

# Research on the Practical Path of High-quality Urban Development from the Perspective of New Development Concept- Reflections on the Phenomenon of "Zibo Barbecue"

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## ABSTRACT

High-quality development is the Party and the state for the new development stage of economic and social construction of the goal of a high degree of summary, is related to the fundamental well-being of the people and promote the process of socialist modernization of the important task. The new vision of innovative, coordinated, green, open and shared development is an important thought guiding China's economic and social development in the new era, and it also points out the only way to achieve higher-quality development. At present, there are still constraints in the process of promoting high-quality development in cities. This paper takes the phenomenon of "Zibo Barbecue" as a case study from the perspective of new development concepts, explores its practical reasoning, and summarizes successful experience in order to provide reference for other cities to promote high-quality development.

## KEYWORDS

New Development Concept; High Quality Development; Urban Governance; Zibo Barbecue.

## 1. PRESENTATION OF THE ISSUE

Development is the eternal theme of human society. The proposal of the new development concept is also a combination of domestic and foreign development practices summarized the lessons learned, is focused on the domestic economic and social development of the reality of the problem and the prominent contradictions condensed, which always adhere to the problem-oriented (Feng Gang&Sun Bei,2023). Since the 18th National Congress of the Communist Party of China (CPC), the CPC Central Committee, with Comrade Xi Jinping at its core, has made scientific judgments on the development trend of the economy and society and formed Xi Jinping's Economic Thought, which is the essence of the theory of the new era, and which creatively puts forward the new development concept of innovation, greenness, coordination, openness and sharing. In the report of the 19th National Congress, "adhering to the new development concept" is one of the 14 basic strategies that the Party adheres to. At the Sixth Plenary Session of the 19th CPC Central Committee, the implementation of the new development concept became an important part of Xi Jinping's Thought on Socialism with Chinese Characteristics for a New Era, and became an important element in guiding the development of the society as the "ten clear points". In his report to the 20th Party Congress, General Secretary Xi Jinping emphasized that "the new development concept must be implemented completely, accurately and comprehensively". The Party's leadership of the people towards a better life is, to a large extent, a matter of explaining in practice what kind of development to achieve and how to achieve it. The proposal of the new development concept, through the Marxist scientific worldview and methodology, contains the "people first" value orientation, now, adhere to

the new development concept, has become China's economic and social development of the guiding principles, the implementation of the new development concept is the new era of China's development and growth of the road of necessity (Feng Gang&Sun Bei,2023).

High-quality development is a primary task in the comprehensive construction of a modern socialist country, and the twentieth CPC National Congress made a thematic deployment of “accelerating the construction of a new development pattern and striving to promote high-quality development”. High-quality development is development that meets the growing needs of the people for a better life, development that embodies the new concept of development, development in which innovation becomes the first driving force, coordination an endogenous feature, green a universal pattern, openness a necessary path, and sharing a fundamental purpose.(“Grasp high-quality development as fundamental requirement”,2017) High-quality development is an inevitable requirement to adapt to the transformation of social contradictions, but in the process of promoting high-quality urban development, the problem of unbalanced and insufficient development is still the main constraints, for the governance of the local government, under the guidance of the new development concept, how to combine with the general trend of economic and social development, and to promote the great cycle of the country is the basic content and inevitable subject, especially in the new Crown Pneumonia outbreak. Especially in the first year of the new coronavirus epidemic, various industries in the country showed a booming phenomenon, the local government should think about how to accurately grasp the “people-centered” development ideology, so that the development for the people, development depends on the people, and the fruits of development are shared by the people, so that the people can effectively enjoy the benefits brought by the development, so as to promote the high-quality development of the city.

