

The Strategy of Accurate Poverty Alleviation for Rural Tourism in Hainan

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Keywords: Rural Tourism, Accurate Poverty Alleviation, Development Strategy

Abstract: At present, the central government attaches great importance to the work of poverty alleviation and development, and the task of helping the poor in rural areas is arduous. The development of rural tourism in the background of global tourism poverty alleviation, focuses on the development potential of further development of rural tourism in poor areas, to promote the development of rural tourism according to local conditions. The integration of rural tourism and rural industry extends the industrial chain, promotes accurate poverty alleviation in poor areas, leading the masses out of poverty. Hainan, through the global tourism co-ordination, promotes tourism supply-side structural reform, implements poverty alleviation of rural tourism and carries out precise helping as the main path, digs the potential of rural tourism development in poverty-stricken areas. It not only wins the battle of poverty, but effectively promotes the development of the province's rural tourism.

1. Introduction

The precise poverty alleviation of rural tourism is a new way of supporting the poor in the background of the country's vigorous advocacy of precision poverty alleviation. The precise poverty is relative to the extensive poverty and poverty is different according to different regional environment, poor farmers, the use of effective compliance procedures for implementation of accurate identification, precise poverty assistance precise management mode of poverty [1-2]. The precise poverty alleviation of rural tourism refers to the full excavation of local resource advantages in poor areas, and the discovery and cultivation of rural value. The combination of driving the regional economic development of rural tourism industry based on value, and through the precise identification of poor households, targeted for helping the poor households to benefit poor households, to achieve a true poverty, help the poor precise poverty alleviation of poverty alleviation mode. Precision poverty alleviation in rural tourism is not simply the application of precise poverty alleviation, but the combination of rural tourism industry and Poverty Alleviation under the guidance of the concept of precise poverty alleviation [3]. This way of poverty alleviation is not only reflected in the short-term realization of poverty and poverty alleviation, but also in the sustainability of poverty alleviation. The long-term poverty alleviation and sustainable development are realized through the combination of improving the self-development ability of the poor and maintaining the natural and ecological environment of the original residential area.

2. The Role and Significance of Precision Poverty Alleviation in Rural Tourism

2.1 Making use of the advantages of resources to achieve the goal of precision poverty alleviation

The tourism industry has the characteristics of strong comprehensive, high degree of relevance and long industry chain, and has become an effective form of industrial poverty alleviation. In the poor area, we should make full use of the resource advantages of the region to develop the rural tourism and accurately help the poor. On the one hand, we should promote the development of the agriculture, lodging, catering and sideline products processing industry in the region, promote the circulation of the commodity market and promote the overall development of the local economy [4]. On the other hand, rural farmers participate in rural tourism in various ways, such as agricultural products sales, catering industry and scenic spots work, so as to broaden the channels for increasing

farmers' income and achieve the goal of increasing farmers' income.

2.2 Strengthening basic construction and improving the quality of life of farmers

The rural tourism resources are generally distributed in the remote mountainous areas, the traffic is inconvenient, the infrastructure is weak, and the talent is lacking. Through the development of rural tourism, the development of tourism resources will increase the construction of infrastructure and the improvement of social supporting facilities [5]. To improve the traffic conditions, the conditions of production and living in the poor mountainous areas have been improved, and more opportunities have been brought to the farmers' discovery. At the same time, the development of resources in introducing talents, advanced technology, can help people broaden their horizons in poor areas, to learn foreign advanced technology, so as to enhance the ability of self-development. The reorganization of rural resources will promote the closed low level cycle of poor areas to an open high-level cycle, which not only increases the income of farmers, but also improves the quality of life of farmers in poor areas.

Handsome village Baisha County of Hainan Province, "Luo handsome model" is the core of the investment structure of enterprise + farmer + government + financial institutions take in the housing reform, namely the enterprise to support 50 thousand yuan per household, government support 20 thousand yuan per household building materials, in part by the lack of bank loans to farmers. After the completion of the new house, 1 to 2 rooms are available for each farmer.

2.3 Finding rural value and helping the development of poverty alleviation

Rural value refers to the attributes and capabilities that rural areas endow human beings with self-survival and self-development. They can be divided into rural production value, rural life value, rural ecological value, rural cultural value and rural education value. With the transformation of society and the acceleration of the urbanization process, the rural value has been ignored by most people. Many people think that the development of urbanization is the end of the countryside, and the rural value has disappeared. The development of precision poverty alleviation in rural tourism helps people to re understand the value of the countryside, rethink what is healthy life style, and re analyze the meaning and fun of rural life.

