

Research on Characteristics and Optimization of Rural Tourism Industry Chain under the Background of Tourism Poverty Alleviation

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Abstract. The rural tourism industry chain under the background of tourism poverty alleviation has special characteristics. Its development needs to emphasize the poverty alleviation effect. The poverty alleviation tourism industry chain fails to effectively realize the integration of regional resources, which is the reason of why the tourism poverty alleviation strategy implemented in most regions. Based on the relevant concepts, combined with the nature of poverty alleviation tourism, this paper analyzes the characteristics of rural tourism industry chain under the background of poverty alleviation, clarifies the relationship between rural tourism poverty alleviation and rural tourism industry chain, and combines the connotation of poverty alleviation tourism industry chain optimization. The overall optimization of rural tourism industry chain under the background of tourism poverty alleviation is put forward.

Introduction

In 2020, China will build a well-off society in an all-round way. However, there are still 70.17 million poor people. By guiding and supporting the development of tourism in poverty-stricken areas, about 12 million poor people will be lifted out of poverty, and about 17% of the country's poor will be lifted out of poverty. Tourism poverty alleviation has become one of the most important ways to fight poverty in the world. In recent years, the benefits of poverty alleviation in China's tourism poverty alleviation have not been significantly improved, leading to the deviation of tourism poverty alleviation goals and poor poverty alleviation, which has constrained the inherent effectiveness of tourism poverty alleviation. The failure of the poverty alleviation tourism industry chain to effectively realize the integration of regional resources is a deep-seated reason for the ineffective implementation of the tourism poverty alleviation strategy implemented in most regions. Therefore, it is imperative to conduct in-depth research on tourism poverty alleviation from the perspective of rural tourism industry chain, and it is of great significance to let the rural poor people participate in the industrial chain to achieve real poverty alleviation.

Tourism Poverty Alleviation and Rural Tourism Industry Chain

The essence of tourism poverty alleviation. The essence of tourism poverty alleviation is to combine tourism with poverty alleviation. In the poverty-stricken areas with good tourism resources endowment[1], through the development of tourism, promote the optimization of regional industrial structure, economic and social development, and improvement of living environment, and promote the employment and income of the poor, and finally achieve Tourism development and poverty alleviation.

First, Tourism is a means of poverty alleviation. Therefore, tourism development is the prerequisite for the realization of poverty alleviation goals. Without tourism development, tourism poverty alleviation cannot be discussed. In this sense, not all poverty-stricken areas can implement tourism poverty alleviation, and rural tourism poverty alleviation is only suitable for poverty-stricken areas with high resource endowments.

Second, Poverty-stricken areas and poverty-stricken people are the targets of poverty alleviation for tourism. It takes the benefit and development of the poor as the starting point and destination. Emphasize that the poor can derive economic, social, cultural and environmental benefits from

tourism. The development of the tourism industry must closely focus on poverty alleviation and achieve "helping people, supporting the industry and supporting the environment." Helping people, mainly to help the poor, should improve the participation of the poor and expand the participation of the poor, and ensure that the poor actually benefit from tourism development. Supporting the industry mainly means setting up tourism economic entities and increasing the area[2]. The vitality of economic development; on the one hand, it is to promote the optimization of regional industrial structure and create a good environment for economic development through the development of tourism industry, and on the other hand, to promote the improvement of community living environment through tourism redistribution[3].

The concept of rural tourism poverty alleviation. Through literature review and practical exploration, based on the discussion of the nature of tourism poverty alleviation, combined with Ding Huanfeng and others, this paper defines rural poverty alleviation as: poor rural areas use their rich tourism resources to open rural tourism economic entities[4], making tourism become Rural pillar industries or leading industries will eventually achieve poverty alleviation for poor households, poor people and village collectives[5].

Characteristics of the industry chain. Based on the views of various scholars, this paper believes that the industrial chain has the following basic characteristics: First, The industrial chain is a complete system, which is the whole of value-added. The more complete the industrial chain, the easier it is to realize value-added. Second, The industrial chain is based on products and technologies. A chain formed by contacting the upper and lower associations. Third, Industry chain has industry leapfrogging, and enterprises in various industries must have strong correlation, and the strength of relevance directly affects the stability of the industrial chain and the efficiency of resource allocation. The fourth ,Core enterprises are the chain of the industry chain. The role in the formation and development of the industrial chain plays an important role. The fifth,The formation of the industrial chain depends on the mutual cooperation between the business entities in different industrial sectors.

