

Problems and Countermeasures in Poverty Alleviation Through Tourism in Huanglong County, Shaanxi Province

Ping Gu
 Xi'an Peihua University
 Xi'an, China

Abstract—In recent years, Huanglong County, Shaanxi Province has vigorously developed the tourism industry, which has driven more and more residents out of poverty. Based on the resources of Huanglong County getting rid of poverty through tourism, this paper analyzes the problems existing in Huanglong County's poverty alleviation through tourism and proposes solutions.

Keywords: Huanglong County, poverty alleviation through tourism, countermeasures

I. INTRODUCTION

In China, poverty alleviation through tourism refers to the development of rich tourism resources in poverty-stricken areas, the establishment of tourism economic entities, the formation of regional pillar industries in tourism, and the realization of getting rid of poverty and becoming better off for the residents of poor areas and local finance. According to the local resource characteristics, Huanglong County, Shaanxi province regards poverty alleviation through tourism as a poverty alleviation policy of characteristic industries to help local residents improve their economic income and achieve "targeted poverty alleviation".

II. THE SUPPORTING RESOURCES OF POVERTY ALLEVIATION THROUGH TOURISM IN HUANGLONG COUNTY, SHAANXI PROVINCE

A. Ecotourism scenic spot

Ecotourism scenic spot refers to the place with few human processing traces, which can make tourists return to nature and promote the healthy development of the natural environment of the scenic spot. Huanglong County of Shaanxi Province is subordinate to Yan'an City, which is located in the hilly and gully area of the Loess Plateau, with relatively developed water system. The forest area of the whole county accounts for 87% of the total land area, and the forest and grass coverage rate is 92%. In addition, by the end of 2018, the population of the county was only 50000. Against the background of pleasant ecological environment and small population, Huanglong County has some representative ecotourism scenic spots. The specific content is shown in the following "Table I":

TABLE I. LIST OF ECO-TOURISM SCENIC SPOTS IN HUANGLONG COUNTY

Types of Ecotourism scenic area	Content of Eco-tourism scenic area
Mountain-type eco-tourism scenic area	Wuliang Mountain Scenic Area, Mukezhai Scenic Area, Jiulong Mountain Scenic Area, Shouyang Mountain Scenic Area
Forest-type eco-tourism scenic area	Treetop scenic spot, Shendaoling scenic spot, Xiehu hunting ground, Jietoumiaomiao grassland scenery
Water-type eco-tourism scenic area	Whitematan Shimenxia Rafting, Jushuiyuan Tourist Resort

B. Characteristic agricultural tourism resources

Huanglong County has diverse terrain and rich characteristic agriculture. The terrain of Huanglong County is divided into the middle and low mountainous areas in the north, the loess residue areas in the southwest and the low and medium mountainous areas in the southeast. According to different land types, 5 townships, 2 towns and 3 communities in Huanglong County have developed local characteristic agriculture, including Huanglong Apple, Huanglong Walnut, Huanglong Honey, Huanglong Fushilong Crab, Morel, Sea buckthorn, alpine golden chrysanthemum, oil sunflower, corn, peppercorn, daylily, Chinese herbal medicine, etc.

Huanglong County has a large temperature difference between day and night, and features distinctive agriculture. Huanglong County is located in the Loess Plateau. The temperature is low, the temperature difference between day and night is large, and the light is sufficient, which creates good natural conditions for some characteristic agriculture. Apples produce slower, and are sweeter and crispier. Maize is planted for a long time, from April to November, and the quality is better.

C. Climate tourism resources

1) *Summer tourism resources:* Huanglong County has a cool and pleasant summer climate and belongs to a high-altitude high-mountain climate tourism resource. Huanglong County is located in the Loess Plateau, with abundant

rainfall and high vegetation coverage. The average annual temperature is 7.6 °C-10.2 °C. The average temperature in July is 21.5 °C, and the extreme maximum temperature is 36.7 °C. As the main source market, Xi'an, the capital city, has the hottest July average temperature of 26.3 °C -26.6 °C, and the annual extreme maximum temperature of 43.4 °C. The average temperature of Huanglong County in July is 5 °C lower than that of Xi'an. The climatic conditions have obvious advantages.

2) *Snow and ice tourism resources*: The average temperature of the coldest month in Huanglong County is -5.7 °C, and the extreme minimum temperature is -23.7 °C. Huanglong County is located on the Loess Plateau, with high altitude, low winter temperature and much snowfall. Compared with Xi'an City, the temperature in winter is about 5 °C lower, with more snowfall days, heavy snowfall, no haze and good air quality. It has certain attraction of snow and ice tourism.

