

# Research on the Development of Rural Tourism Targeted Poverty Alleviation in Yi Regions of Daliang Mountain and Xiaoliang Mountain

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**Abstract:** The Yi regions in Daliang Mountain and Xiaoliang Mountain have the advantages of rural tourism development, but its strong wealthy benefits have not been exerted. In order to understand the crux of the rural tourism development in these regions, this paper analyzes the problems in poverty alleviation of rural tourism of Yi regions in Daliang Mountain and Xiaoliang Mountain through field investigation, and summarizes the problems of the development and utilization of tourism resources, the design of tourism products, the endogenous power of tourism development, and the image of tourism destinations in the development of rural tourism there. This paper also proposes the corresponding path and countermeasures for the targeted poverty alleviation of rural tourism from the aspects of government, product system, education and customs.

## 1. Introduction

Rural tourism is the most effective means of poverty alleviation in hematopoietic way, and has the evident characteristics of enriching and benefiting people. The Yi regions in Daliang Mountain and Xiaoliang Mountain cover the whole area of Yi Autonomous Prefecture and Jinhekou district, Mabian county and Ebian county of Leshan city. This area is the largest Yi nationality settlement area in the country. It is the concentrated contiguous and extremely poor area with the deepest poverty. The task of poverty alleviation is very tough.

In November 2017, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the Implementation Opinions on Supporting Poverty Alleviation in Deeply Poor Areas. It pointed out that the three regions and three prefectures, Liang Mountains included, are the backbone of poverty alleviation. It also proposed that the central government should coordinate and support the “three regions and three prefectures”; In June 2018, The Tourism Infrastructure Renovation and Upgrade Action Plan (2018-2020) of “Three regions and Three prefectures” and other Deeply Poor Areas was released. The tourism poverty alleviation work of the “three regions and three prefectures” is actively promoted, and the tourism poverty alleviation work of the Yi regions is still the focus of attention.

The agricultural population of Yi regions in Daliang Mountain and Xiaoliang Mountain is concentrated in the area below 2700 meters above sea level. It has rich tourism resources. Meanwhile, tourists will not experience altitude sickness. It has the unique advantage of developing rural tourism. However, in the Yi regions of Daliang Mountain and Xiaoliang Mountain, which have rich rural tourism resources, the advantages of rural tourism have not been fully exerted to achieve the expected effect. Therefore, it is of great significance to carry out in-depth discussion on the crux of restricting the development of rural tourism in Yi regions of Daliang Mountain and Xiaoliang Mountain, which can be used as a reference and guidance for the specific practice of poverty alleviation in tourism there.

## 2. Literature Review

Ethnic areas are mostly located in rural areas, integrating natural resources and cultural resources, which is the focus of common concern of ethnologists and tourism researchers. With the further

advancement of targeted poverty alleviation at the national level, rural tourism poverty alleviation has attracted the attention of a large number of scholars. Qiuhua Chen and Jinxiong Ji (2016) proposed that rural tourism targeted poverty alleviation is a dynamic, open operative organic system with continuous feedback. On this basis, they proposed the rural tourism targeted poverty alleviation implementation path<sup>[1]</sup>. Chunmei Zhang and other scholars (2016) discussed the operation mechanism, realistic dilemma and the solution path of rural tourism targeted poverty alleviation<sup>[2]</sup>; With the background of tourism poverty alleviation, Hui Wang (2017) analyzed the characteristics of tourism poverty alleviation, and proposed a three-dimensional rural tourism model of people, nature and tourism, and a tourism poverty alleviation model of “government support and mutual assistance in agricultural tourism”<sup>[3]</sup>. Yaobin Wang and other scholars (2018) used Zagana village as a case to study the effects of targeted poverty alleviation in rural tourism<sup>[4]</sup>. It is worth noting that the existing studies involving rural tourism in the Yi regions of Daliang Mountain and Xiaoliang Mountain are very limited. In recent years, as the country's attention to poverty in Daliang Mountain and Xiaoliang Mountain has increased, rural tourism research in the Yi regions of Daliang Mountain and Xiaoliang Mountain has attracted scholars' attention. Mingning Lu and other scholars (2014) put forward the thinking of rural tourism industrialization research in Daliang Mountain and Xiaoliang Mountain<sup>[5]</sup>; Lin Huang (2015) summarized the positive interaction between newly-built Yi villages and rural tourist industry development, which should follow the principles of “integration, ecology, industrialization, specialization, and balance” and promote the rural sustainable development of the Yi regions in Daliang Mountain and Xiaoliang Mountain as a whole<sup>[6]</sup>; Ping Li (2019) took Zhaojue county as an example to analyze the countermeasures and suggestions for achieving a win-win situation for villagers' income and tourism development in the development of poverty alleviation in the Yi regions in Daliang Mountain and Xiaoliang Mountain<sup>[7]</sup>. These researches focus on the large area of Daliang Mountain and Xiaoliang Mountain, which makes the study of rural tourism stays on the phenomenon itself, and has not re-examined from the perspective of targeted poverty alleviation. Therefore, a comprehensive analysis of the connotations, problems, and paths of rural tourism from the perspective of targeted poverty alleviation is conducive to guiding practice and guiding the rural tourism industry to help better and faster achieve targeted poverty alleviation in the Yi regions in Daliang Mountain and Xiaoliang Mountain.

