

## **Research on Rural Tourism Poverty Alleviation Strategy from the Perspective of Rural Revitalization**

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**Abstract:** There are still many problems in the process of poverty alleviation development of rural tourism in China at present, such as imperfect supporting policies, inadequate industry investment, and no obvious effect in driving related industries. In order to change this situation, it is required to develop poverty alleviation strategies of rural tourism, improve supporting policies, broaden financing channels, promote the integration and development of related industries, and mobilize the enthusiasm of rural residents to participate in the development of rural tourism industry from the perspective of rural revitalization.

The rural development in China has made remarkable achievements from the construction of beautiful countryside to the strategy of rural revitalization, from the overall development of urban and rural areas to the integration of urban and rural areas, and the material life of rural residents has been greatly enriched. However, at the same time, the contradiction between rural economic development and ecological environmental protection is becoming increasingly prominent. In the new era, the implementation of poverty alleviation strategy of rural tourism is of great significance to the construction of ecological livable rural environment and the promotion of rural industrial restructuring.

### **1. It is necessary to develop rural tourism to help the poor from the perspective of rural revitalization.**

The problems of agriculture, countryside and peasants have always been the top priority of all previous governments in our country. The Central Committee has issued No. 1 document on 3 issues of agriculture, countryside and farmers for many years. The new Central Leading Group has put forward the "Four Comprehensives" strategic blueprint, among which the first is to build moderately prosperous society. The development of rural tourism poverty alleviation is an important support for the implementation of the strategy of rural revitalization and the realization of building a moderately prosperous society. It is of great significance to solve many problems existing in the current economic and social development of our country.

Firstly, developing rural tourism poverty alleviation and implementing the strategy of rural revitalization are the inevitable requirements for building a moderately prosperous society in China. Rural population is about 798 million by the end of 2017 in our country. Rural areas have always been an important part of economy and society in China. Building a moderately prosperous society cannot be achieved without a well-off rural society. Developing rural tourism poverty alleviation is an important measure to implement the strategy of rural revitalization, and also an inevitable requirement for building a moderately prosperous society. The raise of rural revitalization strategy and poverty alleviation in China are mainly based on the following two reasons: Firstly, the long-standing dual structure of urban and rural areas in China leads to a huge gap in urban and rural income. Secondly, the contradiction between rural economic development and ecological environment protection is becoming increasingly prominent. The development of rural tourism industry can take both economic benefits and ecological protection into account, which conforms to the green development concept put forward by the new generation of leaders.

Secondly, developing rural tourism poverty alleviation and implementing the strategy of rural revitalization are the important measures to solve the main social contradictions in our country. The

report of the Nineteenth National Congress of the Communist Party of China pointed out that the main contradiction in our society has been transformed into the contradiction between the people's need for a better life and the insufficient imbalance of development, and the imbalance between rural and urban development is an important manifestation. At present, the annual per capita gross domestic product of our residents is approaching 10,000 US dollars, and the proportion of the secondary industry in the gross domestic product exceeding 50%, the industry has the conditions to nurture agriculture. Moreover, the state has also implemented measures such as agricultural tax reduction and exemption, granting subsidies for grain planting, etc. to reduce the burden of farmers and promote the coordinated development of urban and rural areas effectively. The poverty alleviation policy of rural tourism proposed under the strategic environment of rural revitalization is the important direction of rural economic development based on the objective reality of rural economic development and the rich natural resources in rural areas. At the same time, agricultural tourism, fruit and vegetable harvesting and other rural tourism sub-industries has begun to take shape.

## **2. The main problems in the development of poverty alleviation in rural tourism**

### **2.1 The government has not paid enough attention, ecological environment is poor**

Governments at all levels should take the development of rural tourism seriously. Poverty alleviation is an important part of government work, so the development of rural tourism poverty alleviation must also play a leading role of the government. However, governments at all levels do not attach enough importance to poverty alleviation in rural tourism at present, which is mainly reflected in the following two aspects: first, the direct investment of government budget in poverty alleviation in rural tourism is insufficient, and the poverty alleviation work carried out by our governments still focuses on providing funds, policies and projects. On the one hand, rural tourism poverty alleviation must rely on high-quality natural environment, which makes it difficult to replicate and popularize. On the other hand, infrastructure investment of the rural poverty alleviation tourism is large, the cycle is long, the effect is slow, and it is difficult to play an immediate effect on local economic development. This has led to some local governments' low enthusiasm for developing rural tourism to help the poor.

### **2.2 Extensive management services and low participation of residents**

Extensive management of rural tourism industry is more prominent. The problems of extensive management and inadequate service have a long history in the development of rural tourism. Specifically, they are mainly reflected in the following aspects: first, the infrastructure of rural tourism development is imperfect, lacking of unified and effective management. For example, the extensive management of catering and accommodation services has harmed the interests of tourists sometimes; the inconvenience of public transport around some areas, the overflow of illegal vehicles, seriously endangering the personal safety of tourists; the imperfect construction of the medical and health system in scenic spots, which is difficult to carry out when sudden conditions occurring during tourists' visits. All of these restrict the development of rural tourism to a certain extent. Second, the threshold of rural tourism is low, and the quality of employees is uneven. Restricted by local objective conditions, most of the participants in rural tourism industry are farmers nearby except for some managers. If they lack timely and effective training and are limited by their own knowledge and ability level, it is difficult to improve rural tourism services in a short time.

