

A Case Study on the Tourism-targeted Poverty Alleviation Identification in Hanzhong City of Shaanxi Province

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Abstract—The identification of tourism-targeted poverty alleviation is the premise of effective poverty alleviation. This paper takes Hanzhong city in southern Shaanxi province as an example, and draws on the tourism-targeted poverty alleviation system established by the scholars to carry out a case study on the tourism-targeted poverty alleviation identification in Hanzhong city. The main conclusions include: in terms of development conditions, there are abundant natural tourism resources and cultural tourism resources in Hanzhong city, but its tourism human resources, especially tourism professionals, are severely lacking; The surrounding guest source is adequate and the supporting infrastructure is perfect; The selection of tourism projects also fully adheres to the project's adaptability, the helpfulness to the poor and the comprehensive effectiveness; The selection of the target crowd draws on the "willingness – ability" model to identifies the "supportable people" of tourism poverty alleviation, and always adheres to the "one door one policy" helping strategy.

Keywords—tourism-targeted poverty alleviation; identification; Qin-Ba Mountain areas; Hanzhong city

I. INTRODUCTION

Tourism poverty alleviation is listed as one of the top ten projects of the targeted poverty alleviation in China's new period. [1]93 However, China's tourism poverty alleviation has been having a low accuracy for a long time. Therefore, in order to apply the idea of targeted poverty alleviation to the practice of tourism poverty alleviation, the concept of targeted poverty alleviation has emerged, that is to say, based on the different development conditions of tourism poverty alleviation in poor areas and the different statuses of poor people, use scientific and effective procedures and methods to make precise identification, accurate help and accurate management of the target objects of tourism poverty alleviation, so as to achieve the goals of "help the real poor people" and "true poverty alleviation" of tourism poverty alleviation. Since the concept of tourism targeted poverty alleviation was raised, it has attracted the extensive attention among the academia and society. On the whole, it is biased towards theoretical research, and there are fewer practice researches such as investigations and case studies. Especially

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in terms of tourism accurate identification, although some scholars have systematically put forward the theory system of the tourism accurate identification, for example, based on the targeted poverty alleviation, Deng Xiaohai and Zeng Liang and others proposed the market screening mechanism of the target crowd identification of the tourism poverty alleviation and the "willingness-ability" identification model as well as the "RHB" frame of the tourism poverty alleviation project identification. However, there are only 4 relevant cases of empirical studies. [2] Based on this, this paper takes Hanzhong city as an example, and draws on the tourism targeted poverty alleviation identification system established by scholars, to make an empirical study on the tourism targeted poverty alleviation identification of the Qin-Ba Mountain Areas in southern Shaanxi province.

II. STUDY THE GENERAL SITUATION OF REGIONS

Hanzhong city is located in the southwest of Shaanxi province, adjacent to Qinling Mountains to the north and Ba Mountain to the south, and the Han River runs through it from west to east, and it is adjacent to Gansu and Sichuan, and its middle area is basin. [3] The city belongs to the southern Shaanxi section of the Qin-Ba concentrated and contiguous poor areas, which governs 11 counties and districts of Hantai district, Nanzheng, Chenggu, Mian county, Yang county, Xixiang, Ningqiang, Lueyang, Zhenba, Liuba and Foping, 180 towns and 8 sub-district offices, 129 town communities as well as 2,798 administrative villages. [4]74 In recent years, the poverty alleviation work in Hanzhong city has achieved remarkable results, e.g. in 2011 and 2012, the number of poverty-stricken people in the whole city decreased by 195,200; In 2012, the per capita net income of farmers in the city increased to 6,181 yuan from 4,183 yuan in 2010, up 47.7%; The per capita net income of rural poor households increased by 56.3% from 1,467 yuan in 2010 to 2,307 yuan; Actively implement the "rain and dew plan" of tourism poverty alleviation and constantly innovate training methods, and a total of 4,550 people were trained throughout the year, among them, "agritainment" skill training courses were held in tourism scenic spots and agricultural sightseeing parks to improve the quality level of catering service and promote the local transfer and employment of labor force, in 2011, the

city's rural labor force participated in vocational technical training were 8,500 people, up 6.25% comparing to the previous year, and a total of 5 phases of "agritainment" courses were held training more than 600 people, which achieved good social and economic benefits. [4]73