## **2. INTERNAL LOGIC OF THE NEW DEVELOPMENT CONCEPT AND HIGH-QUALITY DEVELOPMENT**

### **2.1. The New Development Concept as a Guiding Principle for High-quality Development**

Development is the foundation and key to solving all problems in China, and the first priority of the Communist Party of China (CPC) in ruling and developing the country. The concept of development governs the overall situation, governs the fundamentals, governs the direction and governs the long term, and is the centralized embodiment of the development idea, development direction and development focus. The new development concept is to adhere to the people-centered development ideology, emphasizing that the people's aspiration for a better life is our goal (Zhang Xu, 2022). The new development concept of innovation, coordination, greenness, openness and sharing is the guiding principle of China's economic development in the new era and the fundamental guideline that must be followed to realize high-quality development(Nie Changfei,2022). Idea is the precursor of practice, the new development concept is the value of urban high-quality development, and whether it can be effectively implemented is also the key to urban high-quality development. Therefore, as a systematic theoretical system, the new development concept is a strategic guideline for our country to enter a new development stage and build a new development pattern, and high-quality development is a multi-link multi-factor dynamic cycle system, which is also an important part of the new development pattern. If we want to make this system operate efficiently, we must adhere to the people-centered development concept, and in order to realize higher quality development,we must carry out the concepts of innovation, coordination, greenness, openness and sharing(Wang Dashu,2022).

## **2.2. High-quality Development is Development that Embodies the New Concept of Development**

With the construction of a new development pattern in China, high-quality development has become a hot topic in the process of Chinese-style modernization, and academics are now mainly exploring the promotion of high-quality development from both macro and micro aspects. First, to explore the scientific connotation of high-quality development from the logical relationship of the macro perspective (Zhang Xu, 2022), theoretical sources (Zhao Liang, 2023), the development logic (Ren Baoping, 2023) and its practical path under the leadership of the new development concept and in the context of the new development pattern (LIU Bingkan, WANG Xu & BIAN Yang, 2023). People's Daily defines high-quality development as development in which innovation becomes the first driving force, coordination becomes an endogenous feature, green becomes a universal form, openness becomes the way to go, and sharing becomes the fundamental aim ("Grasp high-quality development as fundamental requirement", 2017). Secondly, from the logical relationship of the micro perspective, we discuss high-quality development from the perspectives of urban-rural integration, urban renewal and industrial development. Now, China has built a moderately prosperous society in all aspects as scheduled, from urban-rural integration development to the realization of urban renewal, the city is an important field for expanding domestic demand to make up for shortcomings, increasing investment and promoting consumption, constructing a broad and dynamic domestic unified market, as well as safeguarding and improving people's livelihoods and improving people's well-being, and the realization of high-quality development in the city is also in the embodiment of a new stage, with remarkable results in the practice of the new development concept (Yang Peiqing, 2023).

## **3. CONSTRAINTS IN PROMOTING HIGH-QUALITY URBAN DEVELOPMENT IN THE NEW ERA**

### **3.1. Incomplete Regional Coordination Mechanisms and Uneven Development of Urban and Rural Economies**

In order for cities to realize high-quality integrated development, it is necessary to deepen regional coordinated development, accelerate the free flow of factors and enhance the efficiency of resource allocation, and promote the sharing and interconnection of public service resources, so as to strongly support the integrated development of the regional economy and the construction of the social network system (HAN Jian & XIONG Xuan, 2023), and nowadays there is a lack of effective collaborative mechanisms in the process of promoting modernization, especially when it comes to urban and rural development. On the one hand, the mentality of most officials at the grass-roots level of "no credit, no blame" has led to insufficient attention being paid to cross-district and cross-sectoral work in the day-to-day process of coordinated governance, which to a certain extent has impeded the fulfillment of the duties of various departments. On the other hand, due to the long-standing smallholder consciousness or smallholder concept, people have one-sided thinking about public affairs and public interests (GUO Jing, 2022). This has led to a lack of synergy among the various sectors. Difficulties in synergy and lagging linkages have become important constraints in solving social problems today. In addition, the high-quality development of urban-rural integration helps to promote the diversification of urban and rural industries, however, due to the existence of the dual structure of urban and rural areas, the formulation and implementation of urban and rural policies have been largely affected, indirectly affecting the equalization and integration of the social welfare of urban and rural residents, and a series of problems, such as the imbalance of the allocation of urban and rural public resources and the lack of resource interaction, have also been an obstacle to the integration of urban and rural areas, and the realization of balanced urban and rural economic development is not to equalize the income and consumption of urban and rural residents to be

completely equal, but rather to strive to equalize basic public services in urban and rural areas, so that urban and rural residents can enjoy more of the fruits of reform and development(Zhang Ke,2022).

