

The Connotation, Model and Innovative Path of Sustainable Development of Poverty Alleviation Through Tourism in Ethnic Areas

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ABSTRACT

After the stage goal of poverty eradication is achieved in 2020, continuous poverty reduction tasks will continue to exist. Ethnic areas suffer from economic backwardness, complex society and fragile environment; after overcoming poverty and removing the label of poverty, it is critical to maintain a long-term development trend. Poverty alleviation through tourism is one of the effective poverty alleviation paths in ethnic areas; it is of great significance to make the early fruits of poverty alleviation through tourism benefit ethnic areas. Based on the sustainable goals of social stability and health, stable economic development, and environmentally friendly symbiosis in ethnic areas, this article discusses in detail the connotation, model, innovative path and implementation guarantee of sustainable development of poverty alleviation in ethnic areas in the new historical period, so as to provide reference for the long-term development there.

Keywords: poverty alleviation through tourism, sustainability, ethnic areas

I. INTRODUCTION

Anti-poverty and promoting poverty alleviation is a world problem and a millennium challenge. Member states of the UN passed 17 sustainable development goals in September 2015, and officially launched the 2030 Agenda for Sustainable Development (hereinafter referred to as the "Agenda") on January 1, 2016. The sustainable development goals focus on showing development needs of people all over the world, emphasizing the equality of development, just as the saying "no one will be left behind". The Agenda also calls on all countries to work hard to achieve their goals for the next 15 years.

Since the 18th National Congress of the Communist Party of China, poverty alleviation has been included in the overall layout of the "Five-in-One" and "the Four-pronged Comprehensive Strategy" strategic layout; the CPC Central Committee with Xi Jinping at the core has made poverty alleviation as the focus of its first century of struggle and pushed it forward in depth. China will fully build a well-off society in 2020, which will mean that China will complete the set goals of the UN

Agenda 10 years ahead of schedule. The social complexity and dynamic evolution of poverty make it have different characteristics and connotations in different regions in different historical periods. Therefore, for China, the completion of the staged goal doesn't mean the end of poverty. On the contrary, a continuous poverty reduction battle will continue to advance.

Ethnic areas have high endowment of tourism resources, fragile ecological environment, low level of economic development, and high incidence of poverty. They are concentrated and contiguous areas of poverty in the country. In the battle against poverty in recent years, the targeted poverty alleviation work in ethnic areas has achieved remarkable results. It has achieved remarkable results in infrastructure construction, industrial development, poverty alleviation and relocation, ecological compensation, education, and social security, vigorously promoting national unity and coordinating regional economic development. It is undeniable that multi-factors such as resources, ecology, economy, environment, culture, society, religion, and folk customs interact in ethnic areas; the long-term coordinated and stable development of ethnic areas faces multiple tests; and the areas that have escaped from poverty face the possibility of returning to poverty. Therefore, it is very important for ethnic regions to accumulate their stamina after getting rid of

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poverty and removing the label of poverty to maintain their long-term development trend.

Long industrial chain, strong driving force, wide coverage, large employment, low threshold and many levels are the distinctive features of tourism, which can maximize the participation of people in poor areas. Practice has proved that the tourism industry is an important industry that favors, enriches and benefits people in the ethnic areas; poverty alleviation through tourism is one of the effective poverty alleviation methods in the ethnic areas.

The 19th National Congress of the Communist Party of China proposed that the strategy of rural revitalization and regional coordinated development should be firmly implemented; it also put forward higher requirements for the development of ethnic areas, so that it is particularly important to make the early fruits of poverty alleviation through tourism benefit ethnic areas. Therefore, in this context, the sustainable development of poverty alleviation through tourism in ethnic areas is not only inevitable in this era, but also due to regional characteristics. This research not only enriches the theoretical research on sustainable development and poverty alleviation in ethnic areas, but also helps to locate the ethnic areas in the new pattern of regional coordinated development and has a good reference.