III. ESTABLISH AN IDENTIFICATION INDEX SYSTEM FOR THE TOURISM-TARGETED POVERTY ALLEVIATION

The tourism accurate identification system was first proposed by domestic scholar Den Xiaohai in his doctoral dissertation. [1]95 Based on the predecessor's research results, this paper sets up the tourism targeted poverty alleviation as:

regional tourism development condition identification, development project identification and target crowd identification. The development conditions can be identified from four aspects: local resource conditions, market conditions, supporting facilities conditions and policy conditions; the development project can be identified from three aspects of the project: adaptability, helpfulness to the poor and comprehensive effectiveness; as for the target crowd identification, the market screening mechanism and the "willingness and ability" model proposed by Deng Xiaohai scholar can be adopted to identify the impoverished people and non-impoverished people as well as the "supportable people" of tourism poverty alleviation as shown in "Fig. 1".

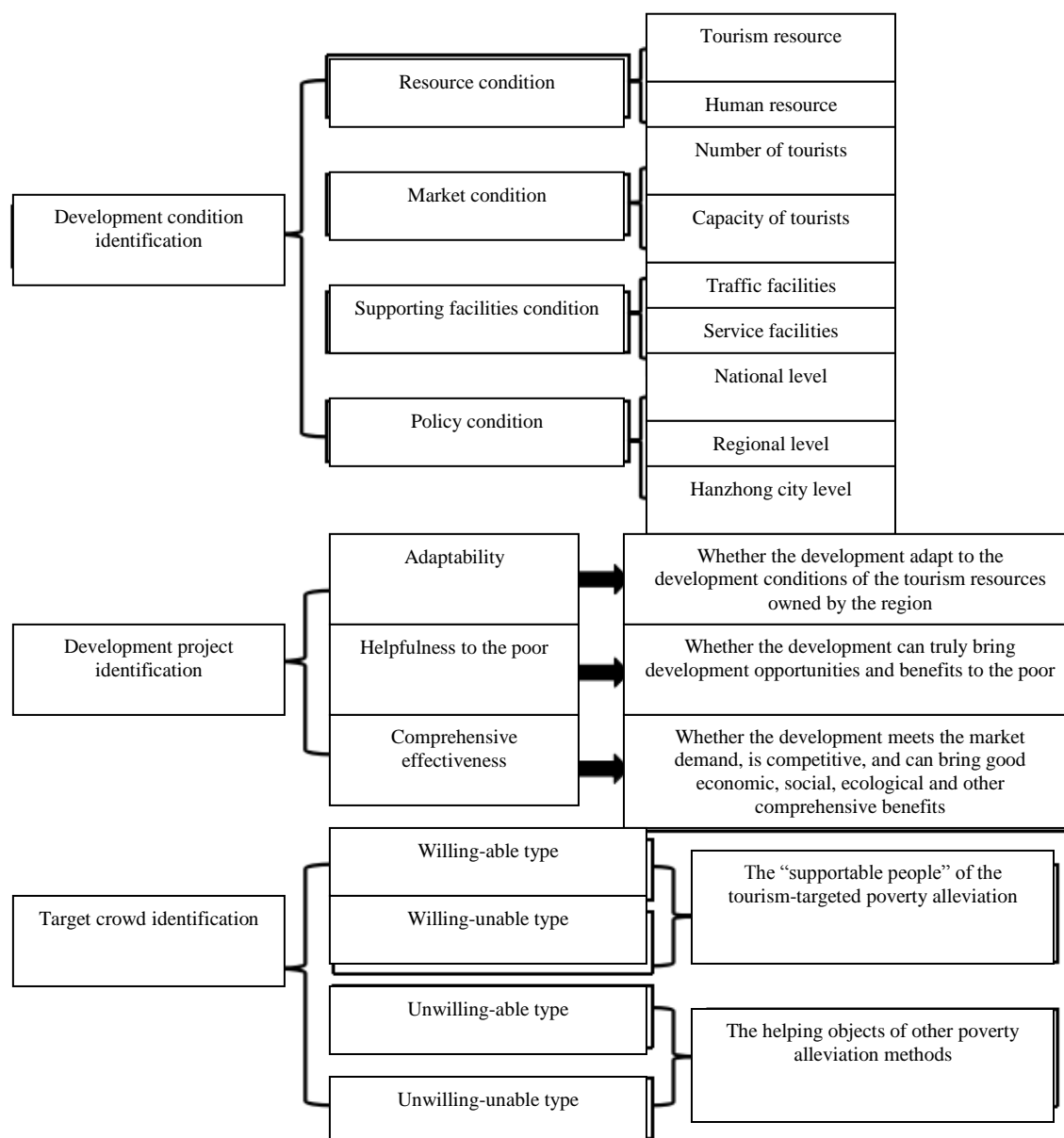


Fig. 1. Chart of tourism-targeted poverty alleviation identification index system.

IV. A CASE ANALYSIS ON THE TOURISM-TARGETED POVERTY ALLEVIATION IDENTIFICATION OF HANZHONG CITY

A. Development Condition Identification

1) *Resource condition*: In terms of tourism resources, the Hanzhong area is an important ecological function area in China, which is rich in rare animal and plant resources, with the total conservative plant species accounting for 66% of the 45 species of national conservative plants in the whole province. At present, there are 8 national nature reserves, 3 national water conservancy scenic spots, 4 national forest parks, 2 provincial forest parks and 7 provincial scenic areas. Moreover, the scenic spots and historical sites throughout the city constitute a systematic and complete cultural landscape. The whole city has 1 world cultural heritage site, 19 national cultural relic protection sites and 67 provincial cultural relic protection sites, forming a cultural tourism group represented by Zhan Qian's Tomb and Qin-Shu Ancient Road.

