

SWOT Analysis of the Development of Tangshan City

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Abstract

To develop into big coastal economic province, Hebei Province requires the support of the coastal cities, one of the biggest coastal cities in Hebei Province, playing an important role. In this paper, the authors mainly use the SWOT method to analyze strengths, weaknesses, opportunities and threats that Tangshan City mainly faces today. It is very essential to develop effective measures to bring the advantages of Tangshan into full play and avoid weaknesses, seize opportunities, meet challenges according to the actual situation in Tangshan City, which will play an important role in the development strategy of Hebei.

Keywords: Tangshan City, Development, SWOT, Analysis

1. Introduction

Making Hebei to be one of the biggest coastal economic provinces is one of the latest strategies in the new period of economic development, and the development of coastal cities plays a key role in it. Tangshan City has jurisdiction over two county-level cities and six counties, six district and six development zones, with a total area of 13,472 square kilometers. In 2007 the total population was 7.33 million, of which 3.01 million was urban population. Tangshan is one of the biggest cities in Hebei Province. Tangshan is a century-old heavy industrial city along the coast. Port Logistics Jingtang sea has played a huge role in Beijing outset transportation. Caofeidian Port as a natural deep water harbor in northern China, and Caofeidian as the Industrial Zone, north China's largest clustering of projects, will occupy an important position in the National Productivity layout adjustment. Tangshan has more than 1000 square kilometers undeveloped wasteland of grass and shallow inter-tidal beach, and being rich in oil and natural gas resources, produces a significant role in promoting the strategic development of China's energy industry.

SWOT analysis is a Harvard Business School Professor Andrew analytical method, in which S is Strengths, W is a Weaknesses, O is the Opportunities and T is the Threats. We use SWOT method to analyze facing the development of Tangshan City strengths, weaknesses, opportunities and threats. The scientific development concept of -oriented and practical in Tangshan city, as a basis for effective policies and measures, give full play to the development of Tangshan strengths and avoid weaknesses, seize opportunities, challenges threatening. Optimize its structure, and overall planning and development of Tangshan City, Hebei Province, coastal economic development for the achievement of the strategic province of great significance.

2. On the SWOT analysis of the development of Tangshan City

2.1 Tangshan City Development Strengths

2.1.1 The location advantage

Tangshan City is located in Bohai Bay area, with excellent port resources and fisheries resources. The east is Qinhuangdao City in Hebei Province and Dalian and Jinzhou City in Liaoning Province, with a wide area, rich natural resources and tourism resources. The northern of the city is Chengde in Hebei Province and Inner Mongolia Autonomous Region, with a broad area, rich natural resources, human resources and tourism resources which can provide tourism resources to provide material support for the development of Tangshan city. Beijing and Tianjin, on the west of the city, is two major northern city of China, which has an abundance of material resources, financial resources, technological resources and human resources, the two cities' resources have laid a solid resource base for the development of coastal cities. The development of Beijing and Tianjin, Tangshan City, the development of talent and material support to. Make full use of Beijing and Tianjin, material resources, financial resources, technological resources and human resources is the key to the development of coastal cities. Economic development of Baoding, Langfang, Hengshui, Shijiazhuang and other cities on the south, promote the development of Tangshan as well.

2.1.2 Port Advantage

Tangshan is located in the heart of the Bohai Sea, with 199 kilometers of coastline, having unique port resources. As a logistics major Port of Beijing to the sea, Beijing-Tangshan Port plays a very important role in the economy development of the capital. Caofeidian Port is a natural deep water harbor in northern China, which can dock 300,000-ton cargo ships, and is a major port for international shipping. Commitment to our country's two major ports in North-South transport of coal, the North sea and the important task of the northern international ports, not only plays an important role in regional economic development in the Bohai Bay , but also have important implications t of the national economy he development.

2.1.3 Transportation Advantages

Tangshan is located in the heart of the Bohai Sea and is connected with North China, two regions of the throat to the northeast and in the corridor with unique transportation advantages. Beijing-Harbin railway traffic, Tong-Tuo, Jing-Qin, Datong-Qinhuangdao railway, 4 Highway traffic Jing-yu, Tang-Qin, Jing-Tang and a number of State Road and Beijing-Shenyang high-speed, high-speed and Tang-Cheng, Karatsu high-speed intertwined to form a modern transportation network. With the high-speed railway and highway network construction, Tangshan City, Beijing and Tianjin has formed a '1 hour economic circle'.