II. THE CONNOTATION OF SUSTAINABLE DEVELOPMENT OF POVERTY ALLEVIATION THROUGH TOURISM IN ETHNIC AREAS

The Agenda addresses sustainability at the social, economic and environmental levels. The ultimate goal of sustainable development of poverty alleviation through tourism in ethnic areas is to achieve regional social stability and health, steady economic development and environmentally friendly symbiosis. Fundamentally speaking, it is to build a three-in-one development integrating ecological environment, national culture and characteristic industries, which is determined by the resource characteristics, location environment and development reality of ethnic regions, which is not only the fundamental for the development of ethnic regions, but also the logical starting point for the development of ethnic regions.

First, the ecological environment is fundamental. Ethnic areas are mostly located in ecological transition areas and vegetation interlaced areas. They are typical ecologically fragile areas in the complex interlaced areas of agriculture and animal husbandry, forestry and animal husbandry and agriculture and forestry. This type of terrain is the best place to form differentiated tourism resources. It is a "green mountain and river" with a latecomer advantage. It is also a frequent area of natural disasters, which is sensitive to environmental

changes. Blind development will inevitably lead to powerlessness in the face of natural disasters and bring even more painful costs. Therefore, sustainable development of tourism in ethnic areas must adhere to the ecological concept, take the road of green development, do not exchange for short-term benefits at the expense of the environment, be based on a more long-term perspective and make "green mountains and rivers" into "mountains of gold and silver" in restrictive and protective development.

What's more, national culture is the soul. Minorities have formed their own living culture, funeral culture, dress culture, food culture, livelihood culture, religious culture, literary culture, art culture, etc. in the long-term production and life; these splendid ethnic cultures are not only the most marketable resources in the development of regional tourism industry, but also the foundation on which all ethnic groups depend, and the carrier through which the ethnicity of each ethnic group can be continued. Therefore, in tourism development, it is necessary to dig deeply from the perspective of the market to develop audible, observable, enjoyable, and experiencing tourism projects, and to maintain the authenticity of the culture during development. It is also necessary to find balance in the development and preservation of culture, prevent the phenomenon of cultural commodification and homogenization caused by over-development, and avoid situations where the market is not attractive enough due to insufficient depth and breadth of cultural development.

Finally, characteristic industries are the focus. Ethnic minorities have lived in mountainous areas for a long time, forming their own unique production and lifestyles and developing characteristic industries that are different from traditional planting, aquaculture, and manual processing industries; commodities formed on the basis of these characteristic industries have become synonymous with original ecology, non-pollution and green, which have strong market potential. Ethnic areas should use these characteristic industries to introduce the concept of circular economy, give full play to the effect of scale aggregation, launch its own leading industry, form a vital and more valuable industrial chain, bring out a batch of market-influenced specialty commodity brands, support the "purchase" in tourism elements and form a localized industrial chain so as to achieve faster and better development.

III. THE SUSTAINABLE DEVELOPMENT MODEL OF POVERTY ALLEVIATION THROUGH TOURISM IN ETHNIC AREAS

A. Scenic areas driven mode

The scenic areas driven mode means relying on the improvement of the existing scenic spot and the creation of incremental scenic spots to promote the

overall improvement of the traffic environment and living environment of the villages around the scenic spot. The nearby villagers earn tourism dividends by directly spontaneously carrying out tourism merchandise sales, tourism board and lodging reception, agricultural and animal husbandry products targeted and fixed-site supply, or indirectly carrying out scenic spots and tourism management activities. Scenic spots are the core elements of the development of the tourism industry and centralized places for tourism consumption. The popularity effect and agglomeration effect of the scenic spot have introduced a large number of people, logistics and capital flows into the nearby villages, which in turn has a continuous driving force for the villages and villagers.

Relying on the development of the tourism industry in scenic areas to produce poverty alleviation effects, people there must fully excavate and sort out the tourism resources of the poor areas and correctly understand the relationship between the poor areas and the scenic area in terms of spatial location, resource complementarity and sharing of tourists. At the same time, it is also necessary to build a tourism industry platform that integrates tourism products, publicity and marketing with the help of scenic spots, and find the integration points for poor villages to undertake some functions of scenic spots.

