

Research on the Path of Precision Poverty Alleviation of Rural Tourism

Xiaoling Hu^{1, 2}

¹College of Management, Wuhan Technology and Business University

² Hubei Business Development Center,
Wuhan, China

Abstract-From 1978 to the present, after several rounds of poverty alleviation attempts in China, focusing on various aspects from regional poverty to poverty alleviation, the poor population is the main target of poverty alleviation. In 2020, China will build a well-off society in an all-round way, and precision poverty alleviation will translate to common prosperity. Based on the current situation, the paper analyzes the connotation of precise poverty alleviation of rural tourism, shows experience and research finds from rural areas and explores the inspiration of rural tourism as well as poverty alleviation.

Keywords-rural tourism; precise poverty alleviation; path

I. INTRODUCTION

A. Research background

Poverty issues are found in both developed and developing countries. After the reform and opening up policy, China has undergone several rounds of poverty alleviation and development programs. Although the country has achieved remarkable results, the achievement is still distributed in the vast rural areas of the central and western areas, some poor areas even have not yet access to highways. This group of people belongs to the “tackling group” for poverty alleviation [1]. Most of the poverty-stricken areas in China are located in rural areas. Over the years, traffic has been underdeveloped, information has been blocked, and there has been less contact with the outside world. Poverty is still very serious. The saying “Those who live on a mountain live on a mountain live off the mountain, those who live near the water live off the water” has proved that the development of rural tourism has become the best way to get rid of poverty in poor areas. Through the development of rural tourism, poverty alleviation can be achieved in a short period of time, and the development of tourism has improved the local infrastructure. At the same time, the development of rural tourism has strengthened the connection between local people and the outside world. Various information and new facilities have been accepted by the masses, and the economy has shown some impacts in the poor areas. The tourism-wise areas with rich resources that are open for exploration play an important role for poverty alleviation.

B. Research significance

Theoretical significance: Tourism precision poverty

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alleviation is a tourism poverty alleviation under the guidance of the concept of precise poverty alleviation. For a long time, China's poverty alleviation only focused on economic development, and believed that the development of regional economy will drive the development of the poor. It is undeniable that there was a driving effect in the early stage of economic development. However, in the middle and recent periods, the driving effect has faded away, a stagnant state has been the obvious. Tourism precision poverty alleviation urges the poor groups to consider undertaking some poverty alleviation activities and attach importance to the study of “points.” Those activities were the findings collected from the micro-studies conducted on poor households, where commonality and individuality issues were detected, hence the need for exploration theories that are suitable for rural areas for carrying out an accurate poverty alleviation program in rural tourism [2]. Realistic significance: The poverty alleviation effect of rural tourism has been widely recognized in recent years. For a long time, China's poverty alleviation policy has paid more attention to “face” and its attention to “points” has been low, and even in some areas, the phenomenon of putting the cart before the horse has appeared. Precise poverty alleviation in rural tourism is a kind of “precise drip irrigation” poverty alleviation, promoting the integration of rural area first [3]; second and third are establishments of industries, then prospering the rural economy, and assisting the poor to get rid of poverty and getting rich. It has laid a solid foundation for building a well-off society in 2020.

C. Summary of tourism poverty alleviation research

Foreign tourism poverty alleviation research is a new field of work. At its initial stage, the British International Development Agency proposed the concept of Pro-Poor Tourism, which was the first time in the world to propose the link between tourism development and poverty alleviation. In the 1980s, tourism poverty alleviation research paid more attention to the benefit and development of the poor, such as ecological tourism and responsible tourism. During the 20 years of exploration and development, the positive role of tourism in creating jobs, increasing income, eradicating poverty, and creating a harmonious society has been widely recognized. Equally important, tourism poverty alleviation has been recognized by the whole world.

The impact of tourism development on the poor has become more obvious. For example, Caroline Ashley, Charlotte Boyd believes that the development of tourism can create employment opportunities, provide jobs for local poor residents, increase income, and prosper the development of commodity markets, which will help improve the living standards of poor residents. However, some studies have pointed out that if the regional GDP is over-reliant on tourism, it will lead to a lack of development opportunities for tourism substitute industries, and the real benefit space for the poor will be limited. For example, Taylor observed that if local economy is too dependent on tourism development, resulting in the loss of living space in the tourism substitute industry in Cook Island, the high degree of economic leakage, and the economic benefits of the poor have little effect. The positive impact of tourism on the environment is reflected in the development of tourism directly sustaining the improvement of the local transportation, medical care, education and other people's livelihood; the negative impact of tourism on the environment is reflected in the construction of tourism infrastructure, which will inevitably involve land acquisition and demolition as well as loss of lives of some farmers. As Wall remarked, a large amount of cultivated land was occupied to build tourism infrastructure, and a large amount of water was wasted, which led to the reduction of agricultural production, which seriously affected the lives of the local people [4]. Some studies have also shown that tourism development is conducive to the protection of local cultural relics and traditional villages.