2.1.4 Industrial advantages

Tangshan city's industrial structure includes quality steel, high-quality building materials, basic energy, equipment manufacturing and chemical industry. Five pillar industries have a good foundation for the development and prospects for development is an important strategy Tangshan economic support industries. Iron and steel industry realized an added value of above-scale industrial added value accounted for more than 30%. Industrial output value, occupies more than 80% of GDP of Tangshan City in five years. Designed annual handling capacity of the two major ports is 61.15 million tons in 2006, two major ports reached 51.7 million tons annual throughput. (Note 1)

GDP of Tangshan City in 2006 reached 236.2 billion yuan, occupied 20.26% of the GDP of Hebei Province in 2006. The first industrial output value of 256 billion yuan, occupied 10.84% of the total output value of Tangshan in 2006, occupied 2.20% of GDP of the primary industry in Hebei Province in 2006. The secondary industry output value is 137.1 billion yuan, occupied 58.04% of Tangshan region's GDP in 2006, occupied 11.76% of GDP of the secondary industry in Hebei Province in 2006. The tertiary industry output value is 7.36 billion yuan, occupied 31.16% of Tangshan region's GDP in 2006, occupied 6.31% of GDP of the tertiary industry in Hebei Province in 2006. (Note 2)

From the urban areas, gross domestic product point of view, Tangshan City, also has a strong strength. Tangshan City 's urban areas in 2006 GDP reached 122.5 billion yuan, occupied 31.39% of the GDP of urban areas in Hebei Province in 2006, ranking the province first. Than the second bit higher than 52% of Shijiazhuang City is the city of Chengde, Hengshui City and more than 10 times. (Note 3)

2.2 Tangshan City Weaknesses

2.2.1 A small town

Tangshan City has already formed six areas and six development zones as the center, and two county-level cities

and six counties and 120 towns based on the urban system. Tangshan City, the layout of cities and towns has basically covered the city's important areas, the number of cities and towns are adequate. However, the overall city view, Tangshan city, small town, county-level cities have not done enough to attract the population. Tangshan City, the urban population of more than 3 million people, big cities in Hebei Province. 2 county-level cities in the region, Qian'an city urban population more than 150,000 people, Zunhua of 10 or more million people in urban areas. Six counties, only Yutian County of 10 or more million people in the urban areas. A total of 120 district towns, the number of many of poor quality, towns an average population of only 6,000. The urban population size and industrial structure, financial income, land use and economic development, there is a strong correlation. Local cities and towns too small, economic insufficiency, difficult to support industry agglomeration and population aggregation. (Note 4)

2.2.2 Urban agglomerations poor infrastructure

Memory in Beijing, Hebei, Tianjin, Hebei, three provincial-level units, while the cities of a province's geographical location, they are interlaced. Between the three provinces and cities from their own interests, inter-provincial transportation construction fragmented, affecting the inter-city transport networks. However, the lack of Tangshan City has an excellent transportation network, to a certain degree of weakening of the urban agglomeration of economic complementarities between the functions. Within the urban agglomeration of population and goods through Beijing and Tianjin, a large number of turnover, not only increased the cost of transportation between cities, but also the core city's traffic adversely affected. Inter-city transportation network developed a direct impact on the population and the flow of goods in the cities, affecting the economic development of urban agglomeration.

2.2.3 Seriously lagging behind the development of the port city

Port cities are the basis for port development, but also an extension of the port functions. Promote the development of the port to port the transfer of port industries to promote the talents, capital to the port aggregation, and promoting the development of the port city driving. The development of the port city of port industry, talent and capital to the port aggregation provides the basis for the development led the development of port logistics, so as to promote the development of the port. From the port city's development point of view, the development of the port city of Tangshan seriously lagging behind. Tangshan City, Jingtang port and the port in 2006 Caofeidian more than 50 million tons of cargo throughput and port development of regional population of less than 10 million people. Showing a port town, there is no city of Port situation. The building of the port city lagged far behind, limiting the transfer of port industries to the port. The lack of port industry support, leading to the port function of monotony. The port city of radiation is not strong, is not conducive to the promotion of personnel, funds to the port aggregation. (Note 5)

2.3 Tangshan City Development Opportunities

2.3.1 World Economic Integration

World economic integration for the development of Tangshan City has brought financial support in promoting the development of Tangshan City, plays an important role. World economic integration requires that we break the region segmentation, the implementation of economic globalization. Economic globalization is bound to promote the flow of the world's resources, while the sea is the most economical way to transport goods. Of materials is conducive to the promotion of global liquidity and economic development, port construction, port economic development has promoted the building of the port city, thereby stimulating the development of Tangshan city. With the Jingtang port and the construction of the port of Caofeidian, Tangshan City, development has entered a new phase, while the southern oilfield development, will promote the Tangshan city to a modern international port city forward.