### **3.2. Problems in Urban Grass-roots Governance and the Need to Improve the Urban Governance System**

The modernization of urban governance is an important booster for promoting high-quality urban development. At present, against the background of the transformation of China's major contradictions, the imbalance and inadequacy of development is also an important issue that needs to be urgently addressed in urban governance. Community as the basic unit of urban governance, but also with the people's life is very close to the field, strengthen community governance innovation, improve governance effectiveness, to a certain extent, can alleviate social conflicts, improve people's satisfaction with life, and then enough to promote the development of modernization of the city, and from the current status of urban governance can be found, to community as a unit of grassroots governance still exists in a series of stubborn problems: activities without position, no place of deliberation, service without carrier of urban grass-roots governance, no place, no place of service, no place for the community, no place to discuss, no place of service. From the current situation of urban governance, it can be found that there are still a series of stubborn problems in grassroots governance in the community: no position for activities, no place for deliberation, no carrier for services, urban grass-roots party building problems; grass-roots young cadres are difficult to work, and community cadres are difficult to build up; the neighborhood is strange and unfamiliar after entering the door and neighbors don't communicate with each other; the viscosity between residents and the community is not strong, and the community governance model of the masses is low in the degree of participation. Grassroots governance as an important part of urban governance, community as the city's "nerve endings", is to promote the modernization of governance "last meter", if not timely and effective to meet the needs of urban residents for the pursuit of a better life, and failed to effectively promote the "Party leadership, government responsibility". If we fail to meet the needs of urban residents in their pursuit of a better life in a timely and effective manner, and fail to effectively promote the construction of a social governance system based on the principle of "leadership by the Party committee, responsibility by the government, social coordination, public participation, and safeguarded by the rule of law", the problems that community governance fails to solve will affect the overall high-quality development of cities.

### **3.3. Opening up to the Outside World is Still at a Relatively Low Level, and There is Still a Lack of new Impetus for Economic Development.**

Free openness provides a means for cross-regional factor flows and effective allocation. In order to realize high-quality development, on the one hand, cities need to improve the level of openness to the outside world, through the introduction of cutting-edge industries, combined with their own location advantages and urban development characteristics to integrate, and realize the innovative development of the city; on the other hand, openness to the outside world at the same time also need to strengthen their own attractiveness, which requires the city itself to strengthen the construction of infrastructure, build a good business environment, and give enterprises to provide a platform for innovation and development. On the other hand, opening to the outside world also needs to strengthen its own attractiveness, which requires the city itself to strengthen infrastructure construction, build a good business environment, and provide enterprises with a platform for innovation and development. However, in reality, the inland cities have a low level of openness to the outside world, and the regional development advantages are not obvious, resulting in missed opportunities to attract investment. Part of the city's development to be able to give full play to the existing resource advantages, to create new industries, the introduction of new areas of new industries and other aspects of action lagging behind, which is mainly natural resource development of the city has not yet been able to explore new development paths, and neighboring cities are not close enough, not to the open

city to learn from experience, broaden the development of ideas, and still stubbornly adhere to the lack of local resources and innovation, resulting in the lack of industrial development of the city. As a result, the city's industrial development has not been injected with fresh blood, and the city's economic development is not dynamic enough.

### **3.4. The Development of Urban Industries is Still Unclear, and City Branding is in Need of Strengthening**

Factors such as irrational industrial structure, lack of technological innovation and professional talents in industries, and natural environmental constraints have become obstacles for some cities to realize high-quality development in the new development stage. Under the background of pursuing green and low-carbon development, local governments favor green and environmentally friendly new technologies and new industries, especially those that can be mutually promoted with the construction of smart cities, but this has brought tangible and intangible pressures on the renewal and transformation of traditional industries, restricting the transformation of industries. Insufficient scientific and technological innovation in traditional industries leads to long-term low-level operation of the industry, unable to meet the needs of market development, lagging behind the technological level of similar brands, exacerbating the gap between the industrial development of the city, and in serious cases, there will be a chasm in the support of the industry or a fault, and the lack of industrial support capacity will affect the healthy and sustainable development of the city. In addition, there is excessive “learning from experience” phenomenon in the process of urban construction, resulting in vague positioning of city brands, government departments are eager to form results, the cultural brands of other cities are not combined with local conditions to form a localized, excessive introduction of industry, the pursuit of comprehensive development, resulting in vague positioning of urban industrial development, and failed to form a distinctive and influential city brand. The result is that the positioning of city industry development is blurred, and the city brand with characteristics and influence is not formed.