For the contributive and beneficial study of the poor, Wilkinson believes that groups, organizations, and associations have no rigid rules for their loose organizational forms. Tourism has low requirements for cultural knowledge and technology, resulting in more people participating in tourism through groups and associations. K.Tourism pointed out that with the development of tourism, the progress of the times and the changes in people's ideological concepts, the form and participation of local residents in tourism will also change and become more diversified. Some studies have pointed out that the development of tourism can be conducive to the local employment of the disadvantaged groups and can guarantee the satisfaction of their basic life.

Domestic tourism poverty alleviation research has been crucially important. After the reform and opening-up policy in 1978, China's suburbs closer to cities relied on the rich local tourism resources focused on the urban tourist market, developing suburban tourism and promoting local economic development, which rapidly changed the intensity of poverty. However, that stage was mostly the outcome of spontaneous behavior of farmers, mainly led by local governments at all levels, where the local residents were passively involved. In 1991, the National Tourism Director proposed the so-called "Tourism for Poverty Alleviation" for the first time, which caused the National Tourism Administration and the State Council's Poverty Alleviation Office and other relevant departments to attach great importance to it and to study tourism poverty alleviation through high-profile, special conferences. The government deeply tapped on the potentiality of tourism as a tool of poverty alleviation. From

1991 to 1999, tourism poverty alleviation was recognized as an effective way to promote poverty alleviation in poverty-stricken areas. From 2000 to 2010, the state implemented the policy of developing the western region and created new development opportunities for tourism poverty alleviation.

D. Precision Poverty Alleviation Research

Concentration on precision poverty alleviation became remarkable. In 2013, Xi Jinping first proposed the "precise poverty alleviation" in the inspection of Xiangxi. In the same spirit, he set up the grand goal of building a well-off society in an all-round way for 2020. Objectively, he also required that the poverty alleviation work should adopt precise force, put a focus on the household, implement policy with precision, and drip irrigation to help the poor. Zhang Ting (2016) pointed out that accurate poverty alleviation should be done through household surveys and scientific methods. This process is considered to be accurately identified, and the establishment of the card on the basis of such accurate identification was to take effect, and the implementation of the establishment of the card holder helped in designing a household policy. To that end, Guo Zihao (2015) believed that accurate poverty alleviation is aimed at targeted assistance for real poor households. Li Yaling (2016) also believed that precision poverty alleviation is the first to accurately identify poor households, provide precise assistance to poor households, precise management and accurate assessment, and achieve one household and one policy. Poor households "lack what, what to supplement" and effectively use all kinds of poverty alleviation Resources to achieve scientific poverty alleviation. Wang Sangui (2016) stressed the fact that accurate poverty alleviation is used to help the poor to the general population, from the past focus on regional development to the development of households of people in general. In line with the other researchers, Luo Ling (2014) believed that precision poverty alleviation must first be "accurate." Secondly, the decision-making power of the poverty alleviation project and the right to choose the best policy possible should be decentralized. Finally, the poverty alleviation fund can be combined with the leading enterprises and the households to grasp the main contradiction of precision poverty alleviation and promote the effect of precision poverty alleviation implementation.

Research on the plight of precision poverty alleviation practice was needed. Li Yaling (2016) pointed out that the implementation of precision poverty alleviation might challenging due to the lack of specific and detailed operational measures, and the inaccuracy of poor household identification. Second, due to urbanization, rural existence is hollowing out and the rural elites are now lost, resulting in rural governance dilemma; hence the influence of the ideological concepts of poor farmers. Li Guangzhi (2016) observed that people of a large number are going out of the rural areas to work, causing the phenomenon of rural hollowing out, and he pointed out that those people are eventually focusing on the precise assistance of the spiritual and cultural level. Tang Lixia (2015) found the real dilemma facing the poverty alleviation policy. Yang Xiuli (2016) pointed out that the precise and poor legal system is an important guarantee for ensuring a long-term

mechanism for accurate poverty alleviation. Li Shihua (2016), on the other hand pointed out that the biggest problem of precision poverty alleviation is to identify the dilemma. There is no unified standard and it is not easy to accurately determine the facts. Duan Sijia (2016) pointed out that there is a vague identification, poor management and imperfect assessment standards for precision poverty alleviation.

