

Research on Improving the Benefits of Tourism Poverty Alleviation in Southwestern Ethnic Region

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Abstract. Tourism poverty alleviation is an important measure and means for promoting poverty alleviation in Southwestern ethnic region. In the process of tourism poverty alleviation, there are some issues, such as shortage of the funds for poverty alleviation projects, "tourist enclave" effect, insufficient attention paid to the participating poverty population, and shortage of professional talents in tourism poverty alleviation. It is necessary to enhance the tourism poverty alleviation by giving full play to the government's leading role in tourism poverty alleviation, building a multi-subject and multi-channel financing system, building a complete local tourism poverty alleviation industry chain, enhancing villagers' awareness and capability to participate in tourism poverty alleviation, innovating the training mechanism of tourism professionals, and optimizing the profiting pattern of poverty population.

Keywords: Southwestern Ethnic Region, Tourism Poverty Alleviation Benefit, Benefits.

1. Introduction

Based on the constraints of ecological functions and the characteristics of regional resources, the development of tourism industry is an important approach to promote poverty alleviation work in Southwestern ethnic region, and local governments have also taken the development of tourism industry as an important measure for poverty alleviation and development in the poverty alleviation practices for many years. In this process, some problems have gradually emerged, such as shortage of funds for poverty alleviation projects, "tourist enclave" effect and insufficient participation of poverty population. Based on the concerns of the above issues, the research team has conducted home surveys and interviews within 10 villages, 5 towns, 5 districts (counties) of Wulingshan Chongqing, trying to carry out in-depth analysis of the problems existing in the process of tourism poverty alleviation, and provide policy recommendations for better achievement of poverty alleviation goals.

2. Basic Situation of Tourism Poverty Alleviation in Southwestern Ethnic Region

2.1 Various Models Presenting in the Tourism Poverty Alleviation in Southwestern Ethnic Region

Due to the differences in resource endowments and conditions within Southwestern ethnic region, especially the differences in economic, social and policy conditions for the implementation of tourist poverty alleviation, the following several models have emerged, i.e. "agriculture & tourism" model, "scenic spot assistance" model, "relocation & settlement" model, "government support" model and "the people getting rich first to help the poor" model.

2.2 Remarkable Results Achieved in Tourism Poverty Alleviation in Southwestern Ethnic Region

Tourism poverty alleviation in Southwestern ethnic region has promoted the transformation and upgrading of regional industrial structure, and tourism poverty alleviation has become an important key for regional revitalization and development. After a period of vigorous development of tourism, the tourism industry has become the leading industry or even pillar industry of most provinces, cities

and counties in Southwest region. At the same time, tourism poverty alleviation has become an important strategy of "revitalizing provinces, counties and villages". The development of tourism has driven the increase of GDP and fiscal revenues in Southwestern ethnic region, promoted the optimization and adjustment of regional industrial structure, accelerated the pace of poverty alleviation in poverty-stricken areas and of poverty population, and changed people's ideas and concepts in poverty-stricken areas.

2.3 Successful Experiences of Tourism Poverty Alleviation in Southwest Ethnic Region

By summarizing the successful experiences of tourism poverty alleviation in Southwestern ethnic region, it is found that, a pacesetter having the spirit of pioneering and dedication is an important condition for achieving results in tourism poverty alleviation, tourism development in combination with local characteristics is the core condition for tourism poverty alleviation, operating in accordance with the laws of tourism economy is the basic condition for achieving results in tourism poverty alleviation, giving play to the linkage and driving role of tourism industry is an essential condition for achieving results in tourism poverty alleviation, strengthening horizontal integration and seeking government support are guarantee conditions for achieving results in tourism poverty alleviation, and solving the accessibility problem of scenic spots is the basic condition for achieving results in tourism poverty alleviation.

3. Problems Existing in Tourism Poverty Alleviation in Southwestern Ethnic Region

A lot of efforts with regional characteristics have been made in tourism poverty alleviation and development in Southwestern ethnic region, and the trend of vigorous development has emerged. However, in the field investigation, we have also found that there are still some problems in tourism poverty alleviation, mainly manifested in the following aspects:

3.1 Lack of Funds for Tourism Poverty Alleviation Projects

As an underdeveloped region, the Southwestern ethnic region is short of local financial funds, has limited social financing channels and is seriously lack of funds for tourism poverty alleviation. The main manifestations include lack of start-up funds in tourism development, low level and single form of development and utilization in tourism resources. Due to insufficient follow-up investment funds, some previously-developed tourism poverty alleviation projects are encountered with interruptions in tourism development, and it is difficult to attract tourists to re-consume and meet visitors' constantly-updated consumer demands. Moreover, there is also seriously shortage of funds for supporting infrastructure of scenic spots, such as construction, maintenance and publicity of transportation, greening and scenic spots, etc.