## **4. THE CASE FOLLOW-UP AND INTERPRETATION: “ZIBO BARBECUE” OUT OF THE CIRCLE OF THE PATH ANALYSIS**

### **4.1. Review of the Case of “Zibo Barbeque”**

Zibo City, Shandong Province, as the birthplace of Qi culture, has rich cultural and tourism resources, known as the “ancient Rome of the East”, while Zibo is also a traditional old industrial city, it is reported that 39 out of 41 industrial industries in the country have realized large-scale production in Zibo. In Shandong Province's “14th Five-Year Plan”, Zibo City, as a sub-center city of the “provincial capital city circle”, is the regional center of Shandong Province, and is crisscrossed by “one high, one railway and three high speeds”, with obvious advantages as a hub. Zibo, as a sub-center city of the “provincial capital city circle”, is a regional center city in Shandong, which is crisscrossed by “one highway, one railway and three highways”, and has obvious advantages as a hub. Shandong region is rich in produce, seafood, Shouguang vegetables and other ingredients are available, becoming an important factor in the development of the local “barbecue economy”. In recent years, the integration of high-quality development of culture and tourism ten major action plan Zibo City, to support the integration of high-quality development of culture and tourism of a number of policies, and other policies to deepen the cultural empowerment, to attack the integration of culture and tourism of the heights of high-quality development of the economy to help tamping the foundation.

Since March 2023, Zibo local “barbecue” keyword search volume increased by more than 370% compared to last year; “Zibo barbecue” keyword search volume of the whole platform increased by more than 770% year-on-year. Zibo, opened its traffic new world(LI Gang,et al.2023)!“Barbecue” as an important element of night-time economic life, unlike the traditional sense of local characteristics,

'barbecue' as a food culture label, is a replicable business model in other cities, in the city's night market in common, but its development into an industry, expanding its influence, and forming a brand effect, is dependent on the overall local economic development model. However, to develop it into an industry, expand its influence and form a brand effect, it is necessary to rely on the overall local night-time economic development model, and the development of the night-time economy often exists in the lack of relevant supportive policies and institutional arrangements, tourism public services and other related facilities to be perfected, as well as the lack of cultural characteristics of night-time tourism products and other issues(Tu Duoyang,2022).“Barbecue economy” is regarded as pollution of the environment, affecting the city's economic development model, in which the barbecue produces smoke pollution, noise nuisance and other issues are more prominent, and the “Zibo barbecue” out of the circle is the local government to explore a suitable for the city's economic development of the new model.

“Local dare to break in”, is the cadres dare to do, the enterprise dare to do, the masses dare to be the first comprehensive reflection. “Zibo barbecue” out of the circle, it is the local government to make full use of resources, play the power of the masses, combined with the existing ‘hot spot’ advantage, through the establishment of the Barbecue Association, the release of the barbecue map, the opening of the barbecue public transportation, held a barbecue festival in Zibo, set up a ‘barbecue special train’ and a series of measures to promote to the country. “Barbecue special train” and other measures to promote the national(Li Jingyuan& Feng Weiguo,2023).With the concept of boosting urban transformation and promoting the high-quality development of green low-carbon economy, the local government innovatively develops the cultural industry and tourism industry, closely combines the rich natural and cultural resources in the region with the market demand, and creates excellent cultural and tourism products, as well as carries out the cultural and tourism activities of “Springtime is just right - Zibo barbecue”, including “‘Barbecue + flower tour’, ‘barbecue + net red scenic spot card tour’, ‘barbecue + art atmosphere tour’ and other series of themes, and at the same time, the construction of “1 + 2 At the same time, it has built a “1+2+N” intelligent culture and tourism system, gathering the advantageous resources of culture and tourism to the digital culture and tourism platform, and creating a trinity of intelligent platforms for management, service and operation. In addition, by seizing the most active group of “young people”, we have built a youth-friendly city image, shaped the city IP and created a “net red city”, and activated the most scarce resource of “integrity”. This is the most scarce resource, which is a solid foundation for turning “traffic” into “retention”(“Qingfeng County research group, seize the net red economy wind mouth cultivate shaping the city brand - Qingfeng County Office of the Commission on Zibo “barbecue out of the circle” phenomenon of the investigation report”,2023).Zibo's barbecue economy offers a new model for local economic development.