II. RURAL TOURISM POVERTY ALLEVIATION CASE STUDY

A. Hubei Lichuan Rural Tourism Poverty Alleviation Path

Lichuan is located in the southwestern border of Hubei Province. It is close to Enshi in the west, Enshi in the east, Xiaoxiang in the south, and the Three Gorges in the north. It is the county-level city with the largest area and the largest population in the Enshi Tujia and Miao Autonomous Prefecture. Lichuan is known as the "Yinlichuan" and the "Hometown of Gongmi." Since the ancient times, it has been "a favorable river" and a "big river," hence the name "Lichuan." Lichuan has abundant tourism resources and achieved a comprehensive tourism revenue of 7 billion yuan in 2017. There are 9 A-level tourist attractions in the city, including 5 in 4A and 2 in 3A. Lichuan has 167 tourism resources, involving 8 main categories, 24 sub-categories and 51 basic types. Most of them have regional monopoly, uniqueness and irreplaceability.

B. Government-led

The Lichuan government conducted in-depth research and relied on the overall environment of Lichuan to make the decision of "prioritizing the development of tourism and cultivating leading industries" and propose the concept of "prioritizing tourism development and implementing the driving strategy." Since 2015, Lichuan B&B has been a tourist city, covering 18 demonstration villages and developing 1,815 model homes. In 2017, hotel's tourism revenue reached nearly 1 billion yuan, creating a new path for tourism poverty alleviation across the country.

C. Community involvement

The Lichuan government advocates the development model of community participation, mobilizes the enthusiasm of the broad masses of farmers, and realizes the rapid removal of poverty from the masses. Every village planning and decision-making requires a villager representative meeting and a village of "two committees" in advance. After most people have approved it, they can coordinate with the tourism development enterprises to protect the rights and interests of the villagers. In addition, for the development and construction of tourist attractions and service operations, the first consideration is the landless villagers and this is followed by a provision of employment for the villagers. The "company + farmer" model allows the villagers to integrate into the tourism development projects by means of land and manpower so that the income of the masses is directly linked to the quality of rural tourism operations, enhancing the participation of local residents and achieving a virtuous circle.

D. Establishing a brand

Lichuan has created the "Chinese Folk Cultural Heritage Tourism Demonstration Zone," with an annual investment of 200,000 yuan, and has given out rewards to individuals. It focuses on protecting the culture of the region, and is tapping on human resources, strengthening the protection of ancient villages and cultural relics, and establishing special organizations as well as organizing folk culture. Since 2015, we have built a homestay tour every year, and Lichuan has become a well-known tourist destination at home and abroad. It is also a good means of marketing promotion, which greatly enhances the popularity of rural tourism [5].

E. Pay attention to the quality training of employees

At the end of 2017, the city has 9 A-level tourist attractions; 12 star-rated tourist hotels, nearly 200 restaurants and hotels are registered in the city, with more than 8,000 beds; 26 travel agencies; 2 tourist fleets and more than 20 tourist shopping stores. There are 37 catering enterprises above designated size and 200 star-rated farmhouses. More than 5,000 people are directly employed in the city, and nearly 30,000 are indirect employees. The level of tourism service determines the quality of business benefits to a large extent. Lichuan combines the cultural activities of "Liang cheng Lichuan· Happy Family," the fifth concert of fans, Beijing Opera, and the 12th "Suohua Cup." In the dance competition, we see the "Welcome to the 19th National Congress, the Innovation of Performance" art calligraphy exhibition and the series of cultural performances. Lichuan focuses on systematic training from service etiquette and often invites some well-known tourism experts to the county farmhouse management service personnel. In addition, the hotel service personnel carried out special lectures to improve the overall level of rural tourism services in Lichuan.

F. Providing quality service

Lichuan grasps the quality service and demonstrates the overall quality of the scenic spot in the service. Tourist service centers and scenic spots announce the complaints of tourists, and standardize the catering, accommodation and entertainment services in the scenic spots. Remarkably, no fraudulent tourists are allowed. The entire scenic spot is well-kept in order and efficient service is in place, which has established a good reputation for the scenic spot. After the tour, the tourist experience will be promoted to the place of residence and will attract more tourists to visit Lichuan.

G. Focus on publicity

In 2017, Lichuan organized a million-dollar walk on New Year's Day, and held a series of mass sports activities such as the 2017 China Mountain Marathon Series Race Lichuan Station Competition, the National Fitness League, the "Parkson" Cup LCBA Men's Basketball Tournament, and the Township Basketball Tournament, which set off a national fitness boom. Lichuan hosted some other important sporting events including the "International Auto City Cup" China-European Basketball Stars Competition, the National Cup High School Racing Competition, the China CBSA Chinese Billiards Championship, the "Su Ma Shou Cup" China

Longjing Most Beautiful Country Gateball Tournament, the 27th Provincial Conference the Ryukyu Tournament.

