

## **Research on the Mode and Path of Enterprises Participating in Rural Tourism Poverty Alleviation**

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**Abstract:** International tourism poverty alleviation practice and research have proved that private enterprises are the main body of socialized and market-oriented operation of tourism poverty alleviation, the bridge and link connecting local government, tourism market and poverty alleviation objects, and play an important role in the development of tourism poverty alleviation. Based on the recognition of the significance of enterprises' participation in poverty alleviation through rural tourism and in combination with the actual conditions of poor villages in Shandong Province, this paper proposes three poverty alleviation modes of enterprises' participation in rural bases of industrial enterprises, the overall development of large-scale tourism enterprises, and the construction of small towns with rural characteristics. Taking Chishang Town as an example, it specifically introduces the specific implementation path of enterprises' construction of rural shared residential accommodation mode.

### **1. The Significance of Enterprises Participating in Rural Tourism Poverty Alleviation**

Enterprises are an important subject in poverty alleviation through rural tourism, which has a significant impact on the economic and social development of tourism destinations. Local governments and a wide range of international organizations in many countries in the world have taken encouraging private enterprises to participate in poverty alleviation through tourism as an important topic in the 1990s, and have reached a consensus on the remarkable contribution of private enterprises in the global poverty eradication. Private enterprises play an important role in regional economic growth, creating employment opportunities, changing the lives of the poor, solving multi-dimensional poverty, and improving the resilience of economic shocks.

The role of enterprises in rural tourism poverty alleviation has been widely recognized, but the research on the participation of enterprises in tourism poverty alleviation is still seriously lacking. At present, due to the lack of effective business model, the degree of marketization of rural tourism poverty alleviation is still relatively low, and the enthusiasm of enterprises to participate in rural tourism poverty alleviation is limited, which seriously restricts the residents to get rid of poverty and become rich. Therefore, guided by the concept of shared development, guided by the core of enterprises' participation in poverty alleviation, exploring ways to promote enterprises' participation in rural tourism poverty alleviation is not only helpful to expand the research vision of tourism poverty alleviation and enterprise poverty alleviation, but also has important practical significance for accelerating the poverty alleviation process in poor areas.

### **2. The Mode and Path of Enterprises Participating in Rural Tourism Poverty Alleviation**

#### **2.1 Industrial Enterprises Participate in Rural Base Construction**

Large-scale industrial enterprises can rely on their own advantages in scale and capital, select villages with better environmental and resource conditions according to the needs of business development, invest in the establishment of enterprise bases, and jointly set up tourism companies with local village committees to carry out tourism development. Rural areas provide land and resources for the construction of enterprise bases. Enterprises contribute to the construction of rural

infrastructure and the improvement of living environment. Tourism companies are responsible for the development and operation of rural tourism. The main ideas for industrial enterprises to invest in the construction of rural bases include business reception centers, expansion training bases and staff rest centers. Industrial enterprises participating in the development and operation of rural tourism can not only improve the rural living environment, improve the tourism reception facilities and provide financial guarantee for the construction of rural destinations, but also meet the needs of enterprise reception and staff training and promote business development, and at the same time, it is conducive to the diversification of enterprise functions and the promotion of enterprise visibility and image. Mutual benefit and joint participation of both sides is an effective way of rural tourism development of agriculture + tourism + industry.

The income of industrial enterprises mainly comes from the operation of rural enterprise bases, the profit of tourism companies comes from the operation of public tourism projects, there are three sources of income of villagers, one is compensation, including part of the land transfer fee paid by enterprises and compensation for adjusting agricultural planting, the other is labor remuneration, the villagers are absorbed as employees of enterprises and companies, in enterprise bases and public. In tourism projects, they are engaged in tourism reception or related work, and receive salary according to the nature and quality of the work, third, the income of the self-employed tourism reception project of the villagers, through the operation of agritainment, crop planting or the display and sale of handicrafts, they get profit income.

Taking Shandong as an example, the industrial economy has always been the pillar industry of Shandong's national economy. For a long time, dozens of large-scale enterprise groups have been formed, including Haier Group, sinotruk group, Laigang, Jigang, Hisense, Aucma, Qingqi, Yankuang, Luneng, Shengli, Weichai, Qingdao port, Rizhao port, etc. these enterprise groups are strong enough to invest in rural bases. Development, but also to ensure that the rural base sufficient source of tourists market. Enterprise investment and development have higher requirements for rural tourism destinations. Only regions with beautiful scenery, beautiful environment, high enthusiasm of villagers' participation and certain tourism development foundation have enough attraction to promote enterprise investment. Shandong has many rural tourist spots rich in resources, such as Yuanshan in Zibo and Yintan in Weihai, which have good resource environment, beautiful scenery and certain development foundation. Villagers are highly motivated. Similar tourist spots have the potential to adopt this mode of development.