D. Characteristic cultural tourism resources

Traditional characteristic cultural tourism resources, which were formed during a long historical development, include the Yangjia Tomb Site, Thousand-hand and thousand-eye Buddha Temple, Wei Great Wall Site, Yongzhou City, and Wazi Street Martyrs Cemetery. From the skull bone fossils of Paleolithic "Huanglong People" to the "Wazi Street Battle" during the Liberation War, it reflects the colorful history and culture of Huanglong County.

Emerging characteristic cultural tourism resources belong to a new type of rural culture with civilized local customs and nostalgic nostalgia under the new rural policy. Huanglong County took the lead in building 7 demonstration villages with good results.

III. PROBLEMS OF POVERTY ALLEVIATION THROUGH TOURISM IN HUANGLONG COUNTY, SHAANXI PROVINCE

A. Poor accessibility for tourism

Big traffic refers to the traffic from the tourist market to the tourist destination. Huanglong County is 223 kilometers away from the provincial capital of Xi'an. The straight line distance is short. At present, the transportation methods from Xi'an and its surroundings to Huanglong County are mainly self-driving and public buses. Self-driving route should leave highway at Chengxian County, and then go to Huanglong County from Chengxian County. The distance from Xi'an to Cheng County is 168.8 kilometers. It takes about 1.5 hours to drive the Beijing-Kunming Expressway, and the distance from Cheng County to Huanglong County is 69 kilometers. The whole journey is mountain road, and it will take about 2 hours driving along provincial road 202. It can be seen that the distance from Xi'an City to Huanglong County is relatively short, but it takes 3.5 hours. The main reason is that the highway does not run through the whole journey, and the provincial road is a time-consuming and dangerous mountain road. If people take a public bus, it will take several hours to travel through several counties. In addition, there is no other way to reach Huanglong County by train,

high-speed rail, etc., resulting in poor tourist accessibility to Huanglong County.

Small traffic refers to the traffic between various scenic spots in Huanglong County. The terrain and gully of Huanglong County are vertical and horizontal. The roads in the county are mainly mountain roads. The traffic mainly depends on public transportation in the county, that is, the CMB bus to various towns. The times of departure are less and the road conditions are poor. At present, there are fewer buses to the scenic area, and there is no special bus for the tourism. For tourism transportation, most tourists choose to drive by car, and the accessibility to the scenic area is poor.

B. Strong replaceability of tourism resources

1) *Humanistic tourism resources*: Huanglong County is rich in cultural tourism resources, but there is no world cultural heritage, national 5A-level scenic spots (spots), or national key cultural relic protection units. In Shaanxi Province, where cultural tourism resources are rich, the quality of cultural tourism resources is not high enough and its influence not big enough.

2) *Natural tourism resources*: Huanglong County has a variety of natural tourism resources, especially forest and mountain tourism resources, but there are no world natural heritage, national scenic spots, or national parks, etc. The highest level of natural scenic spots is Wuliang Mountain, the national 4A-level scenic spot. There is also the problem of insufficient resource grade.

As can be seen from the above two points, Huanglong County's tourism resources are low in uniqueness and can easily be replaced by similar tourism resources.

C. Insufficient publicity and low visibility

1) *Single publicity channel*: Huanglong County's tourism promotion is carried out through the county government's official website, public account, Qunar website and other online channels, and the second is through television broadcasts, newspapers and other mass communication methods. Both types of publicity channels have the problems of rough content production, small spread, and low influence.

2) *Obvious "image masking" effect*: Regarding Huanglong County, many people firstly think of Huanglong Scenic Spot in Songpan County, Aba Prefecture, Sichuan Province. One is a county and the other is a scenic spot. However, with the same name, the Huanglong Scenic Spot in Sichuan is a World Natural Heritage. It has a high grade of resources and is well known, causing Huanglong County in Shaanxi Province to be "covered" by the Huanglong Scenic Spot in Sichuan Province, making it difficult to enter the sight of tourists.

IV. COUNTERMEASURES OF POVERTY ALLEVIATION THROUGH TOURISM IN HUANGLONG COUNTY, SHAANXI PROVINCE

A. *Forming a characteristic model of poverty alleviation through tourism*

From the perspective of resources, the model of poverty alleviation through tourism in Huanglong County should be based on the ecotourism poverty alleviation model, supplemented by the rural model of poverty alleviation through tourism and the model of characteristic cultural tourism poverty alleviation. The eco-tourism poverty alleviation model mainly relies on eco-tourism scenic spots and climate tourism resources. The rural model of poverty alleviation through tourism mainly relies on characteristic agriculture and farm house. The reason why the three are combined is that there are many problems in poverty alleviation through tourism in Huanglong County mentioned by the author. The most obvious one is that the resources are not of sufficient quality and are highly substitutable. The combination of different models of poverty alleviation through can enhance the attractiveness of tourism resources and benefit more farmers.