“Zibo barbecue” out of the circle on the local economic development has played a role in promoting. April 26, Zibo City, Culture and Tourism Bureau issued a “letter to the majority of tourists and friends,” the letter thanked the eight side of the tourists, “rare love”, and accordingly to take the quality of service improvement. During the May Day period, according to the data of the Department of Culture and Tourism of Shandong Province, the province's key monitoring of the 200 tourist attractions, a total of 19,163,000 visitors, ticket revenue of 340,811,000 yuan, respectively, 447.6% and 745.3% over the same period of the previous year, respectively, recovered to the same period in 2019, 136.3% and 109.9%. The sincerity, simplicity and hospitality of the local government and even ordinary citizens in Shandong are also important factors for the recovery of Shandong's tourism economy(SUN Bing,2023).

## **4.2. “Zibo Grill” out of the Circle of the Practice of Reasoning**

### **4.2.1. Adhere to Innovation Leadership, Constructing a New High Ground for Industrial Development.**

Innovation is the first power to lead the development. The benign development of the industry needs the policy “combination punch” for all-round escort, giving the industry a suitable development environment. Zibo city government for the barbecue industry to take a series of “escort” measures: through the establishment of barbecue association, the establishment of “barbecue industry a thing” service window, the construction of barbecue city, the development of “wisdom Zibo barbecue service ”small program on the barbecue industry to standardize the operation and orderly development, and provide visitors with convenient travel services. Barbecue itself does not have characteristics, however, Zibo barbecue can be combined with ingredients, accessories and other details of innovation, to meet the preferences of consumer groups, relying on local characteristics, will become a distinctive brand image, and combined with the main leaders of Zibo City, the use of “storytelling, interactive, vernacular” way of publicizing the history, culture and tourism routes of Zibo, to promote the history and culture of Zibo to the tourists. In addition, the main leaders of Zibo City adopt the “story-like, interactive and vernacular” way to publicize Zibo's history and culture and tourism lines, promote Zibo to tourists, expand its influence, shape the image of a friendly city, absorb more consumer groups, and inject a constant flow of consumption potential for the barbecue industry. Zibo barbecue “out of the circle” focuses on the government's support for the industry, seize the opportunity to develop, accelerate the city's high-quality development.

### **4.2.2. Adhere to Coordination and Harmonization, and Promote the Integrated Development of Multiple Business Modes.**

Coordinated development should focus on narrowing the gap between urban and rural areas, adjusting industrial and regional structures and realizing a balance between supply and demand. Adhering to coordinated development is also the way to promote the high-quality development of the city and realize common prosperity. Zibo city government seizes the development opportunity, make full use of barbecue as an important part of the night food culture organization, combined with the night tourism project, through the “barbecue + culture and tourism”: “barbecue + trekking and flower appreciation tour”, “barbecue + net red scenic spot carding tour”, “barbecue + culture and tourism”, “barbecue + culture and tourism”. Net red scenic spot card tour”, “barbecue + art atmosphere tour” and other series of themes, to broaden the barbecue “dimension”, fully attract tourists, promote the integration of multi-industry development, expand the long-tail effect of “Zibo barbecue heat”. The long tail effect of “Zibo barbecue heat”. Industry to achieve high-quality development, is the need for multi-sectoral cross-sectoral coordination and integration, for possible problems can be effective early warning. For the problems that have arisen, can give full play to the role of synergistic governance between departments, the results of timely and effective feedback to tourists, consumers, which is the Zibo government department to establish the coordination and collaboration mechanism to play a role. Zibo city government in the “barbecue fever” brought about by the flow of the impact of the barbecue industry can be involved in the field of sectoral timely and effective coordination, multi-dimensional all-round escort for the development of the industry to promote the development of multi-industrial integration.