In terms of human resources, tourism professionals and service management talents are severely lacking. At present, the only comprehensive university in Hanzhong city, Shaanxi University of Technology, has a tourism management major, in addition, Hanzhong Vocational and Technical Institute has a hotel management major, however, due to the short time of the opening of the majors and lack of teachers, etc, the training is mainly focused on the tour guide and hotel direction, lacking necessary professional direction of tourism planning and development, and the personnel management in most scenic areas is relatively backward, lack of necessary talent introduction mechanism and competition mechanism. Professional management personnel are severely lacking, and the personnel overall management quality and management level are relatively backward.

2) *Market conditions*: The tourist market in Hanzhong city is extensive, and with the improvement of people's living standard, most of the travel agencies in the province have seen a significant increase in the number of visitors to Hanzhong. The visitors are mainly from the places such as Xi'an, Xianyang, Weinan, Yanan and Yulin, etc, meanwhile, the visitors from Chongqing, Sichuan, Shanxi, Hubei and Henan and other places have also been increasing year by year. According to the tourism statistics of Hanzhong city: in 2015, the total number of visitors was 29,151,000, with an average annual growth rate of 13.1%; the per capita duration of stay of tourists is 1.5 days, and the per capita travel consumption is 524.3 yuan, with an average annual growth rate of 4.82%. From 2008 to 2015, the number of tourist receptions and tourism revenue in Hanzhong city grew rapidly at an annual growth rate of more than 10%. [5] In 2017, the number of tourists that Hanzhong city received during the Qingming Festival was 201,200,000, with a year-on-year growth of 18.28%, second only to the number of the tourists in the province capital Xi'an, the consolidated revenue was 886 million yuan, up 35.89% year on year; [6] During the May Day Holiday, the total number of tourists of Hanzhong city

was 1,991,900, up 10% year on year, and the tourism revenue reached 994 million yuan, up 17.8% year on year; sales of commodities reached 538 million yuan, up 13.8% year on year, of which the retail sales of commodities was 472 million yuan, up 13.6% year on year, and the catering revenue was 66 million yuan, up 16.6% year on year. [7] During the National Day Golden Week, the total number of tourists that the city received was 5,252,800, and the tourism revenue reached 2,794 million yuan, with a year-on-year growth of 18.2% and 31% respectively.