2.3.2 Provincial Government's development strategy provided an opportunity

In Hebei province will be developed as a coastal economic development strategy of the new period for the development of the port city of Tangshan provide development opportunities for the Tangshan city laid the foundation for strategic positioning. Coastal economic development is inseparable from the development of Tangshan and the port city construction, coastal economic province implementation of the strategy is bound to promote the industry, talent and capital to the coast together. Tangshan City, Hebei Province, in coastal areas, as the largest city in the undertaking industry, talent and funds to gather along the coast will play an important role.

Will be built in Hebei province as a coastal economic strategic objectives of the new period for the development of Tangshan City has showed their strength and stage. The state preferential policies for coastal open cities, for the development of Tangshan City, a very important role in promoting. Government has been actively introduced

various preferential policies, but also for the development of Tangshan policy support.

2.4 Tangshan Threats facing the development

2.4.1 The impact of the National Environmental Policy

National ecological environmental policies, to put pressure on the development of Tangshan City. First, saving energy, newly established enterprises must require energy. Second, the ecological environmental protection, calling for corporations to protect the ecological environment. Heavy industrial city of Tangshan City, belongs to, iron and steel, building materials, coal and chemical industry as an important industry in the development of Tangshan City has played a very important role, but these industries have an adverse impact on the ecological environment. National ecological environmental policy, prompting the need for industrial restructuring in Tangshan City, will inevitably affect the development of Tangshan city.

2.4.2 Regional Competition pressures

Tangshan City in the Bohai Bay economic circle, the west of Beijing and Tianjin, two cities in eastern and southern coastal city of Qinhuangdao and Cangzhou two. Tianjin Binhai New Area development and Qinhuangdao, Cangzhou the development of the two major coastal cities, in the capital, talent, industry and port transport, gave the development of Tangshan city pressure. Liaoning Province and Shandong Province, the development of coastal cities, in human resources, capital and logistics, etc. gave the development of Tangshan City has brought competitive pressures.

2.4.3 Tangshan City, the status of the constraints of their own development

Tangshan City metropolitan area in Tianjin and Hebei, the region there are two super cities of Beijing and Tianjin, Beijing and Tianjin, as a regional central city with a talent advantage, financial advantage and high-tech advantages, in the region play a decisive role. More than 13 million population of Beijing, Tianjin population of more than 9 million. Tangshan City, Hebei Province, as the mega-cities, urban population size of only 300 million people. (Note 6) In addition, although the northern city of Tangshan, a major heavy industrial cities, but the industry afford to buy properties is not strong, participation in regional cooperation and division of labor in the industry lack of capacity, which to some extent, also affect the development of Tangshan city.

3. Summary and Suggestions

3.1 Summary

From the above analysis we can see that, Tangshan City, in coastal urban development, both have a strong regional advantages, industry advantages, port geographical and resource advantages, there are also obvious disadvantages and shortcomings. According to the actual development of Tangshan City to develop practical policies and measures to give full play to advantages of the coastal city of Tangshan, Tangshan City, co-ordinate arrangements for the structure, highlighting the focus of development in Tangshan City, Tangshan City do a good job of urban construction and port location. To change the disadvantages, seize the opportunities, challenges threats, is not only the key to the healthy development of Tangshan City, Hebei Province, for the realization of the strategic coastal economic province is also of great significance.

3.2 Suggestions

3.2.1 Set goals for development

Adhere to the scientific outlook on development as guidance, to rely on port towards the sea, across the development as a basic strategy. Science plan as the guide to the coastal economic belt as a support to modern urban infrastructure construction, improve the level of urban modernization focus, in accordance with the law of development of urbanization, accelerate the construction of central cities, and actively cultivate the sub-center cities, the development of medium-sized cities, and competitive construction small cities and key towns, medium, and small cities and small towns, the pattern of coordinated development of the integration. Strive to use five to ten years to build itself into a cultural city of Tangshan, the economy strong city livable Liang City, Marina Park.