III. THE ENLIGHTENMENT OF RURAL TOURISM POVERTY ALLEVIATION PRACTICE ON PRECISION POVERTY ALLEVIATION

Through the study of tourism poverty alleviation in the rural areas of the central and western regions, a new development path for rural areas in China has been opened up. From the practice of rural tourism precision poverty alleviation, the following revelations are drawn:

A. Precise positioning

The precise poverty alleviation model of rural tourism cannot be replicated in any region. This is the reality thanks to the local conditions, combined with local realities, comprehensive analysis of local resources, traffic locations, attractions and other comprehensive factors, accurate positioning [6]. For areas with small tourism development potential, the masses cannot participate in tourism management, local characteristic industries and tourism being less connected. Accordingly, the tourism poverty alleviation can be eliminated.

B. Accurate identification of tourism poverty alleviation projects

Before the start of the precision poverty alleviation project, we conducted a scientific argumentation analysis and found some suitable tourism development projects [7]. According to local conditions, it is forbidden to follow the trend blindly. If there is a half-practical project for labor and wealth, that will affect the enthusiasm of the masses. Accurate poverty alleviation should be effective, so that the concerned city or locality can get benefits and fully mobilize the enthusiasm of its masses.

C. Strengthening the precise management of tourism poverty alleviation

Accurate management of tourism poverty alleviation is an important guarantee for tourism poverty alleviation. Management should adopt an advanced management experience, boldly innovate, use advanced concepts to guide and achieve twice the result with half the effort [8].

D. Government-led

Before the development of rural tourism aimed at-helping the poor, the role of the government cannot be ignored. Without the guidance of the government and the formulation as well as implementation of policies and regulations, many good ideas are difficult to implement [9]. For example, when it comes to land transfer, land acquisition, and project construction, it is necessary to give full play to the leading role of the government and make good use of the government's "tangible hand." In the development to a certain stage, we must also play a fundamental role in the allocation of resources in the market, and at the same time use the "invisible hand" of the market.

E. Focus on creating quality products

Rural tourism cannot be simply eaten as farmhouse meals, which is not attractive to tourists. According to different tourists, it is essential to set different rural tourism experience projects to enhance the attractiveness of the project [10]. It is possible to avoid the simple copying of urban projects to the countryside. At the same time, it is vital to highlight the importance of "township," grasp the soul of rural tourism, and grasp the essence.

F. Focus on publicity

Paying attention to the promotion and marketing of tourist attractions, investing a lot of manpower and financial resources for marketing promotion and key marketing are keys to success in such projects as precision poverty alleviation [11]. Through some holidays such as the "Eight and Eighth Festival" free activities for women compatriots will attract tourists to come and pay a visit. And through this part of the group experience, tourists have a chance to play their own visibility. In addition, combined with the advantages of the network, the WeChat and the public number should be widely used to enhance the visibility of the scenic spot and tourists attractions.

IV. CONCLUSION

Through research and analysis of the theory of precision poverty alleviation, and through the experience of advanced areas of rural tourism poverty alleviation, this paper proposes solutions. In order to develop the direction of rural tourism for poverty alleviation in the future, and provide experience for the development of rural tourism precision poverty alleviation in similar areas, the following suggestions are proposed for the development of rural tourism precision poverty alleviation: The precise poverty alleviation of rural tourism should pay attention to both economic and social significances. The precise poverty alleviation of rural tourism is of great significance in prospering the rural economy, promoting regionally coordinated development, maintaining social harmony and stability, and promoting the integration and development of rural secondary and tertiary industries. It is also affecting rural culture, life, education, medical care, values and other aspects of life. The rural areas with rich tourism resources and the precise poverty alleviation of rural tourism have become an effective means of getting rid of poverty and getting rich in poor rural areas and have become a new engine of economic growth in poverty-stricken areas.

Precise poverty alleviation in rural tourism should focus on top-level design and experience exchange. It is recommended that the national poverty alleviation department form a special research group to conduct research and carry out nationwide surveys in order to provide relevant guidance opinions and direction guidance with specific operational measures for tourism precision poverty alleviation.

There is a long way to go to solve the problem of poverty. Poor areas have a weak foundation, poor foundation, lack of industrial support, and this makes the task of poverty alleviation is arduous. Precise poverty alleviation in rural

tourism explores a new path for poverty alleviation in rural areas with rich tourism resources.

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