### **2.3 Tourism resources are scattered and platform construction is lagging behind.**

Rural tourism resources are scattered and the integration is difficult to develop. The development of rural tourism industry relies on natural resources heavily, and the natural resources of rural tourism are characterized by many aspects and scattered distribution. In many places, the phenomenon of developing rural tourism by relying on the only natural landscape of scales and

claws still exists in large numbers. The above problems lead to poor comprehensive effect and driving effect of tourism poverty alleviation. It is difficult to achieve scale effect by integrating rural tourism resources. It is also not conducive to the continuous development of catering, accommodation and other related industries. On the one hand, the repetition rate of rural tourism resources in a certain range is too big, the development level of all parties is low, and even price war, forming vicious competition. It is difficult to unify and integrate, which has no obvious effect on the local economy. On the other hand, the level of infrastructure supporting in rural areas is relatively low, so it needs a process of accumulation to realize the development of tourism industry.

### **3. The path of poverty alleviation in rural tourism from the perspective of rural revitalization**

#### **3.1 Improving the government's attention and paying attention to the coordinated development of economy and ecology**

Governments at all levels must pay enough attention to the development of rural tourism industry, mainly focusing on the support from the following three aspects: First, governments at all levels should increase direct financial budget investment in rural tourism industry. Budgetary investment is one of the most important ways in national investments, and it is also the financial guarantee for the government to achieve the established goals. Only by increasing the financial support for poverty alleviation in rural tourism within the scope of capacity, we can lay a solid material foundation for the development of rural tourism industry. Secondly, leaders of governments at all levels should change their political consciousness conscientiously, and understand and practice the spirit of "the great success doesn't have to be me" deeply. You should do instant work and also do the work with a long cycle of return. Although the investment of rural tourism industry is big and the return is slow, once the industry is formed, it will realize the win-win situation of economy and ecology. At the same time, the functional departments of local governments at all levels must broaden the financing channels constantly, increase investment and make full use of social capital to develop rural tourism. Finally, governments at all levels should try to break away from the obstacles of various systems and mechanisms. In some rural areas where condition permit, we can try out the mechanism of introducing special talents, grant special subsidies for talents in the fields of land and social security, and extend the pilot experience to the whole country when conditions are ripe.

Pay attention to the coordination between economic development and ecological protection. First of all, local government leaders at all levels must implement the five development concepts in their daily work and establish a correct concept of political achievements. Ecological protection is of great benefit in the contemporary era and future. The short-term behavior of sacrificing ecological environment for economic development is not only contrary to the concept of green development put forward by the new generation of leading collectives in China. It will also be difficult to bear the test of time and cause irreversible losses to the living environment of future generations. Secondly, the functional departments of governments at all levels should strengthen the popularization of laws to the public continuously and establish a three-dimensional ecological environment supervision system. They will consciously assume the social responsibility of ecological protection through the public supervision of enterprises. Finally, we should reform the environmental protection supervision system and try out the vertical management of ministries and commissions. Environmental protection departments belong to the sequence of local governments, which inevitably restrict the supervision of the ecological environment and make it difficult to let go of their hands and feet. We can try out the direct management of environmental protection supervision departments, ministries and commissions in some areas at the right time, accumulate experience and then gradually spread it across the country.

#### **3.2 Improving management service level and establishing interest sharing mechanism**

Establish a mechanism for sharing interests in rural tourism. Firstly, the development of rural tourism industry is based on land, and these resources are collectively owned and shared by villagers. On the basis of attracting investment, local governments can use rural collective land use

rights to become shareholders. Farmers can share the dividends formed by the development of rural tourism industry according to their own share. Secondly, the government can guide farmers to establish tourism industry cooperatives for unified leadership, so that smaller groups such as farmhouse entertainment or family hotels can go into business, win more voice in the market competition, and achieve scale merit ultimately. At the same time, local governments can also try to implement tax relief policies for farmers' entrepreneurship within the scope of policy, support the development of farmhouse entertainment and family hotels, so as to make the development of rural tourism more beneficial to the general public.

### **3.3 Integrate tourism resources vigorously and improve the level of industrial informatization**

Improve the informatization level of rural tourism industry development. First of all, support small and micro enterprises engaged in the rural tourism industry to expand their scale. On this basis, we encourage them to introduce information technology talents and improve their own information level. Local governments at all levels must realize that the original purpose of rural tourism poverty alleviation policy is to make the people in the relevant areas get rid of poverty and become rich. The guidance of grass-roots governments and the drive of leading enterprises are the ways of rural tourism poverty alleviation. Therefore, only guiding and supporting can expand the scale of small and micro enterprises in rural areas continuously, improve their information level, and ultimately help rural residents out of poverty. It is the proper ways of the strategy of rural revitalization. Secondly, for the interconnection of decentralized information systems, we can establish a coordination mechanism through the scenic area management committee to coordinate the interests of the decentralized parties and remove the institutional barriers. We can try to give priority to the small and micro enterprises joining the platform to push tourists' demand information or reduce the service fee of the platform. We can encourage people to realize the interconnection of the decentralized information system quickly and help the realization of smart rural tourism.

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