### **4.2.3. Adhere to Green Development and Create a New Ecosystem of Excellent Business Practices**

The construction of ecological civilization and green development has always been an area to which the Party and the State have attached great importance in the governance of the country, and General Secretary Xi Jinping has repeatedly emphasized the concept that “green mountains are golden mountains”. In the process of promoting Chinese-style modernization, we should not only seek to increase economic output in urban construction, but also rely on green and healthy development

models, practice the concept of green development, and take the road of sustainable development. Zibo City Government of Zibo barbecue requirements for the use of environmentally friendly materials, strict control of smoke emissions, waste classification and disposal, advocating low-carbon life, environmental protection and sustainable development into the development of the barbecue industry in the process, can promote the sustainable development of the barbecue industry. In addition, government departments carry out barbecue food business units “double random, a public” special inspection, the quality of meat, catering equipment, such as strict inspection, to ensure that consumers can eat healthy products. Green development in line with the requirements of high-quality development of the city, but also to meet the needs of the people for healthy products, especially when it comes to the food industry, safe, hygienic and healthy food and beverage products and environment to protect the people's consumption of safe psychology, to build a good business ecology has a positive significance.

#### 4.2.4. Insist on Openness and Integration to Broaden the New Dimension of Urban Development

Open cooperation can broaden the dimension of the policy, which is conducive to the “going out” of local brands. The development mode of open integration can effectively broaden the dimension of industrial development, make full use of the characteristics of different industries to combine with each other, and build cross-industry mutual assistance mode. Zibo city government in the use of “barbecue” flow at the same time, actively use the existing media platform, through the WeChat public number, jitterbugs and other new media matrix publicity “Zibo barbecue” related policies and measures, at the same time, the barbecue “flow” expanded to the business environment and talent attraction and other aspects, in-depth promotion of policies to benefit the people and enterprises. On the one hand, seize the young consumer groups, and actively attract college students and other groups from all over the world to Zibo consumption, through a series of supportive policies to create an open and inclusive city image, and in this way to absorb talent; on the other hand, “barbecue out of the circle”, Zibo City, in time to launch the “barbecue”. On the other hand, after the “barbecue out of the circle”, Zibo City timely launched the “barbecue” glazed products, the traditional leading industry glazed ceramic industry brand and its integration, with the help of the “barbecue heat” flow, for the development of the industry to save the market potential.

#### 4.2.5. Adhering to Shared Development and Expanding New Horizons of Social Development

Sharing, as an essential requirement of socialism, is highlighted as the realization of common prosperity. In the process of comprehensive construction of modernization, in-depth practice of the concept of shared development, the benefits of urban development will be shared with the people, so that the people can also enjoy the fruits of development. This “Zibo grill” out of the circle and the Zibo municipal government in the field of urban credit system construction of the previous accumulation is inseparable, the Zibo municipal government in 2021 to start the construction of the social credit system related work and released a series of policies, such as the “14th Five-Year Plan for the Construction of the Social Credit System in Zibo”, through the “fourteen-five-year Plan for the Construction of the Social Credit System in Zibo”, and the “Fourteenth Five-Year Plan for the Construction of the Social Credit System”. Social credit system construction plan”, through a series of initiatives to create an atmosphere of honest consumption, so that consumers and businesses to form a closed loop of credit consumption, to share the results of the construction of the integrity system. In addition, “Zibo barbecue” popularity also stems from the local merchants to meet the needs of consumer groups, to provide a steady stream of products, which is because of the Zibo barbecue industry chain upstream and downstream synergistic development for the barbecue industry to provide a strong support. The synergistic development of the industry chain is to promote the development of other industries by the “barbecue” to realize the revitalization of related industries in the city, such as wine, charcoal industry, and so on. With this opportunity, suppliers can also realize

common development, which is conducive to expanding the new situation of win-win and shared social development.