The connotation of the rural tourism industry chain. Re-examine the characteristics of rural tourism and industrial chain, combined with the existing researches on the concept of tourism industry chain by different scholars, this paper defines the rural tourism industry chain as: a competitive rural tourism enterprise with the focus on the production and sales of rural tourism products. Nuclear, the dynamic relationship of the industry formed by the related enterprises or business entities involved in tourism consumption such as food, housing, travel, tourism, purchase, entertainment, etc., belonging to different industrial types.

Specifically, we can understand the connotation of the rural tourism industry chain from the following characteristics: First, The rural tourism industry chain must be oriented to the needs of rural tourists and cannot be deviated. Second, The rural tourism industry chain involves the development of rural tourism resources to the consumption of rural tourism products. The whole process. Third, Rural tourism industry chain with competitive rural tourism enterprises as the core, integrate other business entities to achieve optimal allocation of resources, this core enterprise can be scenic spots, travel agencies or tourism developers. The fourth ,The development of dependence on agriculture and rural areas makes its industry more relevant, more embodied in the organic integration of "tourism + various industries", and the industrial-level relationship between the upstream and downstream of the industrial chain is more blurred. The fifth is formation of rural tourism industry chain industrial linkage relationship is dynamic, not fixed and necessary. It can be based on rural resource endowment, rural tourism development stage and other actual conditions to create the optimal rural tourism industry chain.

Characteristics of Rural Tourism Industry Chain under the Background of Tourism Poverty Alleviation

Emphasize the driving ability of the core subject. The main way to help the poor in tourism is to start a tourism economic entity. Although research shows that small-scale family-owned enterprises play a significant role in tourism poverty alleviation, they are limited to self-help tourism poverty

alleviation models, and are not suitable for the whole village-driven rural tourism poverty alleviation development. The specific performance is that the market development ability of small enterprises is poor, brand awareness is weak, resulting in insufficient tourism poverty alleviation; lack of professional talents and funds to expand reproduction, restricting the depth of tourism poverty alleviation; chaotic enterprise management, non-standard services, hindering the tourism industry chain Extension and expansion.

Therefore, cultivating competitive rural tourism poverty alleviation core enterprises and exerting their advantages in resource (tourism resources, capital, manpower, etc.) integration, market operation, and standardization management are not only the needs of industrial chain development, but also the poverty alleviation of rural tourism. key[6].

Emphasis on strong value creation. The premise of tourism to achieve poverty alleviation is that the development of tourism industry can bring benefits. If the tourism industry chain can not create value, tourism poverty alleviation will not be discussed. The efficient development of rural tourism poverty alleviation also depends on the strength of the value creation ability of the rural tourism industry chain. The value created by the tourism industry chain depends on resources, whether it depends on the market, whether tourism products or activities are special, and in line with market demand, whether it can attract high-quality source market groups and create value for the rural tourism industry chain[7]. Ability is crucial. At the same time, whether the tourism factor enterprises such as food, housing, travel, tourism, shopping and entertainment in the rural tourism industry chain are complete, whether the proportion of enterprises with high value-added industrial factors is outstanding, whether there are shortages in the middle and lower reaches of the industrial chain, and whether the cooperation of node enterprises is in place, Directly affect the amount of value that the industry chain can create.

Emphasis on good value distribution. The ultimate goal of rural tourism poverty alleviation is to achieve poverty alleviation among poor villages, poor households and poor people. Therefore, The localization of the rural tourism industry chain is the prerequisite for the realization of its good value distribution function. The localization of the rural tourism industry chain is to use local labor and agricultural and sideline products as much as possible to produce tourism products, so that the value of the industrial chain can be kept at the local level to the maximum extent and achieve poverty alleviation. The poor people participate in employment, integrate into the development of the rural tourism industry chain, and become a supplier of a certain link in the industrial chain, such as upstream agricultural product suppliers and mid-stream catering service personnel. It is an effective means of accurately distributing the value of the rural tourism industry chain, and its participation rate, participation ability and participation mode will affect the effect of industrial chain value distribution.

