broke through the traditional concept of scenic spots within the system. At present, more and more open scenic spot has presented an urban coverage, citizens and tourists through the city streets, open sharing, sharing time and space, and with the positive interaction of the scenic spot. They is both urban open scenic spot of active person, and the discoverer of the urban open scenic spot and creator. Open scenic spot constitutes the new form of urban tourism scenic area and the new formats. Open scenic spot has a full cover, open sharing, sustainable development and the characteristics of one scene interaction (wang, 2015). Jamchen lhakhang monastery - in the Pacific - such as old Chengdu swellfun scenic area, the new China's software city - Chengdu Tianfu new town - convention and exhibition center area, which is suitable for urban borderless and open tourism development mode, in addition to Chengdu high-tech zone tianfu new area and other area all kinds of new formats tourism scenic spots all over, can integrate resources to form urban open tourism development pattern. With the transformation and upgrading of tourism, the diversification of economic and social development and the market demand and the diversification of consumption patterns, urban open scenic area is increasing and become an important trend of the development of urban tourism, also become a new topic in the research of urban tourism wave main, it makes the traditional concept of scenic spots, the advent of structure, the respect such as service is facing new challenges, make urban tourism development in new form and new formats have mushroomed, and face a globalreview and new thinking. Such as urban development area breaks through the traditional concept of scenic spots (wang, 2015), breakthrough the limitation of the strict space and

area, so a series of research difficulties to be solved, such as how to define, how to manage the borderless scenic spot, Don't accept tickets; High rate of visiting and tourist service blind area of contrast; Whether you need to form a complete set of independent travel service center and unified management institutions, etc.

### **Urban Creative Tourism Development Model**

The essence of urban creative tourism development model, is relying on the urban main cultural elements resources, through technical, creative and the way of industrialization development, promote the urban tourism elements and radio, television, film, animation, video, media, visual arts, performing arts, technology and design, sculpture, environmental art, advertisement decoration, costume design, software and computer services convergent, and modern urban tourism brand new system of industry and form. Creative tourism (creative tourism), cultural creative industry, cultural and creative tourism industries) or creative tourism economy (creative tourism economics) is not consolidated rough creativity and tourism, but on the basis of traditional cultural tourism, with creative capital to support, the formation of creative industry cluster architecture, community, commercial facilities, institutions, conference and exhibition, class, culture and other tangible intangible resources as resource carrier, form the tourist attraction, has the very strong "active participation". Through the expansion of "industrial chain", an extension of the chain of "space", "value chain" of forging and highlighted the chain of theme, break through the hard constraints of its tangible resources, promote regional tourism potential of deep excavation. Creative tourism because of its characteristics, is an important urban tourism development model of domestic and international metropolis. Chengdu city rich and distinctive cultural resources (panda culture, history and culture, poetry culture, celebrity culture, cultural venues, industry, culture, commerce, culture, landscape culture, festival culture, etc.), as well as the emerging modern ideas of the cultural resources, industrial design, creative, creative base of science and technology, animation games, culture exhibition, digital media and performing arts entertainment, cultural theme park, tourism and cultural blocks, etc.) makes chengdu urban creative tourism development advantage. Creative tourism based on the chengdu urban cultural resources characteristic, from the perspective of cultural ideas for urban tourism and cultural creative industry combining site, not only make up for, overcome the inadequate of other urban tourism development mode, and to promote experience value, urban charm, consumption level and brand image, etc., at the same time for chengdu city cultural appeal and urban management level of ascension to develop new ideas. Creative tourism development model mainly includes four aspects: one is the cultural orientation model to experience export-driven model development; The second is from traditional mode to the creative mode transition; Three is integrated by the primary dependent mode to function mode change; Four is to integrate urban new tourism resources to the new paradigm shift.