3) *Supporting facilities conditions*: In terms of railway, there are Xi'an-Chengdu Passenger Special Railway, Yangpingguan-Ankang Railway and Baoji-Chengdu Railway, and after the completion of Xi'an-Chengdu High Speed Railway, Hanzhong will be included into the Xi'an-Chengdu 2-hour economic circle. In terms of highway, the national highways 108, 210 and 316 run through the whole area, and the Xi'an-Hanzhong highway, Shiyang-Tianshui highway and Baoji-Bazhong highway will form the Hanzhong city highway loop line. In terms of airline, Hanzhong city already has Chenggu airport, moreover, the 13th five-year plan proposed to build Hanzhong-Liulin joint airport, which will open new airlines to major cities such as Beijing, Shanghai and Shenzhen, to build a great channel for air transport in Hanzhong. [9]

Relying on the main traffic lines and scenic spots, the integrated service facilities such as the parking lots, the star toilets, the environmental sanitation and fire control services are also being improved. Up to 2017, there are 235 tourism toilets in Hanzhong city, and for this reason, it is named "national advanced city of toilet revolution" by National tourism Administration. In terms of accommodation, the city of Hanzhong has formed a comprehensive accommodation reception of star hotels, economic hotels and farmyard, which can not only meet the demands of the luxurious accommodation of the high consumption group, but also meet the economic accommodation demand of the general public, in addition, the farmyard with independent characteristics also caters to the needs of the people in the leisure time to pursue the personal comfort. The city's tourist information service center has been built, the big data center and the intelligent tourism platform have been put into trial operation, and the level of tourism information management services has been continuously improved.

4) *Policy conditions*: The policy of targeted poverty alleviation in Hanzhong city includes three levels of the Nation-Qin-Ba Mountain Area-Hanzhong city. At the national level, the State Council under the Central Committee of the Communist Party of China issued the China's Rural Poverty Alleviation and Development Program (2011-2020), the Implementation Opinions on Encouraging and Guiding Private Capital Investment in Tourism and the Several Opinions of Promoting the Reform and Development of Tourism. At the Qin-Ba Mountain Area level, in May, 2012, the State Council approved the Regional Development and Poverty Alleviation Crucial Plan of Qin-Ba Mountain Area

(2011-2020), in Jan. 2013, the implementation of the regional development and poverty alleviation crucial plan in China's concentrated and contiguous destitute areas has been fully launched. At the Hanzhong city level, the municipal party committee and the municipal government timely issued the documentations such as the Regional Development and Poverty Alleviation Crucial Plan of Qin-Ba Mountain Areas in Hanzhong City (2011-2020), the Implementation Suggestions on the Rural Poverty Alleviation and Development in Hanzhong City, the Carrying Out the Work-Division Scheme of the Implementation Opinions and Policy Measures and the Notice on the New Round of Poverty Alleviation Work under the Mode That One Government Department Unit Shall Be Responsible for One Village, etc. The municipal government of Hanzhong has adopted the "enlarging opening and attracting investment" policy to accelerate the development of tourism resources in Hanzhong city, and to promote the development of the tourism industry so as to make it become the pillar industry of economic development in Hanzhong as soon as possible.

B. Project Identification

Regarding the identification of tourism development projects, this paper draws on the RHB strategy of tourism poverty alleviation developed by Li Yongwen and Chen Yuying in the article. The strategy emphasizes that the tourism poverty alleviation should be integrated with Resources, Humanity and Benefit. Therefore, this paper identifies the projects from three aspects: the adaptability, the helpfulness to the poor and the comprehensive effectiveness of the projects.