Emphasis on cross-domain resource integration in the industry chain. Tourism poverty alleviation is a cross-industry, cross-sectoral and inter-regional systematic project. The extension and expansion of the rural tourism industry chain under the background of poverty alleviation is inseparable from the integration and cooperation between the rural tourism industry and related industries, departments and regions. Rural tourism development is originally a synergy between the tourism industry and the agricultural industry, agricultural product processing industry, and rural characteristic culture. Secondly, the industrial integration of rural tourism and sports, performing arts and information is the innovation of rural tourism, product upgrading, and industrial chain value. Important measures for value-added; tourism poverty alleviation involves a number of government management departments and entities, including the tourism sector, poverty alleviation departments, agricultural departments, environmental protection departments, etc., relying on various departments

Single-handedness can't be completed. Only by forming an inter-departmental cooperation situation can we promote the efficient promotion of rural tourism poverty alleviation; the rural tourism industry chain extends and expands across regions, mainly reflected in the integration and utilization of regional tourism resources and regional mature tourism markets. The rural tourism industry chain will further improve and enhance the external advantage environment.

The Overall Optimization of Rural Tourism Industry Chain under the Background of Tourism Poverty Alleviation

Improve the driving ability of the core subject. First, we must improve the macro-control and management capabilities of governments at all levels, especially the local government, and play an important role in tourism planning, infrastructure construction of poor village tourism, ensuring the participation of poor people and the standardized development of the industrial chain. Second, we must cultivate and develop a group of competitive core enterprises and wealth-rich leaders to play their central role in the formation and development of the industrial chain. Third, we must mobilize the enthusiasm of the two committees of the village, focus on giving play to the leading role of party members and cadres, and guide poor villagers to help themselves in poverty and ensure the tangible benefits of the poor.

Improve the value creation ability of the industry chain. First, tourism poverty alleviation must carefully select the dominant direction of the development of rural tourism industry according to the characteristics of resources in the region and the characteristics of the needs of the source market, and produce unique and marketable tourism products to attract consumption. Second, we must improve the factor structure of tourism products such as eating, living, traveling, and entertainment[8]. In particular, we must increase the proportion of enterprises with high value-added industrial chain factors such as housing and entertainment, and increase the added value of products. The third is to pay attention to the vertical extension and expansion of the industrial chain, improve the production of tourism products and the sales of tourism products, and build a complete tourism industry chain. The fourth is to promote mutual cooperation and cooperation between enterprises and business entities in the industrial chain, and to play the synergy effect of $1+1>2$.

Enhance the value distribution function of the industrial chain. First, we must improve the localization of the rural tourism industry chain, try to use local labor and agricultural and sideline products to produce tourism products, cultivate local tourism enterprises and business entities, and at the same time reduce the intermediate links in the sales of tourism products, and build a direct confrontation with the source market. The sales network keeps the value of the industrial chain to the maximum extent possible. Second, through training and technology[9], capital, policy support, etc., to enhance the participation of the poor, enrich the participation of the poor, and encourage more poor people to participate in the industrial chain value distribution through tourism, participation in employment, housing leasing and other means. So that it can get more travel revenue.

Improve the degree of cross-domain resource integration in the industry chain. First, we must focus on strengthening the deep interaction and integration of the rural tourism industry with agriculture, cultural performing arts, sports and other industries, promoting the upgrading of rural tourism, enriching and innovating the types of tourism products, and strengthening the integration of rural tourism and information technology, and developing tourism e-commerce[10]. Speed up the construction of rural scenic spots. Second, we must integrate the policies and resources of relevant departments with the concept of "big tourism", combine tourism poverty alleviation with other forms of poverty alleviation, so that policies and funds of various departments can form synergies to maximize utility, and at the same time, clarify the responsibilities of various departments. The implementation of tourism poverty alleviation work will be implemented to form an inter-departmental cooperation situation. Third, we must establish a cross-regional tourism poverty alleviation cooperation mechanism, and promote the promotion of the rural tourism industry chain through the integration and development of similar rural tourist spots and the cooperation with other hot tourist attractions around the city.

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