3.2 Obvious Homogenization of Tourism Poverty Alleviation Projects

In some areas, tourism poverty alleviation projects are hastily launched without carrying out detailed investigation, rigorous argumentation or market research and analysis during the early stage. As a result, duplication of projects, repeated low-level construction, singleness in the design of tourism products, and "the same features in one thousand villages". In the poverty-stricken areas of ethnic minorities, there is a widespread existence of such phenomena as lack of attention paid to development, weak development capability and poor product quality in poverty-stricken areas of ethnic minorities.

3.3 Insufficient Publicity of Tourism Products

In the tourism poverty alleviation in southwest ethnic region, scenic spots and hardware construction are emphasized, while the market promotion and publicity of scenic spots are not appreciated. The results are manifested in such aspects as that the reputation of scenic spots is not high, images of scenic spots fail to win support among the people, the enthusiasm of tourists to travel

cannot be fully stimulated, there are fewer funds invested in tourism promotion, the promotion strength is insignificant, and the overall image of publicity is not clarified and vivid. In addition, the development, construction, promotion and comprehensive service network of trans-provincial and cross-regional tourism projects have not been formed, and there is a lack of a uniform and good promotional atmosphere for the development, processing and sales of tourism products and competitive products. For these reasons, there is difficulty in developing the overall image, long-lasting sensational effect and halo effect in major scenic areas, which has also brought adverse effects to the development and utilization of scenic spot development and utilization.

3.4 "Tourist Enclave" Has Affected the Effects of Poverty Alleviation

In some places, although the development of tourism projects relies on local tourism resources and land, yet the local industries such as plantation, breeding and processing within poverty alleviation areas are still unable to meet the needs of rural tourism development, and the association and integration between the tourism industry and other local industries are insufficient, thus causing supply of tourists' needs for food, housing, transportation, purchase and entertainment be outsourced, tourism development be isolated from the economic system of poverty alleviation areas, "tourist enclaves" exist in some areas, and the performance of poverty alleviation be affected.

3.5 Insufficient Attention Paid to the Participation of Poverty Population

Tourism poverty alleviation in Southwestern ethnic region is still in its infancy stage, and it has not had a set of complete and practical poverty alleviation mechanism with poverty-stricken peasants taken as the main body. At the same time, due to the influence of internal factors such as self-capability, self-quality, mastery of information resources and social experiences, the ability of peasants to participate in tourism poverty alleviation projects is relatively weak, and the extent of peasants' participation in tourism poverty alleviation is still relatively low. In the process of tourism poverty alleviation, improvements in local government's revenues and regional economic conditions have been taken as major targets in quite a few areas, while the benefits of poor population are not valued, or even marginalized and become by-products, and the benefits gained in poverty-stricken areas have crowded out the benefits to be gained by poverty population, or there are the phenomenon in which the targets are replaced and the growth of regional economy is equated with the benefits of poverty population, which also largely deprives the poor population of some opportunities for gaining benefits and make the poor population squeezed out of the beneficiaries. Such kind of problems has arisen in many areas and cannot be ignored.

3.6 Shortage of Professional Talents in Tourism Poverty Alleviation

Professional talents with relevant knowledge and technology are important conditions for achieving good performance in tourism poverty alleviation. Southwestern ethnic region is very lacking in such talents, and it is also difficult to introduce and retain talents for a long time. The manifestations mainly include no talents who understand tourism planning & marketing, operation and management in village tourism destination, no tourism-majored graduates who have received formal training, shortage of professional tour guides, relatively low cultural level and lack of relevant business skills among villagers who participate in tourism management and reception services, no professional knowledge of tourism management and services, basically no mastery of professional knowledge in tourism management and services, and weak business management ability.

4. Policy Suggestions on Optimizing the Effect of Tourism Poverty Alleviation in Southwestern Ethnic Region

4.1 To Give Full Play to the Government's Leading Role in Tourism Poverty Alleviation

The government should change its ideas and concepts, unify its understanding and actions, fully recognize the significance of developing tourism for regional poverty alleviation, establish a scientific

planning mechanism for tourism development, get done with tourism development planning and demonstration of tourism development projects on the basis of organizing meticulous preliminary investigation and study of tourism development, formulate and implement a series of specific policies and measures for tourism poverty alleviation in combination with actual situations of the region and feelings of the people, intensify policy support, such as establishing a special loan mechanism for tourism poverty alleviation, a subsidy policy for construction of tourism infrastructure, and a policy for guaranteeing employment opportunities for poverty population, divide and define the responsibilities and powers of relevant authorities in a scientific manner, and coordinate the relations among various authorities.

4.2 To Construct a Complete and Localized Industry Chain of Tourism Poverty Alleviation

The following measures should be taken: to establish, perfect and coordinate the benefits distribution mechanism for all relevant subjects; to place the interests of local peasant households especially poor peasants at the core position; to vigorously expand the market for tourism poverty alleviation; to fully utilize the wide-ranging and highly associative characteristics of tourism industry; to develop and utilize local resources and labor forces to the greatest extent; to realize the win-win cooperation between specialized households involved in plantation, breeding, processing, demonstration and other rural tourism operators; to extend the development of related industries with local characteristics such as aquaculture, catering & hotel management, agricultural and sideline products processing and sales, and transportation; to construct a complete and localized industry chain for tourism poverty alleviation and development; to achieve the interaction and mutual benefit of "tourism and agriculture"; to avoid the phenomena of "tourism isolated island" and "tourism enclave"; to improve the integrated benefits of tourism poverty alleviation.