B. The whole-region village model

The whole-region village model is to optimize and upgrade the development factors, development paths and development goals of the original rural tourism. According to the concept of integrated development of tourism and village, through the development of rural tourism, the overall improvement of the rural society, culture and environment, and the integration of rural production and life can be achieved. And at last, the village is both a community of local residents and a scenic spot for foreign tourists.

Villages in the whole region should follow the requirements of "characterization of features, modernization of functions, and standardization of services" and excavate the new elements of "commerce, health preservation, learning, leisure, emotion and wonder" of modern tourism on the basis of perfecting the six elements of traditional tourism's "eating, housing, transportation, tourism, purchase, and entertainment". It is important to adopt new formats, such as guesthouse, agritainment, post stations, cultural and creative bases, picking bases, clubs, pastoral complexes, farmyard supermarkets, farming museums, cultural centers, traditional handicraft workshops, car camps, fueling and maintenance, assets into shares, housing rental and land circulation, to achieve "resources into assets, funds into stocks and villagers into stockholders".

C. Tourism commodities model

The tourism commodities model is to upgrade local native products so that they can open up the market as soon as possible, independently realize circulation production, and form a directional supply chain sales channel. The essence of the transformation of tourism commodities is the tourism production of local commodities. Tourism production is analyzed and predicted based on the needs of tourists. Through the creative design of cultural products, the cultural processing of practical products, and the special design and packaging of tourism product packaging, the connotation of the product is re-given to meet the needs of tourists for travel goods that are easy to carry, beautifully packed, strongly functional and of high cultural value, reflecting the essence of "cultural and creative industries creating energy". Through tourism production, the same products will be displayed and sold through more platforms and channels, showing significant benefits in price and sales volume.

IV. INNOVATIVE PATH FOR SUSTAINABLE DEVELOPMENT OF POVERTY ALLEVIATION THROUGH TOURISM IN ETHNIC AREAS

A. Integration of culture and tourism to innovate a new pattern of tourism development

Ethnic areas are rich in cultural resources and rich in content. To realize the value-added effect of tourism in ethnic areas, it's necessary to take the road of integration of culture and tourism. In essence, cultural and tourism complements each other's advantages. In the process of integration, the two major industries have created new models and formats through functional reorganization and value innovation, and achieved the "one plus one is greater than two" industrial superposition effect.

In the process of cultural and tourism integration, first of all, it's necessary to adhere to protection first and adhere to effective protection and reasonable development to ensure the sustainable use of cultural tourism resources. Secondly, while developing cultural undertakings, it is necessary to fill in the weak links of the cultural industry and promote cultural tourism; while developing the tourism industry, it is necessary to fill in the weak links of the tourist industry and promote the culturalization of tourism. Third, it's needed to organically combine inherited tradition with innovative development and respect history and traditional culture; modern people's different understanding of culture leads to diversification of needs; it's necessary to develop innovative ideas, properly implant modern values and lifestyles, and promote the effective transformation of culture. At the same time, it's necessary to promote the organic combination of abstract culture and specific products, innovate the

carrier form and expression of cultural tourism, and develop the abstract culture into a concrete cultural tourism experience project; through accommodation, food, shopping, entertainment and other carriers, specific cultural symbols and experiential product activities will be effectively displayed and reasonably expressed.

B. Joint development to innovate cooperation and win-win mechanism

In the process of sustainable development of tourism, in order to better continue to inspire villagers to participate in the process of tourism and prevent the lack of development caused by the disparity of individual power, it's needed to innovate and introduce the mechanism of rural tourism cooperatives to realize the joint construction and sharing of communities. Rural tourism cooperatives are composed of local villagers, with villagers accounting for at least 80% of the total members of rural tourism cooperatives; it's necessary to adhere to the principle of "private, privately managed, and benefited by the private", and focus on the advantageous industries and special products of the village to carry out centralized development and consistent sales to the outside world. It aims to gather the power of the entire village and maximize the resources to benefit the local villagers. It not only effectively guides the tourism management level, improves the competitiveness of tourism, but also provides important support for the sustainable development of the village.

