

Development Strategy of Rural Hostel Industry from the Perspective of Poverty Alleviation by Tourism

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Abstract: With the increasing pressure of people's life and the rising living standard, tourism vacation is becoming more and more popular, people will choose to travel in their leisure time to enjoy their body and mind. The development of rural resources and poverty alleviation through tourism is an important decision based on this premise. From the perspective of tourism poverty alleviation, the residential industry has developed to a certain extent. However, in order to achieve long-term development, we need corresponding planning and guidance.

Key words: tourism poverty alleviation; rural tourism; residential industry.

Nowadays, with the continuous improvement of people's living standards, tourism has increasingly become an important way of leisure and vacation for people, and also an important grasp in the rural revitalization. Many beautiful villages are far away from the city and are located in remote areas, which makes their economic situation worrying. Under such a background, poverty alleviation through tourism has become a popular vocabulary. Developing rural resources and designing tourist attractions can promote the development of local economy. In the process of poverty alleviation through tourism, the residential industry has emerged. This paper will start with the feasibility of poverty alleviation in rural tourism, analyze the residential and rural tourism, and explore the development of rural residential industry from the perspective of poverty alleviation in tourism for reference.

1. The Feasibility of Poverty Alleviation in Rural Tourism

Through the development of rural residential tourism projects, the rural economy can get a new economic growth point, and also can make the original scattered and decentralized rural retail, catering and transportation industry get a new development opportunity. At the same time, promoting the construction of residential tourism projects can also upgrade the black service facilities in rural areas. In addition, from the perspective of industrial development, the construction of residential tourism projects will form a complete industrial chain of green aquaculture industry, and help rural tourism projects to achieve the overall upgrading, from the past ticket economy to a diversified tourism industry economy. In view of this, we should actively promote the upgrading of rural tourism projects and actively expand the categories of tourism products. Only in this way can we build three-dimensional global tourism products and improve the satisfaction of tourists, which will enhance the market competitiveness of rural tourism projects and inject a new impetus into the development of rural economy.

2. Residence and Rural Tourism

Home-staying tourism originated in Japan, Britain and Taiwan of China, and has become an important part of the tourism industry in recent years. In order to narrow the gap between urban and rural areas, promote rural revitalization, encourage farmers to start their own businesses, use the unique local scenery and unique residential accommodation to attract tourists and bring benefits. It can be said that the deep, leisure and diversified projects derived from rural tourism are residential tourism. Rich rural folk customs and natural landscape create an attractive market for rural residential tours. In rural tourism activities, the residential industry can rapidly promote the appreciation of local agricultural products, promote the income of agricultural industry, provide more jobs, and solve the work and income of rural surplus labor force. That is to say, the development of residential economy

has combined property income, entrepreneurship income, agricultural income and wage income, which opens up an infinite space for farmers to increase their income.

3. Development of Rural Hostel Industry from the Perspective of Poverty Alleviation by Tourism

From the perspective of poverty alleviation through tourism, the development of rural residential industry needs to follow certain rules and practice certain methods. Specifically, we should focus on exploring our own characteristics, actively devote ourselves to innovation, standardize the management of residential accommodation, improve the quality of residential practitioners, pay attention to improving product quality, renew marketing concepts, and optimize the development of residential accommodation industry in poverty alleviation by using the Internet.

3.1 Focus on Exploring Its Own Characteristics and Actively Commit to Innovation

In the process of promoting the development of rural residential economy, all localities should explore their own characteristics in depth, and on this basis, make the local tourism projects bigger and stronger. In view of the natural resources situation of rural tourist areas, there are a large number of natural villages, which have a superior environment near mountains and seas. Every natural village has its own unique characteristics and customs. Therefore, the tourism management department should make efforts in this respect to help the local explore its own characteristics, so that the local tourist attractions highlight a strong humanistic atmosphere, so as to attract tourists from all over the country to come with their families. When tourists roam around these scenic spots, they can be deeply attracted by the historical and humanistic atmosphere emitted by these scenic spots. In this way, not only can tourists linger and forget to return, but also can create a good tourism brand in the minds of tourists. In addition, tourists will be able to understand the local culture and love the local culture. In the process of promoting the development of rural residential economy, tourism authorities should continue to explore the local cultural resources, so that these cultures with local characteristics can be carried forward and flourished. In order to highlight the characteristics of local residential culture, we should persist in exploring local cultural resources and actively commit ourselves to cultural innovation in order to achieve the purpose and effect of creative development.