4.3 To Continuously Improve the Management Level of Tourism Poverty Alleviation Enterprises

The following measures should be taken: to strengthen the guidance of standardized operations among tourism enterprises; to build and improve the local tourism industry chain; to intensify the management in all aspects of tourism; to enhance the management level; to reinforce the marketing ability; to strengthen the cooperation with TV, radio, website, newspapers and other media; to make use of these strong publicity advantages of these media platforms to open up special columns and focus on the promotion of tourism poverty alleviation; to fully utilize the Internet; to develop smart tourism; to constantly improve the levels of tourism management, services and marketing; to accelerate the construction and improvement of tourism destination management system; to actively launch online tourism services such as network marketing & booking; to improve the informatization level of tourism development.

4.4 To Enhance the Awareness and Ability of Participating in Tourism Poverty Alleviation among Villagers

The insufficient awareness and ability of participating in tourism poverty alleviation is an important factor restricting the participation of poor population from Southwestern ethnic region in tourism development and profits-gaining opportunities. In this case, it is necessary to strengthen training and education for poverty population, conduct vocational skills training and technical exchanges, including various forms of tourism training, Mandarin training, service skills training, food & beverage hygiene training, and enhance their cultural quality, skill level and ideological awareness in an all-round way through the establishment of special tourism education funds and earmarked funds for basic education in distressed communities.

4.5 To Construct Multi-subject and Multi-channel Financing System

The following measures should be taken: to establish an innovative financing system and mechanism; to set up a government-led common benefit community of tourism poverty alleviation for the creation of good investment environment and conditions by way of collusion, co-construction,

co-existence, co-governance and sharing; to guide and encourage various forces to actively invest; to constantly explore and broaden investment channels by means of mobilizing various positive factors in many aspects; to form a market-led multi-channel multi-modal tourism development funds-raising system for the solution of difficulty in shortage of funds for tourism poverty alleviation and development within poverty-stricken areas.

4.6 To Innovate the Training Mechanism of Tourism Professional Talents

It is necessary to establish a regular multi-form multi-level multi-content on-the-job tourism talent training mechanism, including: 1. to build a multi-sectoral multi-subject joint-cultivating tourism talent system; 2. to actively use a “Volunteer Service Western Program for College Students” and a “Three Supports and One Support” program to recruit volunteers from colleges and universities related to tourism and other related majors; 3. to increase the inputs of local colleges and vocational colleges in tourism talents cultivation according to the needs of the local tourism industry and market; 4. to strengthen internal education and external study, arrange tourism practitioners to mature tourist sites for on-site visits and training, utilize online video lectures, distance online education, community library and cultural activity room, and conduct basic training in rural tourism, basic skills, Mandarin and foreign languages among villagers to improve the overall quality of residents in the tourist areas; and 5. to take measures such as cadres working in field practice with their posts retained, job rotation and pairing assistance to improve the management level, operational capability and professional service skills among tourism managers, operators and general practitioners.

4.7 To Optimize a Benefit Gaining Model of Poor Population

4.7.1 To Construct a Precision Tourism Poverty Alleviation Model Featured with True Poverty Alleviation and Helping Those True Poor Population

The following measures should be taken: to target poverty-stricken areas and poor population, provide assistances to villages and households, and achieve the “three precisions” poverty alleviation characterized by precise identification, assistance and poverty alleviation, including: 1. to improve and utilize the information management, and establish a poverty-stricken peasant household information system through the precise identification of poverty-stricken objects, for which, through surveys, it is possible to accurately understand and collect the detailed information of poor population in terms of their incomes, industries, employments, education, skills, housing, transportation, drinking water, etc., and conduct comprehensive analysis of poverty-stricken peasant households' information systems, so as to provide basis for the formulation and adjustment of poverty alleviation planning and policy measures, and enhance the forward-looking nature of poverty alleviation work; and 2. to reform and improve the screening mechanism for targets of tourism poverty alleviation, develop differentiated targeted support policies and assistance measures on household-by-village basis, explore effective support methods such as direct assistance, entrusted assistance and shareholding cooperation, provide assistance by gathering strength available, and enhance the pertinence, effectiveness and sustainability of poverty alleviation work.

4.7.2 To Construct a Tourism Poverty Alleviation Model Featured with Synergetic Development of Multiple Subjects

The following measures should be taken: to actively integrate multiple resources and build a tourism poverty alleviation model in which multiple subjects are coordinated; to start from the whole society, and take sustainable development as premise to emphasize the participation of poor population and facilitate the cooperation between participating entities (governments, enterprises and communities at all levels) and diversified authorities (environment, culture, transportation, science and technology, finance, etc.); to realize the interactions and synergies between various elements; to embody the dominance of government, the advantages of combining external support with independent development; to combine financial, market, management, technology and policy supports in all aspects; to enhance the functions of tourism poverty alleviation.

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