## **2.2 Large-scale Tourism Enterprises Leading the Development of Rural Scenic Spots**

Leading the development of rural scenic spots by large-scale tourism enterprises means that large-scale tourism enterprises, relying on their abundant economic strength and rich experience in tourism development, buy shares with capital, enterprise brand, management technology, etc. On the other hand, the government and residents of the development zone, relying on their advantageous tourism resources and development conditions, have invested in the environment and resources to jointly set up tourism development companies with enterprises. The tourism company will move the residents of the tourist destination out of the tourist area through replacement, and the community residents will participate in the business activities of the tourism company through employment and contracting of some projects. The tourism development company has the exclusive right to operate and develop scenic spots.

Large tourism enterprises take capital, brand and experience as shares to develop and manage tourism resources on behalf of tourism companies and obtain benefits. The local government and villagers of the tourist area participate in the operation and management of the company with their resources and obtain profits according to the company's regulations. The original residents can participate in the distribution of tourism income in four ways: first, hire local farmers in the joint-stock company to provide people with an environment of "land and job opportunities"; second, lease part of the tourism projects in the scenic area, such as residential hotels and specialty shops, to residents in the form of contracting after the scenic area is fully planned; third, for For other villagers who are not directly engaged in tourism work, the enterprise will give a certain dividend

according to the income of the enterprise every year; fourthly, in order to obtain the support of the community, the enterprise actively participates in the public welfare undertakings of the new residents' village, such as actively contributing to solve the road problems for the village, setting up scholarships for the students in the village, etc.

At present, the application of the large-scale tourism enterprise-led rural scenic spot development mode in China is still in its initial stage, but it has shown its advantages in tourism development. The most successful development case using this mode is the development of Wuzhen by China Youth Travel Group. Through such a development model, it can solve the bottleneck of the development of rural tourism areas, such as capital and management, and provide strong support for the promotion of the overall image and overall competitiveness of tourism in Shandong Province. This mode is mainly applicable to the ancient town houses with special cultural heritage and the need for overall development or protection. For example, Taierzhuang District of Zaozhuang City has preserved complete ancient canal tourism resources, which is more suitable for this development mode.

### **2.3 Enterprises Participate in the Development of Small Towns with Rural Characteristics**

Characteristic town tourism has gradually become one of the tourism industries with the largest development potential and the fastest scale growth in China. According to their own industrial advantages, enterprises build characteristic towns in line with their own development positioning and planning, which can not only ensure the investment of early stage funds, but also promote healthy and lasting follow-up development. For example, based on the two platforms of Alibaba Cloud Company and Zhuantang Science and Technology Economic Park, Yunqi Town, an industrial town dominated by cloud ecology, will be built. For example, IFAD Group has made use of agricultural advantages to make Huatian Town, with Huahai as the theme, relying on beautiful landscape resources, green ecological agricultural resources and good geographical location advantages, and focusing on international pastoral vacation, leisure and health tourism scenic spots. Another example is that the China Academy of Fine Arts has launched an art creation town with the theme of artistic life, integrating design, painting, sculpture, architecture, new media, music, animation, dance and other artistic categories, specializing in the integration of production and city, integration of production and study, and the direction of creating for all. However, Zhejiang University has given full play to the advantages of scientific research and innovation in colleges and universities to build Zijin Zhongchuang Town.

For poor rural areas, the involvement of enterprises can help them identify the industrial positioning of the characteristic towns and gather people to form communities. The rural population can be directly employed in some grassroots and logistics posts of the enterprise, and can also participate in tourist reception and other facilities.

## **3. Enterprises Participating in the Construction of Rural Tourism Poverty Alleviation Model -- Taking Chishang Town in Shandong Province as an Example**

Chishang Town is a typical traditional village in Shandong Province. Its rural conditions and characteristics are of typical significance in poor villages in Shandong Province. This chapter takes Chishang Town as an example to discuss the mode and path of Shandong enterprises participating in rural tourism poverty alleviation.

### **3.1 Poverty Characteristics and Tourism Development Conditions of Chishang Town**

Chishang Town is located in the southeast of Boshan District, Zibo City, Shandong Province, with a total area of 156.51 square kilometers, 44 administrative villages and a total population of 23,000. There are two main reasons for poverty in Chishang Town: First, there is less arable land. Although villages in Chishang Town are surrounded by green hills and waters, they do not have much arable land, and the mountains are barren. In previous years, the income of villagers has not been able to go up. Second, the management is scattered. Chishang Town has many kinds of specialties such as peaches, walnuts, platycodon grandiflorum, edible fungi, etc. However, due to

the lack of enterprise leadership, villages have scattered operations, resulting in less collective income.