### **3. Research on the Connotation of Targeted Poverty Alleviation in Rural Tourism**

Rural tourism targeted poverty alleviation means developing local tourism characteristic formats according to local conditions, encouraging local residents to set up farmhouses and operate rural hotels, and creating landscape agriculture and leisure agriculture in areas rich in tourism resources, by relying on towns, scenic spots, traffic arteries, etc., in accordance with the requirements of “characterization, modernization of functions, standardization of services”, so as to make poverty-stricken households be the operating owners of the tertiary industry, increase operating income, and achieve overcoming poverty.

Targeted poverty alleviation of rural tourism is to give full play to cultural and ecological characteristics, and promote contiguous development of poverty alleviation with the idea of “combination of culture and tourism, integration of agriculture and tourism”. Relying on tourism as the breakthrough point for poverty alleviation, and relying on rich and good ecological resources and unique ethnic customs, it aims at building a number of provincial-level rural tourism demonstration villages, leisure agriculture and rural tourism demonstration parks and demonstration sites, so as to explore a new way for the integrated development of mountain cultural and ecological protection and tourism economy.

## **4. Research on Development of Rural Tourism Targeted Poverty Alleviation**

### **4.1 The Development and Utilization of Tourism Resources**

The Yi regions in Daliang Mountain and Xiaoliang Mountain have rich rural tourism resources and unique ethnic culture. In the process of developing rural tourism, it is important to highlight the advantages of natural resources, rely on rich and good ecological resources and unique ethnic customs, and develop rural tourism products with diverse forms, distinctive features to activate the participation of low-income families. However, in local development, regional development lacks unified planning and guidance, and lacks the concept of sustainable development. The utilization rate of regional advantage resources is low, and the value of advantage resources cannot be organically released.

### **4.2 Problems of Tourism Product Design**

There are terrific sceneries in Yi regions in Daliang Mountain and Xiaoliang Mountain. However, there is no theme in the creation of rural tourism products. Moreover, the product type is simple, and the homogenization phenomenon is very serious. Because the braizer barbecue is a local specialty catering, it becomes the main theme in the development of rural tourism, which lacks characteristics and lacks integration with other formats. At the same time, the regional “hot springs” are rich in resources, but they are still stuck in the development of shallow-level tourism products of “take a bath”. Therefore, in view of the development of rural tourism products in Daliang Mountain and Xiaoliang Mountain, the traditional six elements (“eating”, “living”, “transportation”, “sightseeing”, “shopping” and “entertainment”) still need to be further improved. The tourism industry chain with new elements (“business”, “relaxing”, “learning”, “leisure”, “mood”, “wonders”) that integrates local resources has not been formed. The “tourism+” business format is lacking. The rural tourism destination product system that integrates ethnic characteristics and rural scenery and involves multiple tourist elements is yet to be developed.

### **4.3 Problems of Endogenous Driving Force in Tourism Development**

The education level of villagers in the Yi regions is generally low. Now the education level of the villagers in the Yi regions is basically junior high school graduates. Restricted by traditional customs and life, only a small number of people will continue to receive high school and university education. Because of the traditional concepts and education levels, local residents have a weak concept of tourism management. Meanwhile, the lack matching knowledge and insufficient self-development ability have also intensified the vicious circle of poverty. The driving effect of tourism development on the local area is weak. In addition to absorbing the local basic labor and providing local people with convenience in life, the benefits of tourism have not played its role.

### **4.4 Problems of the Images of Tourist Destinations**

Historically, The Yi regions in Daliang Mountain and Xiaoliang Mountain have attracted major international and domestic attention due to drug abuse and HIV infection. Nowadays, drugs and AIDS are also the biggest problems faced by the Yi society and the biggest problem restricting the development of the rural economy. The “branch + association + family” anti-drug and anti-AIDS leadership group has played a great role. All villages have formulated the “Village Regulations and Pacts” to curb drug trafficking. Every year from the end of August to the beginning of September and from November 17th to 18th, each village carries out “anti-drug and anti- AIDS league activities” according to the traditional customs of Yi nationality (beating chickens, drinking chicken blood, etc.). This series of measures played a good role in curbing drugs and AIDS. Taking Zhuhe village as an example. According to the statistics as of December 31th, 2015, the village verified 706 infected persons and patients (the total population of the village was 10821), accounting for 6.5%.

