

Development Model of Foreign Aviation Characteristic Towns and Its Enlightenment to China

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Abstract

Under the background of new urbanization and the transformation of new and old momentum in China, on the one hand, from the policy level, the construction of Aeronautical characteristic towns, as a combination of Characteristic Towns and general aviation industry, is facing unprecedented policy opportunities. On the other hand, the study of aviation towns in China is still in its infancy. There are few studies on the components of aviation towns, their role in industrial agglomeration and which development model is more suitable for China's national conditions. Therefore, it is urgent to study the innovative development model and promotion path of aviation towns, and guide the construction of other characteristic towns with the results of the study.

Keywords

Aviation Characteristic Town, Development Mode, Enlightenment.

1. Introduction

Aviation characteristic town is also called navigation town. Based on the core business and infrastructure of navigation, it gathers various functions such as production, residence, commerce, leisure and tourism, including aircraft manufacturing, flight training, aviation sport, aircraft sales, aircraft maintenance, aviation tourism, aviation exhibition, aviation culture dissemination, etc. It is a sustainable and innovative industrial organization form. It is a high-end industry and a new one. It is an important platform for the development of industry and the gathering of excellent talents.

2. Main Development Modes of Foreign Aviation Towns

Through the study of foreign mature aviation towns, the main development modes are "aviation + real estate", "aviation + tourism" and "aviation + industry".

2.1 Aviation + Real Estate Model

It is mainly represented by Spruce Creek and Benton Airpark, Kansas, USA. Residential aviation towns have perfect navigation infrastructure, including runway, hangar, apron, and living facilities. The residents of these towns are almost all flying enthusiasts. There are many other flying enthusiasts who intend to buy property in the towns. Therefore, the real estate prices of these aviation towns are relatively high and real estate becomes a profit point.

2.2 Aviation + Tourism Model

Queen Airport and Big South Fork Airport in New Zealand are the representatives. Relying on local tourism resources, Queen's town Airport of New Zealand integrates local tourism resources and establishes high-end tourism and recreational facilities such as golf, equestrian clubs and swimming according to different natural conditions.

2.3 Aviation + Industry Model

Wichita Aviation Town in the United States is the representative. Wichita is an industrial agglomeration dominated by manufacturing industry, where many global aviation suppliers are headquartered. In 2011, the production of general aircraft in Wichita Aviation Town accounted for 47% of the world's total. Wichita Aviation Town has a deep aviation culture, aviation-themed parks and bars, and a mature aviation ecosystem.

3. Development Status of Small Towns With Aviation Characteristics in China

The development of General Aviation in China has promoted the emergence of aviation towns. There are several planned aviation towns in China, including Sanzao Aviation Town in Zhuhai, Aifei passenger complex in Jingmen and Pengzhou "3D Navigation Town" in Sichuan.

Three Kitchens Aviation Town in Zhuhai City is devoted to building a comprehensive navigation town by drawing lessons from the style of European navigation town. In the past decade, the government has invested more than 36 billion yuan to build the infrastructure of navigable towns, and now has built airports, ports and highways. The planned area of Sanzao Navigation Town is 15 square kilometers, including the central urban area, the Golden Coast urban area and the Dingjiawan area. The main body of responsibility for the construction of Zhuhai General Airport is the joint venture project investment and construction operation company of the government, China Airlines and Zhuhai Aviation City Group.

More than 40,000 mu of land is planned for the small town featuring Airbus in Jingmen, of which more than 15,000 Mu is available for construction. The construction of Aifeijie Aviation Town in Jingmen has been strongly supported by the local government. In terms of policy, the Jingmen Municipal Government has promulgated corresponding measures, stipulating preferential policies on land use right and tax payment for the construction of aviation towns. The government and China Airlines Flight jointly invested 30 million yuan for the establishment of an aviation town.

In the first stage, more than 20 aviation manufacturing enterprises were gathered to form a complete and matching industrial chain. In the second stage, the integration of aviation maintenance and manufacturing, business and leisure, aviation food, aviation culture and urban construction was realized. The positioning of 3D navigation town is the aviation scientific research and production base in the west. The navigable town covers an area of about 5 square kilometers, with an investment of 2.5 billion yuan.

Binzhou Dagao Airport City in Shandong Province is characterized by diversified business around small aircraft manufacturing. The general airport of Aviation City has been put into use with a total investment of 1.3 billion yuan. It operates a number of navigation businesses, including licensing training, aircraft manufacturing and maintenance, air exhibition, low-altitude tourism, aircraft trusteeship, agriculture and forestry, etc. It has good prospects for development.

4. General problems

4.1 The economic structure is unreasonable and the leading industries are not prominent.

As a whole, the leading industries of small towns are not prominent, it is difficult to form the characteristic and cluster development of industries, and it is also difficult to meet the requirements of the establishment of small towns with characteristics, thus the level of economic development is low and the overall competitiveness is weak.

4.2 The characteristics of cities and towns are not prominent and the level of development and construction is low.

It has not formed its own characteristics, and there is a phenomenon of monotony and one-sidedness. It has not achieved the goal of "people without me, people with my own advantages, people with my own characteristics", and lacks the vitality and competitiveness of development.

4.3 Tourist facilities are poorly funded and reception capacity is not up to date.

At present, tourism infrastructure and public service facilities are imperfect. There are some deficiencies in scenic spots, roads, parking lots, toilets, waste water treatment, water supply and power supply, emergency rescue, information network, cultural venues, identification system and so on.

5. Enlightenment of mature aviation towns abroad

5.1 Profit Point

The profit point of small towns with aviation characteristics is not only to fly, but also to build related industries at the same time. International aviation towns do not use General Aviation as a source of profit for airports and communities, but without General Aviation, aviation towns will disappear. To build a small town with aviation characteristics in China, we should combine foreign experience with our own innovation, cooperate with related industries and choose the right address, which can also promote the development of local economy. Any industry should have a reasonable business model, so as to achieve sustained profits, if long-term low returns or even long-term negative returns will make investors lose investment motivation. Traditional shipping business has the problem of no profit point or long-term low profit. However, operators can exploit new business model and realize profit by business innovation and combining with other profit points.

5.2 Flight Idea and Aviation Culture Popularization

Only with the mass base, general aviation will have sustained development momentum, so it is particularly important to popularize the concept of flight and close the distance between people and aviation towns. At present, general aviation in China is still a distant industry in the eyes of ordinary people. People think that general aviation has little to do with themselves and only a few people can afford it. In order to make general aviation acceptable to the general public, it is necessary to establish an aviation theme park, hold regular air exhibitions and provide flight experience, so as to enable the public to accept the flight culture and support the construction of general aviation.

5.3 Aviation towns as infrastructure construction, increase policy and financial support

General airports, as public infrastructure, are not profitable units. In China, the progress of general airport construction is relatively slow. Although the strategy of developing general airport to promote the development of general aviation has been written into the national plan, the construction of general airport is at the bottleneck stage because of the complex approval procedures and fewer subsidies policies. Therefore, China must draw lessons from foreign experience, clarify the public infrastructure positioning of the general airport, introduce feasible airport construction and operation subsidy policies, and truly promote the construction of the general airport, so as to promote the landing of small towns with aviation characteristics.

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