3.2.2 Scientific planning of urban construction

In accordance with the objectives of building a modern coastal cities, adhere to the scientific planning as a precursor to further improve, including the overall urban planning, urban planning, zoning, planning, professional planning, including the scientific planning system. Persist in medium cities and small towns the development of co-ordination to play around the comparative advantages, enhance the town to absorb, radiation function, to cultivate a full-featured, well-structured and distinctive features, the division of labor and rational urban system. Port Co-ordination Tangshan port ,Caofeidian port and harbor functions Jingtang division of labor

and cooperation, integration of the Harbor Development Zone, Nanpu Zone and Tanghai, Fengnan, Luannan, Leting and other coastal and urban layout of space resources. The construction of small towns as a leading rural urbanization and agriculture industrialization, rural industrialization carrier, in order to promote industrialization and urbanization, in order to promote industrialization and urbanization and to promote the industry, population, resources, gather speed up the intensive urban system, cluster-based development.

3.2.3 To speed up urban centers

Strengthen the central city building efforts, and improve urban facilities, the Tangshan into a convenient transportation, communications, advanced facilities, functional and beautiful environment, economic prosperity, suitable for the modernization of the Habitat and entrepreneurship coastal cities. Increase of urban construction efforts, improve and perfect the urban infrastructure. To Caofeidian Industrial Zone and Binhai newarea the core, strengthening regional infrastructure and build a share, to speed up planning and construction of new district Caofeidian. Strengthen Caofeidian in Tangshan New District and the urban area of Tianjin Binhai newarea transportation and industry links, combined with new districts of the port and the industrial layout, handle the port, Port City relationship.

Focus on cultivating a deputy central cities, and vigorously promote the construction of new district Caofeidian. Caofeidian District, including Leting, Luannan, Fengnan, Tanghai, Lutai, Hangu, Nanpu Development Zone, Port Zone, Caofeidian industrial zone. To the construction of the port Caofeidian oilfield development and Nanpu the opportunity to promote Caofeidian District's municipal construction. The implementation of scientific planning and urban infrastructure construction, improve the urban infrastructure construction, will play Caofeidian District create a new modern port city.

Speed up the construction of medium-sized cities. Key support for Qian'an City and Zunhua develop into medium-sized city. Qian'an city will be built northeast of the regional economic and social development center and is now the Northeast region's key manufacturing base and the emerging industrial city. 2010 Qian'an City population more than 200,000 people, to reach the scale of medium-sized cities. Zunhua into the northern part of the regional economic and social development center, and an important manufacturing base in the northern region and commercial distribution, tourism and service center. 2010 Zunhua City population of 300000 people, reaching the size of medium-sized cities.

Focus on the development of six counties. To Qianxi, Luan County, Yutian, Luannan, Leting, Tanghai and other county, concentrating on modern small city development goals, overall planning, scientific orientation to enhance the development of strength and cohesion, and to enhance regional economic center functions, 2010 of the urban population of 200000 people were below the size of small cities. Qianxi County Town Xingcheng Qianxi County economic and social development as an urban center, build into a steel, deep processing of agricultural products and tourism services, featuring a small city. Luan County is a county Luanzhou town Luanxian economic and social development center into a commercial distribution center in eastern city of Tangshan and raw materials industrial base. Yutian towns as Yutian County, Tangshan City, into the central part of the county's economic and social development centers. cities and Bencheng towns, as Luannan City, built into the south of Tangshan City, the county's economic and social development centers. Leting town as an economic and social development Leting County center, build a circulation of agricultural products into southeast of Tangshan city center, tourist service center, the harbor zone matching service base. Tanghai towns as economic and social development Tanghai County center, build a light into the southern city of Tangshan City, Caofeidian Industrial Zone, base of support services.

Merit-based group of major towns and cities to cultivate. Accelerate the construction and development of Huanggezhuang, Liushahe, Yahungqiao, Jianchangying, Heiyanzi, Saheqiao, Tingliuhe, Wuluogu, Hancheng, Malanyu other 35 into national, provincial and municipal key cultivate small towns. Actively foster economic characteristics County industrial clusters to improve urban public facilities and public services, comprehensive carrying capacity, and promote industrial, population, resources, and to focus on the town together. 2010, into national, the province's focus on cultivating the 19 small towns in population size of 5 million or more into the city's focus on cultivating the 16 small towns in population size has reached 3 million people.

Speed up the transport network construction. In order to accelerate the construction of highways, rail transportation, expressways and high-grade highways as the support of the inter-urban transport system. Scientific planning and road network, improve the urban road network structure. Organizing the implementation of State Road 205 to change course, outer city, inter-city expressways and other key projects to build high speed outer city and district road system of mutual radiation; grasp Airport District road network and urban road tunnel construction, improve urban traffic carrying capacity. Actively planning around the city light rail, improve the urban public transport system to enhance the capacity of urban public transport accessible transportation.

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Notes

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