In the selection of the tourism development projects in Hanzhong city, the adaptability, the helpfulness to the poor and the comprehensive effectiveness of the projects are fully taken into account. For instance: Qingshui Town of Zhenba County, by making full use of the advantages of Miao culture and natural resources and adopting the mode of "tourism + poverty alleviation", constantly speeds up the development of rural cultural tourism and successfully constructed the only Miao culture theme gallery in northwest China. By drawing on local materials and adjusting measures to local conditions, the project has developed a number of tourist attractions such as the Couple Tree, Leijia Stockaded village and Hu's Manor, etc, and by energetically developing the catering and lodging industry, the local poor people are provided with an opportunity to start their own business and become rich. In particular, some villagers have turned their houses into special restaurants or family hotels, taking in more tourists and extending their stay, which makes the villagers actually feed on the "tourism" and make a fortune out of the "tourism". Since 2017, a total of 12,000 tourists have been received, with total tourism revenue of 2.6 million yuan, which has injected new impetus into the development of the town. [11] The project organically integrates cultural experience, ecological tourism, leisure wellness and healthy diet, forming a "tourism package", which fully reflects the adaptability, the helpfulness to the poor and the comprehensive effectiveness of this project.

C. Target Crowd Identification

In terms of the target crowd identification, the "willingness-ability" model can be used to identify the "people who can be supported" of the tourism poverty alleviation.

The model divides the poor people into four categories: willing-able type, willing-unable type, unwilling-able type and unwilling-unable type. As a "blood production type" poverty alleviation mode, the threshold of tourism poverty alleviation is relatively high, which needs the poor people to have corresponding conditions including funds, knowledge, skills and so on. In the actual process of tourism poverty alleviation, the Hanzhong municipal government always adheres to the people-oriented principle and the "one door one policy" helping strategy.

For the "willing-able type" poor people, they can get benefit only if they are provided with the opportunity and right to participate into the tourism poverty alleviation. For instance, the Hanzhong municipal government encourages local residents to start their own businesses such as featured snack shops, agritainments, Eco-hotels, artisanal jewelry stores, picking gardens and so on.

For the "willing-unable type" poor people, targeted "help" need to be carried out in accordance with their needs such as funds, knowledge and skills, etc, to improve their ability to participate in the tourism development, in the meantime, the opportunity and right to participate into the tourism development should be provided to them to promote their revenue and development opportunities through participating in the tourism operating services. For example, financial institutions shall increase financing for tourism enterprises; the targeted, effective and practical tourism theme knowledge lectures shall be organized regularly so as to improve the tourism service skills of the local residents.

For the "unwilling-able type" and "unwilling-unable type" poor people, the Hanzhong municipal government provides them with other forms of poverty alleviations such as agricultural poverty alleviation, technological poverty alleviation and educational poverty alleviation. Up to 2017, in Hanzhong city, the organizations such as Jiansu Chamber of Commerce and some enterprises donated more than 1 million yuan used for the renovation of dilapidated buildings, infrastructure construction as well as educational and medical aid.

V. CONCLUSION

In the practice of tourism poverty alleviation, accurate identification is the premise of accurate help and accurate management. Therefore, to strengthen the case studies on the accurate identification of tourism poverty alleviation is of great practical significance to the improvement of the efficiency of the tourism poverty alleviation as well as the actual realization of the goal of tourism poverty alleviation. This paper takes Hanzhong city of Qin-Ba Mountain Areas in southern Shaanxi province as an example, through drawing on the tourism targeted poverty alleviation identification system established by scholars, carries out a case study on the tourism targeted poverty alleviation identification of Hanzhong city. The main

conclusions include: in terms of development conditions, Hanzhong city has abundant natural tourism resources and cultural tourism resources, but its tourism human resources, especially tourism professionals, are severely lacking; the surrounding guest source is adequate and the supporting infrastructure is perfect; the selection of tourism projects fully adheres to the project's adaptability, the helpfulness to the poor and the comprehensive effectiveness; the selection of the target crowd draws on the "willingness – ability" model to identifies the "supportable people" of tourism poverty alleviation, and always adheres to the "one door one policy" helping strategy.

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