C. Capable brains to drive and innovate the training path of tourism talents

In communities in ethnic areas, due to the shared survival background and cultural model, local elites have played an important leading role in the poverty alleviation through tourism practice. Under the informal system of ethnic communities, ethnic leaders or elites participate in tourism development and obtain benefits through their own cultural advantages and self-awakening awareness; due to the endogenous sense of national identity, the behavior of the leader or elite of the ethnic group will form a positive pulling effect on other villagers in the community, becoming a role model for imitating in terms of thought and action, which is conducive to stimulating the villagers' awareness of self-development, and is more conducive to the construction of the overall tourism environment in the region.

Based on the characteristics of ethnic communities, it is necessary to train a group of village cadres, business households, rural tourism business owners, and cooperative leaders with advanced development concepts, higher organizational management capabilities and rich practical experience. Unlike other

outside experts or helpers, they can take root in the countryside and love the local area. They can directly engage in rural tourism management, organization and management activities, and help and guide local farmers to get rid of poverty and get rich by developing rural tourism.

D. Protection and development to innovate tourism resource development methods

In the development of tourism, the classification guidance and control of the intensity of tourism development should be realized by monitoring the environmental capacity of tourism. Tourism development should not reduce the quality of the natural environment and human environment of tourist destinations, nor should it reduce the quality of tourists' experience. It is also necessary to prevent the tourist places from bearing too much weight, maintain limited use of nature, and realize the harmonious coexistence between man and nature. In the development of tourism resources in ethnic areas, it's needed to use the concept of ecotourism as a guide, pay attention to the protection of the natural environment in original ecology, and do not use natural destruction as the cost of development; it's necessary to restore the original appearance of some traditional old houses and ancient buildings, and reform the style and features, water quality control and beautification of the village appearance in the village construction around the tourism function; it's also necessary to prevent large-scale demolition and large-scale construction and occupy the land in the name of tourism development, and prevent destructive development that destroys the original mechanism and overall style of traditional villages.

E. Attracting investment to innovate tourism investment and financing models

To develop the tourism industry, investment is the key, and financing is a rigid demand. In the context of the expansion of tourism investment space and fields, and the continuous emergence of tourism projects, formats and policies, correctly guiding tourism investment and financing is the key to the future high-quality development of tourism. People there must do a good job of math in tourism industry investment financing, increase effective supply, reduce surplus investment, magnify the investment multiplier effect, and drive per capita tourism consumption growth.

In addition to continuing to do traditional investment in traditional scenic spots, attractions, accommodation and catering, and increasing investment in emerging tourism formats, according to the characteristics of ethnic areas, people there must increase the experience-based new formats in non-standard accommodation, tourism performing arts, low-altitude flight, health care, etc. to create diversified

financing channels, mobilize the enthusiasm of social capital to participate in tourism development, give full play to the government's guidance and leverage, set up a special industrial development fund, and actively explore the PPP model of government and social capital cooperation. It's necessary to build a diversified investment and financing platform to attract all kinds of investment entities and release the vitality of social and private capital.

V. IMPLEMENTING GUARANTEE OF SUSTAINABILITY OF POVERTY ALLEVIATION THROUGH TOURISM IN ETHNIC AREAS

A. Continuing to promote traffic construction

The length of the economic distance is an important factor that affects the tourist's desire to put traveling desire and motive into practice. When tourism resources are transformed into real tourist destinations, the accessibility of transportation is the winning point for the tour value to market value.