Chishang Town not only has a good natural environment and natural landscape, but also has a long history and various cultural resources. These are the unique development conditions for rural tourism in Chishang Town. Lushan, the fourth highest peak in Shandong Province, is located in the town, with beautiful mountains and rivers, beautiful environment, fragrant birds and fish, pollution-free agricultural products and 78% forest coverage. The provincial road Zhonglin highway runs across the whole town, and the villages in the town have access to the highway, with a traffic distance of 60 kilometers. The communication is convenient, and the network of China Communications, China Mobile and China Unicom covers the whole town.

### **3.2 Construction of Tourism Poverty Alleviation Model in Chishang Town**

Based on the rural conditions in Chishang Town, tourism enterprises can be introduced to build residential houses for villagers in villages, which will be the first step for poverty alleviation through tourism. The concrete steps are as follows:

#### **3.2.1 Accurate identification of poverty alleviation targets**

First, the selection of poverty-stricken communities. Poor communities with tourism development conditions and typical demonstration significance are selected as poverty alleviation communities. Tourism development conditions mainly include tourism resources endowment, location conditions, traffic accessibility, infrastructure, etc.

Second, identify the poor. The poor who are willing and able to participate in the project will be selected as the key poverty alleviation targets, and other groups will increase their economic income through indirect participation in residential accommodation and other rural tourism services.

#### **3.2.2 Planning and construction features**

First, the local government will come forward to establish cooperative relations with well-known tourism enterprises and participate in the whole process of designing and transforming characteristic residential homes. Relying on the local natural ecology and cultural customs, on the premise of preserving and highlighting the local elements, and on the basic principle of minimizing interference with the original environment, we fully excavate and highlight the local cultural elements, adopt traditional architectural methods, draw local materials and advocate nature. At the same time, considering the needs of foreign tourists, it is equipped with perfect modern facilities such as washing, bathing, kitchen and toilet, video and audio.

Second, build a full-chain experiential product system. Taking the home stay as the hub and experiencing the local life as the basic idea, the whole chain product system of “tourism+agriculture+commerce” is constructed by linking the six elements of “food+residence+travel+travel+purchase+entertainment”.

#### **3.2.3 Constructing a precise guarantee mechanism for sharing poverty alleviation**

First, improve the talent support mechanism. We will build a service capability that focuses on the operation and management of residential accommodation and is supplemented by “food, housing, transportation, travel, shopping and entertainment” tourism. We will carry out demonstration training and precision training to create local residential accommodation talents in all aspects. At the same time, a group of landlords with rich experience in the management of residential care homes will be introduced to carry out preliminary management of residential care homes, to conduct demonstration operations for the poor, and to improve the practical management level of the poor.

Second, establish community participation mechanism. With rural tourism cooperatives as the main form of community participation, we will formulate win-win cooperation rules and standardized service standards, and make clear provisions on the distribution of the profits of residential accommodation. According to the poor people's willingness and ability to participate, differentiated tourism participation methods should be adopted to ensure that communities can

maximize benefits from tourism. The benefits for the poor population in Chishang Town can include the following aspects: direct participation in the income from home stay operation, indirect participation in the commodity income from characteristic agriculture and characteristic handicraft industry, as well as the profit sharing of cooperatives, land circulation rent and income from investment in tourism management projects, etc.

#### **3.2.4 Promotional marketing destination**

The enterprise uses its own operating resources and advantages to promote residential accommodation for villagers in Chishang Town, such as joining shared accommodation platforms and online tourism platforms such as Tujia and Ctrip, to convert ecological resources and cultural customs such as idle land, organic agricultural products, good ecological environment and characteristic lifestyle in Chishang Town into tourism products such as agricultural experience, organic food, ecological residence and cultural experience residence, and to promote and publicize tourism destinations.

### **4. Conclusion**

The main beneficiaries of developing rural tourism are the development and management subjects. The social and economic impacts on rural tourism destinations are different with different development and management subjects. Compared with the government, the participation of enterprises is more conducive to the market-oriented operation of rural tourism poverty alleviation and the realization of the goal of hematopoietic poverty alleviation. It is a systematic project for enterprises to participate in rural tourism poverty alleviation, which is not only inseparable from their own strength and scientific operation, but also supported by external conditions. At present, enterprises still face many difficulties in participating in poverty alleviation through rural tourism, such as insufficient awareness of participating in poverty alleviation through tourism; The problem of hollow village is extremely serious, and tourism professionals are insufficient. The basic qualities of local residents such as knowledge, culture and skills are low. Residents living in poor areas are scattered, making large-scale development difficult. Infrastructure is seriously backward and investment costs are high. Therefore, it is necessary to take the concept of shared development as the guide, and constantly innovate the mechanism to promote enterprises to participate in rural tourism poverty alleviation from the aspects of environment, enterprises and relevant subjects.

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