The complete demise of drugs and AIDS will take some time, but this already formed “stereotype” has severely damaged the image of tourist destinations. In almost every village’s

propaganda, there are indispensable slogans such as “Keep away from drugs” and “Prevent AIDS”. A positive propaganda has been misunderstood in tourism and has become an endorsement of the image of “AIDS breeding” and “drug spread”. This is an insurmountable gap between rural tourism and tourists in the entire Yi regions. Therefore, in order to develop the accommodation industry of the rural tourism in Yi regions, a new road must be found and a new tourism image must be created.

## **5. Targeted Poverty Alleviation Routes for Rural Tourism in the Yi Regions in Daliang Mountain and Xiaoliang Mountain**

### **5.1 Government Guidance, Planning Guidance and Sustainable Development Achievement**

From the perspective of the development of rural tourism in the entire Yi regions, due to the long-term spontaneous development, the lack of reasonable and scientific tourism planning, and the lack of sustainable development concepts, in the development process, the tourism production factors have not been reasonably configured and utilized, the resources are not effectively integrated, resources cannot be effectively gathered to give full play to their advantages, and waste of resources and invalid development are inevitable. Therefore, the government should guide from the macro and regional levels, lead the development with planning, coordinate the development with an overall development concept, and guide the positive and healthy development of local tourism enterprises and the participatory development of local people, so as to realize the linkage effect of tourism and give play to the economic function and wealthy function of rural tourism.

### **5.2 Focus on Tourism Elements, Integrate Local Characteristics, and Create a Tourism Product System**

Due to the differences in natural and cultural conditions in various regions, the development of rural tourism cannot have a unified model. It is essential to adapt to local conditions, find out the unique characteristics, and dig deep into the resources to build the unique tourism product system. The characteristic development of “one village, one product” should be advocated, and the advantages of local location, transportation, resources, culture, folk customs should be accurately grasped in order to create unique tourism products, and highlight the differences. Aiming at different tourist groups, different tourism product systems should be developed. According to the different needs of the old and middle-aged groups, office workers with free time, domestic tourists and international tourists, a batch of rural holiday products can be created with the theme of agritainment, Yi-entertainment, fishing-entertainment, leisure farms, forest-farmhouses, etc.; A batch of participatory tourism and entertainment activities such as picking, fishing, and farming experiencing can be adopted; A group of tourism bases for old-age living or health care can be built, centering on Yi medicine and nourishing of life; A batch of tent camps, self-driving camps, RVs, country houses, and other new formats can be developed, a group of cultural performing arts suiting both refined and popular tastes with Yi-style characteristics can be nurtured, and a batch of popular national festivals or events can be promoted.

### **5.3 Promote Long-Term Education, Introduce Short-Term Training, So as to Complement Development Shortcomings**

Insufficient long-term education will seriously restrict the development momentum of villagers. Therefore, in the long run, it is necessary to actively promote the importance of education and the unique education policies of the Yi regions, and encourage villagers to enjoy the education support policies provided by the government. The “9 + 3” free education plan, “educational revitalization action plan” and other educational concessions aimed at the Yi regions are designed to fundamentally improve the education development level of the Yi regions, and strengthen the villagers’ intuitive understanding of education.

According to the current situation of villagers, local governments should introduce a short-term training mechanism. The short-term trainings are mainly focused on fast-acting and operable trainings such as green catering training, tourism vocational skills training, Chinese language

training, and new villager training. It aims to enable villagers to acquire specific operational skills in the short term, and can be qualified for rural tourism reception posts.

#### **5.4 Change Customs, Make over and Reshape the New Countryside Image of the Yi Regions**

The Yi nationality directly spans from slavery society to modern society. Its customs and habits, as an informal system, are accumulated over a long period of time and require a step-by-step process to change the inherent habits. At present, with the construction of the new villages in the Yi regions and the promotion of the “four good” goals, the outmoded conventions and customs have gradually changed. The keys to reshape the image of the Yi regions are leading the development of villages in the Yi regions with the concept of “visible green mountains and Clear River, retain beautiful homesickness”, and creating new countryside with the integration of production and village, farming and travelling under the concepts of production, life and ecology. It still has a long way to go to chronically promote the projects such as “Healthy Civilized New Life Movement” and “Four Citizens”.

### **6. Conclusion**

Rural tourism is one of the main means to solve the problems of poverty alleviation in the Yi regions of Daliang Mountain and Xiaoliang Mountain. This research focuses on the development of rural tourism in Yi regions, and analyzes the existing problems and solutions from the perspective of targeted poverty alleviation through tourism. Different from other studies, this paper selects the typical areas of rural tourism development in the Yi regions for research. Through the advancement step by step, the real problems of rural tourism development in the Yi regions of Daliang Mountain and Xiaoliang Mountain are discovered, and the solutions to the problems are put forward.

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