Being long-term subject to transportation constraints, tourism development in ethnic areas is relatively slow, and improving the transportation conditions in ethnic areas will form a powerful push. It's necessary to accelerate the improvement of traffic conditions in ethnic areas, give priority to supporting major transportation projects in ethnical poor areas, comprehensively increase the construction of expressways, and promote the extension of expressway projects in ethnical poor areas. It is necessary to actively promote the upgrading of national and provincial transportation trunk roads in ethnical poor areas; it's necessary to promote the construction of connecting channels for ethnical poor areas with transportation routes, tourist attractions, and cities and towns with high standards to meet the needs of tourist buses for vehicle traffic and safe meeting; it's necessary to actively promote the project of changing cables into bridges and ferry-transformed bridge to improve the external traffic conditions in ethnical poor areas in large rivers, canyons and high mountains. Aiming at the characteristics of mountain traffic in ethnic areas and the threat of natural disasters, it is necessary to increase the construction of protective barriers for hidden danger routes in the region, and establish a tourism public transportation system to rural tourist villages.

B. Comprehensively improving public infrastructure

The improvement of public infrastructure is the key to changing the survival or living conditions of ethnic areas, and it is also an important foundation for tourism development. Public infrastructure in tourist areas affects the living standards and tourist experience of local residents; it is necessary to accelerate the construction of infrastructure, provide tourists with a

safe and comfortable viewing environment, optimize public services, and promote the common prosperity of local residents. Efforts should be made to achieve "Cuncuntong" in ethnic areas, that is, roads, electricity, living and drinking water, telephone networks, cable TV networks, the Internet and so on. It is necessary to strengthen the upgrading of the three networks of water, electricity and gas in ethnic areas, solve the backward problems of water supply, power supply and gas supply facilities, implement the full coverage of information network projects, and actively promote the extension of modern information infrastructure to key areas for poverty alleviation through tourism, especially the global coverage of "WIFI", laying a preliminary foundation for the development of smart tourism projects.

C. Implementing the tourism service system improvement project

Tourism infrastructure is essential for building a harmonious tourism environment. It is necessary to integrate the development requirements of modern tourism, comprehensively consider the principles of people-oriented, acting according to circumstances, highlighting characteristics, and unified standards to improve service facilities such as tourist distribution, tourist information consultation in major scenic spots, parking lots and emergency rescue; it's also necessary to improve the rural tourism identification system such as traffic signs, guide maps, tourist image signs, safety warning signs, scenic spot explanation signs and place name signs along the tourist destination; it's needed to promote the stamping of tourism planning and sanitation facilities, upgrade the service level, realize garbage purification, greening of village appearance, and beautify the environment, and enhance the overall tourism environment from the whole.

D. Further promoting the development of social undertakings

Backward education, weak infrastructure, and lagging medical system are the cascading effects of geographical and resource factors in ethnic areas. In remote areas in ethnic areas, the foundation of education is poor, its development is relatively lagging, and the average number of years of education is less. Insufficient long-term education will lead to the intergenerational transmission of poverty and severely restrict long-term development. In addition, the medical system and other infrastructure in ethnic areas are weak, medical problems are very prominent, and the lag in medical technology will affect the development of people's livelihood in the sustainable development of poverty alleviation through tourism. The lack of basic health services affects the soundness of the social medical security system. Therefore, it is necessary to promote the popularization of education for a long time

and make up for the shortcomings in social undertakings to form a stable social security system as a whole and fundamentally form a guarantee for sustainable development.

VI. CONCLUSION

The sustainable development of poverty alleviation through tourism in ethnic areas is a long-term task. The essence of this is to further activate and integrate the regional resource elements, and to give play to the resource value of land, labor, assets, natural scenery, ecological environment, human landscape, etc., and to realize the localization of operations, fairness of participation, and coordination of interests through the carrier of the tourism industry. Constructing a multi-objective unification development goal of environment, culture and industry is the key to the sustainable development of poverty alleviation through tourism in ethnic areas. The common benefits and coordinated development of economy, environment and society will be eventually realized through development mode of scenic areas pulling, whole-region village and tourism products as well as innovating tourism development pattern, new cooperation and win-win mechanism, tourism talent training, tourism resource development methods and tourism investment financing.

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