In the process of building the industrial chain of rural residential economy, we should integrate all kinds of resources that can be mobilized, such as township government, enterprises, tourism authorities, and so on. Through the collaboration of these departments, we can achieve the goal of organic integration of cultural projects and tourism projects, so as to enhance the tourists'sense of identity for rural residential tourism projects. In addition, all localities should develop special food on the basis of local local local resources, as a means to increase the added value of residential products.

3.2 Standardize the Management of Residential Quarters

Based on the consideration of ensuring the sound development of rural residential economy, we should implement standardized management. Judging from the operation of rural residential projects in China in a period of time, the vast majority of projects are operated without license. In this way, the overall quality of rural residential projects in various parts of the country varies from good to bad, which not only prevents tourists from getting intimate service and good consumption experience, but also affects the further development of rural residential projects. In addition, this disordered market situation can easily lead to vicious competition, and the quality of rural residential housing products varies in the market, such as Yunnan residential housing often have customer complaints. This is not conducive to the long-term development of rural residential industry, but also to the implementation of rural tourism poverty alleviation.

In order to make the rural residential economy develop in a healthy way, the relevant government departments should promulgate specific management rules. The specific measures are: (1) promulgate the standards for the establishment of rural residential accommodation; (2) establish rural

residential service centers; (3) promulgate relevant management rules for rural residential accommodation, such as health rules, access rules for employees, safety rules and so on. Through the aforementioned way, it is the sustainable development of rural residential tourism economy.

3.3 Improving the Quality of Residential Practitioners

There are many factors affecting the development of residential industry, such as the environment, diet, activity arrangement, the quality of practitioners and so on. Among them, the quality of practitioners is a key factor. The combination of the professional ability of residential operators and the assets resources of residential accommodation can create the competitive advantage of residential accommodation. Therefore, relevant departments should carry out targeted counseling and training, improve the quality of residential operators, improve their management ability, innovation ability and team cooperation ability. As a residential practitioner, they should constantly learn and improve their own quality in order to better bring services.

3.4 Pay Attention to Improving Product Quality and Renewing Marketing Concept

From the overall development of domestic rural residential economy, it started late, and most of the rural residential projects are run by villagers spontaneously, which affects the overall service quality of rural residential projects. At the same time, the vast majority of rural residential project operators lack brand awareness and marketing knowledge, which makes the rural residential economy in a low state for a long time. Under the social background of sharing economy, tourism authorities should actively guide rural residential project operators to adopt brand-new marketing concepts, and expand the influence of rural residential project in tourists' minds through online promotion and off-line publicity.

In the process of helping the development of rural residential economy, the competent government departments should help the managers of residential projects to improve their quality continuously. Specifically, the relevant government boards can organize learning classes and training seminars for rural residential project operators, so that they can systematically learn the marketing knowledge of modern enterprises. Sisters and sons can apply the knowledge they have learned to the actual operation of rural residential project. At the same time, the competent government departments should create websites with the theme of local residential projects in order to adopt the form of websites. Publicize and promote the local residential projects.

3.5 Optimizing the Development of Housekeeping Industry in Poverty Alleviation by Using Internet

With the help of the power of the Internet, the residential industry can be widely publicized and promoted. For example, with the help of Internet websites, micro-blogs, micro-films and other platforms and forms to publicize the local landscape resources, Festival resources, greatly enhance the local visibility, attract tourists. At the same time, it is also an altruistic behavior to develop the residential housing industry in poverty alleviation by using the Internet. It forms an ecological economy in the process of tourism, which can not only bring warm experience to tourists, but also help local villagers get rid of poverty and become rich. Finally, the tourism mode of "Internet plus residential industry" has the characteristics of saving time and high efficiency. Tourists can understand the local customs and customs through the Internet, the decoration style of the residential blocks to be lodging, the owners of the home stay can quickly understand the reservation situation, effectively avoid the conflict between the busy season and the reception of the homestay tourism, and the tourism poverty alleviation mode of the "Internet plus residential industry" is bound to be inevitable. Without the use of Internet finance, it will greatly facilitate tourists and homeowners.

4. Conclusion

At present, in the process of rural revitalization, poverty alleviation through tourism has become an important and efficient way, creating favorable conditions for rural prosperity and farmers' income

increase. From the perspective of poverty alleviation through tourism, the development of rural residential industry is an inevitable trend and an important way to realize rural revitalization. Therefore, from the perspective of poverty alleviation through tourism, we should actively explore the development strategies related to the residential industry, so as to achieve a win-win situation between the tourism industry and the residential industry.

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