A tourism development company introduced by Baisha County, Tianya post station, is trying to create a new rural construction mode combining rural tourism and housing reform, so as to achieve the new growth of rural economy and the improvement of rural living environment. Luo Shuo village has become the first demonstration point of the beautiful village construction of Baisha [6]. Liao Yongfeng, the chairman of the tourism development company, helped the villagers live in a beautiful new house in advance without losing ground, relocating and reducing their original income. At the same time, the company also trained villagers in service skills and service standards, so that villagers could combine their expertise to carry out personalized farming services, and villagers gained a sustainable income channel.

3. The Main Problems in the Precision Poverty Alleviation of Rural Tourism

3.1 The development of rural tourism poor people's economy has not been improved

Rural tourism is developing rapidly, but it is easy to equate tourism development with tourism poverty alleviation in the process of tourism poverty alleviation. It only focuses on the promotion of tourism development to the local economy, neglects how to promote the benefit of local poor people, and weakens the important role of tourism development in helping the poor. Despite the gradual development of tourism, the economic situation of the poor has not been improved.

3.2 The single fund for the function of tourism poverty alleviation industry is difficult to be in place

Most of the rural tourism activities lie in the utilization of primary agricultural products. Many products are slightly altered and surface development on the basis of original ones, lacking of innovative design and deep processing of agricultural products. The level of agricultural products is

low, the cultural taste is not high, the characteristics are not obvious, and the correlation degree between industries is not high [7-8]. The one or two and three industries have not been integrated with each other, thus affecting the stamina of rural tourism development and making poor effect of poverty alleviation.

3.3 The backwardness of infrastructure is difficult to meet the needs of tourists

It affects the development of rural tourism. To develop tourism, it is necessary to have the benefit of tourists. First, we have to have convenient transportation, let the tourists go in and out smoothly, so that people can come and see the benefit. Thirdly, the infrastructure in the scenic area is backward. Although the scenic spot is in the countryside, the tourists are mainly urban residents, and the service facilities such as food and sanitation are poor, which is difficult to meet the needs of tourists.

3.4 Poor people are low in education and low income

Because the development and research of rural tourism are at a relatively low level, the managers of rural tourism are relatively few, and they lack systematic and effective training for rural tourism practitioners. In the actual operation of rural tourism, the managers of many rural tourism areas are served by village cadres and local farmers. The quality of rural tourism managers and practitioners is generally low [9]. The rapid development of rural tourism is inconsistent with the managers and practitioners of low quality rural tourism. Rural tourism is in extensive management, forming a vicious cycle of light management, low quality and low income, which seriously restricts the development of rural tourism in China. In the interests of sharing tourism, as a vulnerable group, the income of the poor is limited, and it can not achieve the goal of rural tourism poverty alleviation.

3.5 The poverty alleviation industry in rural tourism can not create high economic benefits

There are many links in the tourism poverty alleviation industry chain, but not all of them can create equal value. Only some specific links can create higher added value. In the tourism industry chain, eating, living, traveling and swimming are the basic consumption, and the entertainment and purchase of the consumption, the great space to create value [10]. Our city rural tourism only in the basic consumption of food, shelter, and tour has strong agglomeration effect, for high value-added entertainment and shopping is relatively weak, generally only buy local characteristics of basic agricultural products and cultural products, to create greater economic benefits.

4. Strategies and Suggestions for the Development of Rural Tourism for Precision Poverty Alleviation

4.1 Integrating resources to achieve accurate poverty alleviation

The development of rural tourism to achieve precise poverty alleviation is to integrate resources that can be used for developing rural tourism, reshape the rural industrial structure and extend the rural industrial chain. We should promote the linkage between rural tourism and agriculture, industry, cultural industry, sports industry, pension industry, transportation industry and urban construction, and promote the sale of local agricultural products such as vegetables, livestock and poultry, and promote the structural adjustment of agricultural planting industry [11]. Driven by the processing and sales of agricultural and sideline products, native products and tourism souvenirs and other tourism products, to promote the development of rural industry. At the same time, it also promotes the development of transportation, trade and logistics, tourism, leisure, real estate and other industries, so as to achieve the mutual interaction between the one or two and the three industries.