In terms of government intervention, the government's leading model for poverty alleviation through tourism in Huanglong County should be the main model, and it will gradually transition to the community co-construction model. Huanglong County has a low economic level, a small population, and a low level of education for farmers. It is not feasible to rely on the power of the community or farmers for poverty alleviation through tourism. Under the guidance of the Party's targeted poverty alleviation policy, the local government regards poverty alleviation through tourism as the main method of targeted poverty alleviation, increasing capital investment, cultivating the poverty alleviation workforce, and forming a local model of poverty alleviation through tourism, such as branch + party member + ecotourism model, branch + featured agriculture + peasant household model, company + peasant household model, etc. On the one hand, they rely on rural party branches and party members for assistance and management. On the right track, they are handed over to the collective management of villages. On the other hand, the power of the government can be used to drive enterprises to invest, and villagers can participate in labor to raise economic income by obtaining wages or selling agricultural products.

B. *Improving tourism infrastructure and enhancing tourism accessibility*

1) *Enhancing the tourism accessibility of large transportation:* First is to run through the highway as soon as possible. The main reason why the traffic between Huanglong county and Xi'an city is inconvenient is that the expressway is not connected in the whole process. In order to improve the traffic between Huanglong County and the city, it is necessary to connect the expressway as soon as possible. At present, "Huangpu expressway" is under planning, which is a expressway from Pucheng County to

Huanglong County in Shaanxi Province, with a total length of 80.09 kilometers. After the opening of the expressway, the distance from Xi'an city to Huanglong County will be shortened from the original 3.5 hours to 2.5 hours of journey. Pucheng County and Baishui County are rich in tourism resources, which can be connected with Huanglong County at that time. After the expressway is connected, public transportation should be increased. At present, there are only public buses from Xi'an city to Huanglong County. They are respectively at Xi'an bus station and textile city bus station in Shaanxi Province. There are three buses a day, which can carry a very limited number of tourists and have a long waiting time. On the other hand, it is necessary to enhance the recreational nature of self-driving tour, and set up observation platform, scientific planning of tourism signs, and campsites in scenic places along the way. Second, in addition to connecting the expressways, it is necessary to increase other ways of access, such as trains and high-speed rail, to form a three-dimensional traffic mode to divert tourists.

2) *Improving the tourism accessibility of small traffic:* First, the roads in the county shall be repaired and upgraded, especially the roads leading to villages and scenic spots, and the project of "asphalt road returning to sand road" shall be actively carried out for the long-standing roads in disrepair. Second is to improve the convenience, comfort and accessibility of small traffic. It is necessary to beautify the means of public transport leading to each town, and take public transport as a means of tourism publicity by increasing body advertisements. In addition, special tourist transportation can be added, that is, the transportation from scenic spots to scenic spots, so as to meet the needs of public tourists. At last, it is required to beautify the scenery along the road and make the travel of whole area.

3) *Improving other tourism infrastructure construction:* First are the tourist hotels. At present, for individual tourists, the way to book hotels is mainly online booking. From the data of Ctrip online, it can see that there are only 28 hotels in Huanglong County with low star rating. Most of them are budget hotels, and there is no economic chain hotel brand. Compared with the neighboring counties, there is a certain gap in number and star level. Therefore, Huanglong County should appropriately increase the number of hotels and improve the hotel comfort. At the same time, it is necessary to develop various accommodation facilities, such as farmhouse, youth inn, homestay and other modes. It can carry out flexible hotel marketing activities. For summer tourists, it can develop rental business for a week, half a month, a month or longer time. Second is to pay attention to cultural and entertainment facilities. Apart from transportation and accommodation, tourists are most interested in eating, sightseeing, shopping and entertainment. On the one hand, it can set up a block for tourists to enjoy food, shopping and entertainment, but it cannot completely

replicate the form of a street of folk culture. On the other hand, it can improve the infrastructure construction of the scenic spot. Especially, it should pay attention to the number, distribution and comfort of the toilets in the scenic spot, and enhance the tourists' interest.

C. Deepening the mining of supporting resources

1) Integrating the supporting resources and improving the advantages of resource: As mentioned above, Huanglong County's poverty alleviation through tourism relies on low-level resources and has weak influence. Therefore, in order to improve the advantages of resources, it is necessary to combine the four resources mentioned above, distinguish the primary and secondary, and change the disadvantages into advantages. It is to build a combination of eco-tourism scenic spot resources and climate resources, supported by characteristic agricultural resources and characteristic cultural tourism resources. The level of the ecotourism scenic spot in Huanglong County is not high. However, the climate conditions in Huanglong County are very good. The combination of the two greatly improves the comfort and the swimability of the ecotourism scenic spot. There are obvious differences between Huanglong County's landform, characteristic agricultural production and that of Xi'an City and its surrounding areas, which will attract tourists. In addition, cultural penetration will make the resources more meaningful.