## **5. INSIGHTS FROM THE PHENOMENON: PRACTICAL PATHS FOR PROMOTING HIGH-QUALITY URBAN DEVELOPMENT**

### **5.1. Adhering to the Concept of Innovative Development and Actively Cultivating Industries with Urban Characteristics**

Innovation and development is a powerful driving force to promote Chinese-style modernization, and the driving force for cities to promote high-quality development lies in innovation, and the key lies in industry(Wang Binglin,2022).In the new era with the prosperity of science and technology, domestic cities with technological advantages are actively creating smart cities to bring convenience to urban governance. The city can not realize high-quality development without the innovative development of industry, and only by realizing industrial innovation can we provide a guarantee for the high-quality development of the city. First, to strengthen the construction of industrial informatization, with the rapid iteration of the Internet, the Internet of Things and other information technologies, to promote the close integration of related industries, around the needs of industrial development, to break through the barriers between industries, to build a cooperation platform for industrial development, and to build a new high ground for the development of urban industries. Secondly, cultivate the city's characteristic industries, especially in the fields of natural resources, history and culture, etc., pay attention to strengthening the excavation of resources, combining with the existing industrial advantages, realizing the development mode of “industry +”, and promoting its industrialization and modernization. Thirdly, attention should be paid to the cultivation of talents for characteristic industries. For the problems of professional barriers and inheritance of traditional handicrafts in urban characteristic industries, it is necessary to actively seek cooperation with local colleges and universities, scientific research institutes and enterprises, and build relevant talent training bases, so as to reserve talents for the sustainable development of urban characteristic industries.

### **5.2. Enhancing the Effectiveness of Collaborative Governance and Investing in Night-time Governance**

Problems arising from urban construction have always been a hot topic in the field of urban governance. Based on the goal of high-quality urban development, it is necessary for all government departments to give full play to the role of coordinated governance, and it is required that all departments give full play to their professional advantages in their own fields, especially in the context of the people's pursuit of a spiritual life and the gradual increase in the demand for quality of life, and it is necessary to make efforts to improve the effectiveness of urban governance. First, establish a perfect emergency response mechanism. Government departments should improve the linkage and coordination mechanism, improve the emergency response mechanism, strengthen the prevention and control of risks related to stability, for the urban people gathered in dense areas, while doing a good job of safety and security, we should establish the corresponding service guarantee mechanism. Secondly, we will strive to improve the governance level of urban night-time economic consumption areas, focus on exploring new modes of night-time stall governance, actively mobilizing night-market stall owners and the surrounding community security guards, law and order activists, and other group visits and group governance forces, and giving full play to the role of the community's grass-roots governance of the “front line”, and encouraging the masses to cooperate with the streets, communities, and public security organs. Encourage the public to cooperate with streets, communities, public security organs and other functional departments to establish a platform for comprehensive night-time governance.

### **5.3. Strengthening the Ecological Environment and Enhancing the Concept of Green Urban Consumption**

The core concept of China's green development in the new era is to adhere to the people-centered development ideology, unswervingly take the road of ecological priority, green and low-carbon development, and realize the simultaneous enhancement of economic, ecological and social benefits. Cities should also promote “green modernization” in the process of promoting high-quality development. First, we should focus on promoting industrial transformation and development, especially for industries with serious environmental pollution and low technological content, we should deepen the iterative upgrading of industrial greening, and promote green development through digital empowerment, “ecology +”, “tourism +” and other emerging modes to expand the dimensions of industrial development, relying on new technologies to reduce the consumption of resources in the production process of the industry, the government introduced appropriate policies to encourage the industry to improve the utilization rate of resources, and strive to improve the effective integration of resources to reduce the damage to the ecological environment. Secondly, for the urban consumption agglomeration area, it is necessary to improve the people's healthy green consumption concept, continue to promote green points, direct subsidies, price and interest rate reductions and other ways to incentivize green consumption, at the same time, the government departments need to establish a joint platform for ecological environment remediation, break through the administrative barriers, the implementation of inter-regional ecological governance, tracing back to the root cause, the precise application of measures to create a “no waste city”. The goal is to build a “waste-free city”, which will contribute to the high-quality development of the city.