### **Urban Global Tourism Development Model**

Global tourism city to highlight the city resources, time and space and form three-dimensional structure, the dynamic combination, multiple configuration, all-weather interwoven fabric and dynamics. Chengdu has the foundation of implement the strategy of globaltourism, should give full play to the advantage of tourism industry, based on the chengdu urban tourism resources, ecological environment, the related industry, public services, systems and mechanisms, policies and regulations, the civilized quality of comprehensive, systematic optimization to promote, realize the organic integration of regional resources and industrial integration development, social sharing, tourism to stimulate and promote the coordinated development of economy and society, built the world global metropolis tourism destination. The essence of globaltourism city is a globalsystem to fully excavate urban tourism elements of resources, through scientific activate the appropriate allocation of these resources in time and space, so as to pursue the maximization of ecological, economic and social benefits. The key is to implement the development strategy of tourism +, promote the development of tourism industry can be integrated with the new industrialization,

promote tourism and high-end equipment manufacturing industry, the next generation information network, electronic core basis, high-end software and emerging information services, biological medicine, provincial medical engineering, the height of the aviation equipment, such as advanced environmental protection industry. Using modern factories, abandoned mines, industrial heritage, landscape industry technology base and so on to develop cultural tourism products, to do fine industrial science and technology and industrial heritage tourism. Equipment manufacturing support tourism localization, guide the construction of a batch of rv camping, sporting goods, outdoor equipment, low level and water tourism, wisdom, hotel supplies equipment manufacturing local demonstration enterprises. To promote transformation and upgrading traditional industry, and build new circulation industry chain from the mixture and tourism. Promote the development of tourism and the fusion of cultural and sports entertainment industry. Deep excavation of cultural resources, fully embedded cultural connotation of the elements, to promote tourism culture and the depth of integration, and promote the development of tourism and parks and intensive. Vigorously promote the "software city in China" and "IT is the fourth pole in China" park and tourism integration development, and building China's software city tourist destination. To promote sports competition performance, fitness leisure and tourism integration development, creating a training class, a variety of types such as competition, national sports tourism demonstration base. Do a good job in all kinds of cultural tourism festival activities, and continuously to form a new cultural and sports tourism hot spots. Promote the development of tourism and modern service industry convergence. Promote tourism + catering accommodation reception, tourism, information technology services, tourism and modern logistics, tourism and trade services, tourism and financial industry, leisure and family services, such as three-dimensional, dynamic, globalcoordinated development

### **Urban Community Tourism Development Model**

With the development of urbanization and tourism, urban tourism is increasingly favored by tourists. The new concept of community tourism emerges as the times require. Pay attention to the interests of the community, tourism development and management, from the perspective of community development and seeking common development, the concept of tourism community and community tourism development has been widely recognized in theory and practice, has increasingly become the focus of research scholars. In addition, the wide alley alley, Jinli Street, Wuhou Temple, various types and levels of community life, a riot of colours and leisure industry resources of Chengdu city in addition to RBD, CBD, BRD, ReBAM etc. the most unique tourist resources and elements of space for development, at present Chengdu community tourism resources development potential.

Urban community tourism development model (Urban Community Tourism) refers to the community culture as the theme, with participation of residents as the core, to the traditional urban cultural landscape community as the carrier, took place in the city in the city center, through the integration of community traditional historical buildings, the whole community environment and infrastructure, a new mode of urban tourism development tourism the product needs to provide global community, tourism, sightseeing, entertainment and recreation, city streets, leisure life experience and cultural exchanges for the tourists. Generally speaking, urban community tourism area should have a certain scale, is located in the center of the city, there must be people living life, community building has the artistic value, cultural value, scientific value and historical value, community environment clean and elegant, with the participation and ornamental, community based tourism has specific service facilities, to meet the visitors' accommodation, travel, shopping and entertainment tourism demand, has certain features of regional culture and unique cultural connotation, historical heritage, has certain popularity and reputation. Community housing construction property belongs to the residents of all individuals.

Cao Yang (2013) based on the game mechanism of the government, communities, enterprises of the three, the urban community tourism model is divided into three types, namely external linkage development mode of "community and business development, combined with" interactive "mode of



development, government and community interaction support, public-private cooperation development mode of" government and enterprise collaboration. Among them, the "internal and external linkage" development pattern for the residents in the main leading development, government support, functional products for business in combination with enterprise management "residents spontaneously; under the mode of interactive development in the main to government decision-making planning, residents actively participate and supplemented by management to apply for public works the function, form the reception type, occupancy type and mixed type;" PPP "development pattern in the main for the government, residents less participation, pay attention to the government led management, emphasizing the combination of diversification, commercial, cultural etc..

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