2) Further tapping the value of supporting resources and forming competitive products: First, it should deep processing of agricultural products and integrate with tourism industry, so as to enhance the added value of agricultural products. The characteristic agricultural products of Huanglong County include walnut, pepper, corn, chestnut, etc. At present, the way of profit of these agricultural products is that farmers sell these agricultural products directly to merchants. The biggest problem is that merchants are hard to find and the purchase price is too low in good years. In order to eliminate these problems, the most effective way is to further process agricultural products and enhance their added value. The government builds a platform to introduce merchants. For example, walnut and maize can be processed into walnut oil, maize oil, walnut juice, maize juice, etc., and the price will double. Pepper can also be processed into pepper oil, pepper beer, pepper yogurt and so on. Second is to create tourism food. There is a prominent problem in the tourism development of Huanglong County that there are local specialties, but there are no famous snacks. Huanglong County should create local delicacies according to local specialties and local food customs, such as potato feast, walnut feast, corn feast, etc. Third is to create a tourist camping boutique. At present, China's camping tourism is still in its infancy, and Huanglong County should seize this opportunity. At present, the camping activity in Huanglong County is a two-day

camping tour in Huanglong Mountain, with perfect service facilities and good ecological environment. In the later stage of development, it is necessary to increase the camping tourism routes and further improve the camping facilities, such as water supply facilities, shops, public bathing facilities, etc.

3) Developing regional tourism: In the development of regional tourism, Huanglong County should give full play to the advantages of local ecological environment and optimize the regional landscape. At present, Huanglong County government calls on local residents to widely plant Gesang flower and sunflower on both sides of the road, which greatly optimize the landscape of the whole area. In addition, it is necessary to improve the tourism services, improve the quality of civilization, cultivate the enthusiasm of local residents and create a good tourism atmosphere.

D. Strengthening publicity and forming a brand

1) Carrying out publicity through characteristic tourism festivals and events: First, it is required to hold festivals and events according to the landscape of four seasons and characteristics of Huanglong County, strive for news reports and attract more tourists. For example, it can carry out Red Leaf Festival, Ice and Snow Festival, Summer Vacation Festival, Camping Festival, Picking Festival, Photography Exhibition, etc. Second is to create a festival event brand to achieve in-depth development. Festivals and events of the same theme will exist in many different regions at the same time. To stand out, they must have their own characteristics. Huanglong County should focus on building summer holidays, picking festivals and photo exhibitions according to the characteristics of resources. Every festival activity should be supported by rich tourism products. The tourists can truly feel the local characteristics and charm. It can attract tourists to repeat consumption, and play the role of word-of-mouth propaganda.

2) Propaganda through various network channels: On the one hand, the production of public accounts should be more sophisticated, and the contents should be more readable, more attractive and more readable. On the other hand, it should constantly update the way of Internet publicity, and promote it in the way that young people are easy to accept, such as micro-blog, Tik Tok, Little Red Book and so on. In terms of content, the first is to convey sufficient and up-to-date tourism information, and the second is to have highlights.

V. CONCLUSION

This paper analyzes the supporting resources of poverty alleviation through tourism in Huanglong County, and concludes that the combination of eco-tourism resources and climate tourism resources is the resource advantage of developing poverty alleviation through tourism. However, there are still some problems in the process of poverty alleviation through tourism, and the most important are the

backward tourism infrastructure, the low level of resources and the lack of awareness. In the last part, in view of the advantages and problems of tourism resources in Huanglong County, the author puts forward specific suggestions: first is to form the characteristic mode of poverty alleviation through tourism; second is to improve the construction of tourism infrastructure; third is to deepen the excavation of tourism resources; fourth is to strengthen publicity; finally is to form a brand. The shortcomings of this paper are reflected in the lack of specific data due to the limitations of technical difficulties. In addition, the countermeasures and suggestions given in this paper need the cooperation of all departments, which will inevitably encounter various problems in the specific implementation.

REFERENCES

- [1] Xiong Na. Typical patterns and main characteristics of rural tourism poverty alleviation in China [J]. *Modern Economic Information*, 2015 (20). (in Chinese)
- [2] Zhang Junhong. Research on the development of ecotourism in Huanglong County [J]. *Cooperative economy and technology*, 2018 (08). (in Chinese)
- [3] Zhang Jun. The Practical Dilemma and Path of Precision Poverty Alleviation in Rural Tourism [J]. *Economic Research Guide*, 2018 (23). (in Chinese)