4.2 Classification guidance and implementation of accurate help

The goal of rural tourism poverty alleviation is to achieve precise and accurate management. We need different support measures according to the capabilities and needs of different poor rural areas and different poor people, so as to improve the accuracy of rural poverty alleviation. In particular, it

is necessary to classify and help the poor.

Strengthen the training of Hainan Province, through the centralized instruction, interaction, field observation, field investigation and other methods, the rural tourism scenic area, the poor training of leisure farm, farmhouse, gold farm management personnel, improve the tourism to help the poor skills.

4.3 Enrich the form of poverty alleviation in practice

Enrich the form and content of rural poverty alleviation of poverty alleviation and development, promote rural economic hematopoietic function, but also existing in the construction of city rural tourism, a single product is identical, environmental pollution, lack of scientific planning and other issues is not sustainable, it is difficult to achieve the purpose of precise poverty alleviation of rural tourism.

Therefore, starting from the reality of tourism resources in poor rural areas, we should set up the concept of rural tourism development, which is "rural, creative, localized, low-carbon and scenic village integration". It is to keep the native color, highlight the elements of the countryside, and fully integrate the natural, cultural, industrial and living resources of the countryside. To carry out the theme of creativity and product innovation, to create the characteristics of rural tourism products to achieve the goal of tourism poverty alleviation, and through eating, living, travel, shopping and entertainment of the six tourism elements of local supply, provide more opportunities to participate in rural tourism for local farmers development, tourism services, management, decision-making and development interests the distribution of various links, so that local farmers to gain the maximum benefits of tourism and the development opportunity [12]. At the same time, we should fully implement the concept of low carbon economy, promote the development and construction of rural tourism with the mode of "Jing Village co construction", so as to integrate rural tourism development with the development of poverty alleviation and the construction of beautiful countryside.

In order to build tourism brand, I actively carry out work to create the rural tourism brand, brand effect and actively create tourism; guide the county tourism style town construction, realize the scale, standardization, specialization and brand development of Hainan tourism style town.

4.4 Pay attention to human resources and build a mechanism for poverty alleviation

Poverty alleviation and development of rural tourism in the target population are those with the ability to work and are willing to participate in the development of rural tourism, through the poor villages and poor population details of the investigation and filing riser, with registration information, help to improve the accuracy and effectiveness of the training and implementation of poverty alleviation, twinning to villages and households, education and training to the village households.

To help the poverty alleviation of tourism start with "wisdom". Hainan province has included the training of rural tourism management, marketing, tour guides and reception personnel in the poor areas into the provincial vocational skills training program. In 2016, Hainan Province in Qionghai, held a number of rural tourism poverty alleviation training class. Through centralized instruction, interaction, field observation, field investigation and other methods, the township cadres, rural tourism scenic area (spot), the province's poor leisure farm, farmhouse, Villaggio Boutique Hotel, gold farm management personnel training, the training content relates to rural tourism and rural tourism promotion and marketing service management.

4.5 Using information to optimize the platform for poverty alleviation

Make full use of the "Internet plus tourism", the establishment of rural tourism marketing cooperatives public welfare in support of government departments, to build a platform to boost rural wisdom, rural tourism precise poverty. First, we should use this platform to carry out accurate and dynamic management of the information of the poor villages and poor households, and implement a household account and a set of supporting measures for the poor farmers, so as to ensure that the poor families are most needed. The three is to carry out rural tourism network marketing of tourism

products, online booking and online sales with the platform, broaden rural tourism marketing channels, improve the rural tourism in poor areas of the market visibility and influence, in order to attract more tourists to the poor areas of tourism consumption, realize the social wealth transfer to the poor areas and poor farmers to get rich.

The healthy development of tourism needs to improve the service level. The relevant government departments for the poverty-stricken areas to attract more tourists, increase the amount of tourists, the construction will improve rural village, formulate corresponding village regulations, carry out the way of getting along with people training, which will help to improve the overall quality of the poor.

5. Conclusions

Hainan Province, the rural tourism in the global tourism planning, the poverty-stricken areas of rural tourism resources into tourism products line, to improve the local tourist arrival rate, and in order to build rural tourism brand, improve labor productivity in poor areas, even the depth of the development of local tourism resources, promote accurate poverty alleviation. Adhere to the government guidance, run by the village and enterprises in accordance with the market rules, and strive to make all the resources to invest in the poor areas with the best allocation, while strengthening the industry cultivation, and urging the farmers to increase their income.

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