### **5.4. Optimizing the Structure of Industrial Development and Exploring New Paths to Expand New Business Forms**

In-depth promotion of industrial openness and cooperation, it is necessary to give full play to comparative advantages, follow the laws of industrial development, start from both factor supply and market demand, deeply grasp the function of the market in allocating factors of production, adhere to the market orientation, and produce products favored by the people. First, according to the city's development orientation, relying on the regional development strategy in which the city is located, to establish cross-city cooperation and exchange mechanisms, through the establishment of corresponding industrial parks along the border, in-depth promotion of industrial transfer and cooperation, to strengthen exchanges and contacts between cities, and the use of factor agglomeration empowering modern industrial clusters, to accelerate the promotion of integration of industry and city and urban-rural integration, and to achieve new leaps in industrial construction, and jointly promote the regional high-quality development. Secondly, urban development should focus on brand building, through the creation of “new IP” is conducive to satisfy the curiosity of consumer groups, but also to attract more young consumers, combined with the relevant talent attraction policy for the city's development of talent reserves. The establishment of “new IP” should fully explore the local advantageous resources, combined with the new media era of network positions for publicity, and actively introduce the operation team and diversified investment body, increase the activation and utilization of resource advantages into development advantages, expanding the new path of industrial development.

### **5.5. Promoting the Shared Development Model and Creating a High-quality Development Ecosystem**

The essence of the new development concept is to promote the realization of common wealth, and the common wealth of the people is the essential requirement of socialism with Chinese characteristics. In the new development concept, “sharing” itself contains the content of common wealth, and to establish a shared development model in the city, it is necessary to improve the

participation and co-construction of multiple subjects. Sharing is the people's business, only by mobilizing the people can we realize sharing, only by relying on the people can we realize sharing, and only by relying on the people can we let the people share the fruits of reform and development(Liu Shulin,2022).First, in the process of promoting high-quality urban development, it is necessary to actively seek cooperation with neighboring cities to avoid disorderly competition and waste of resources in the process of urban development, and at the same time, adhere to the principle of "common governance", practice people's democracy throughout the process of urban governance, improve the system of people's participation, and mobilize people to actively participate in the construction of cities. urban construction. In order for people to fully enjoy the benefits of development, it is necessary to actively promote the equalization of public services between cities and urban and rural areas, improve the governance of production quality in high-density cities, promote the construction of healthy cities, and comprehensively enhance the sense of well-being of urban residents. Secondly, adhere to quality development and win by quality, in promoting urban development, we should promote industrial transformation and upgrading by quality upgrading and upgrading, continuously enhance the people's sense of quality acquisition, create a high-quality development ecosystem by establishing and improving a comprehensive and sustainable development industry chain, relying on the resource advantages of the city, and endeavoring to strengthen the foundation of industrial development, and promote the all-round and multi-field industrial integration and development of the city.

## **6. CONCLUSION**

High-quality development is the primary task of comprehensively building a modern socialist country, and in the new period, based on the high-quality development of the city, focusing on enhancing the momentum of social and economic development and accelerating the modernization of the city is an important way for the Party and the country to win the overall victory in the construction of socialist modernization and to achieve the second hundred-year goal. The new development concept is an important theoretical basis for leading the construction of socialism with new Chinese characteristics, and has played a catalytic role in the process of socialist modernization in China. In the new development stage by benchmarking Zibo, learning from the experience of Zibo, improve the effectiveness of urban governance, promote the high-quality development of the city, adhere to the people's satisfaction with the road of urban development is precisely the value of the new development concept. Out of the circle is not the purpose, the development is fundamental. Behind the significance of each typical case is actually a thick accumulation of thin hair, "Zibo barbecue" development experience is worth learning from cities across the country, by learning the underlying logic of its development, combined with the characteristics of the local city's existing resources, to fully tap into the characteristics of the industrial sector, to circumvent the one-size-fits-all city-building project, adhere to the people-oriented concept, to meet the people's needs for a better future.

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