

Research on the Strategies of Targeted Poverty Alleviation by Tourism in Shaanxi Province from the Perspective of Industry Chain

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Abstract: Targeted poverty alleviation is a method of poverty alleviation in China in recent years. It aims to give proper help to poor families in poor villages so as to improve their quality of life and help them out of poverty. However, the living conditions of the majority of the residents in China are poor and belong to the relatively poor class, and the “targeted poverty alleviation” of the state can only be given to the poorest part of the poverty group. For other residents whose conditions are slightly better, it is difficult to provide better help to them. Therefore, the poor villages in Shaanxi Province also need to other means of helping them become rich. Targeted poverty alleviation by tourism is an important way to improve their material life and help them become rich. Based on this, this paper explores and studies the strategic construction of targeted poverty alleviation by tourism in Shaanxi Province from the perspective of industry chain.

1. Introduction

Targeted is the basic requirement of targeted poverty alleviation, and the implementation of targeted poverty alleviation by tourism is to ensure that poor family can obtain economic benefits from the development of local tourism industry. However, the development of the tourism industry, which is influenced by the external environment and the market mechanism, is difficult to automatically create development opportunities for the poor to achieve the fundamental goal of poverty alleviation. During the Dragon Boat Festival holiday in 2018, the tourism industry of Shaanxi Province shows the crowded scene, the total number of tourists reaches 19.132 million, and the 40% of the total number comes from the rural tourism, which is 7.6528 million^[1]. At the same time, the Qinling Mountain area and the poverty-stricken areas along the Yellow River sightseeing road have also reach the peak in history, which fully shows that the development of tourism industry has great significance on the implementation of targeted poverty alleviation in rural areas. By this way, the road of targeted poverty alleviation by tourism will also be broader and broader.

2. Current situation of targeted poverty alleviation by tourism in Shaanxi Province

In order to create a solid, accurate and long-lasting mechanism for helping the poor in tourism, the governments of many regions in Shaanxi Province have specially carried out a number of targeted poverty alleviation actions, such as entering and working the villages for poverty alleviation, assigning specially trained persons to take charge for the poor families or villages, and so on. There are more than 1000 persons who are fighting in the front for the poverty alleviation by means of tourism, they not only provide all kinds of guidance and help to the business of poverty alleviation by tourism, but also constantly introduce the successful experiences and typical models for the poor areas, so that the business of poverty alleviation by tourism all over Shaanxi Province can learn from the mutual experiences and has realized decisive results in the targeted poverty alleviation by tourism. Under the long-term guidance of the provincial tourism development committee, Shaanxi Province has successively established more than 20 counties or districts, more than 10 villages or towns as the demonstrate the poverty alleviation model; in addition, the model of “county tourism & demonstrations in rural areas & targeted poverty alleviation” has become the guideline of the targeted poverty alleviation. There are many visiting learners from all over the country come to Shaanxi to learn advanced experiences through practice.

3. An Analysis of the problems in the targeted poverty Alleviation by tourism in Shaanxi Province from the perspective of industrial chain

3.1 The function of targeted poverty alleviation by tourism and the construction of industrial chain need to be improved

The construction of poverty alleviation by tourism in many areas of Shaanxi Province has made remarkable progress. The government has made great contributions to tourism such as economic investment and policy encouragement. However, in the industrial construction of poverty alleviation by tourism, there are still some social, ecological and cultural problems, so that the function of poverty alleviation by tourism in many areas relatively simple and can not better play the role of poverty alleviation. What's more, the construction of tourism industry for poverty alleviation in Shaanxi Province also needs to be improved by the correlation between tourism industry and other industries so as to form a complete industrial chain. The main form of targeted poverty alleviation by tourism is to build rural tourism economy, and it is very significant to further optimize and integrate the rural folk customs, agricultural sightseeing and architecture ^[2].

3.2 It is lack of coordinated development in local construction of targeted poverty alleviation quality by tourism

The targeted poverty alleviation by tourism should be regarded as a whole from the perspective of industry chain. So, the relationship between tourism industry and other industries should be improved, and the cooperation and exchange between tourism industry and other industries should be strengthened. At present, the tourism industry in Shaanxi Province is still in a state of solitary struggle to a certain extent. The cooperative effect of the targeted poverty alleviation by tourism projects in many regions is poor, which makes the integration of the industries that are related to tourism is relatively low, it is very difficult to play the leading role and influenced function of tourism and share the useful resources. Although there are lots of tourists in some parts of Shaanxi Province, but the construction of some basic tourist facilities is not perfect, which leads to the limitation of the tourist capacity.

3.3 The construction of the industrial chain of targeted poverty alleviation by tourism does not fully display the local ethnic characteristics

In the construction of the industry chain of targeted poverty alleviation by tourism in Shaanxi Province, the use of local ethnic characteristic resources is less, which makes the construction of tourism industry lack of local culture, and the local ethnic characteristics are not prominent enough. In addition, the participation degree of the residents in the construction of targeted poverty alleviation projects of by tourism is relatively low, and the development of tourism can not guarantee the development of the local poor population accurately, and it is difficult to ensure the economic benefits of the poor people.

3.4 The brand effect of the tourism industry for targeted poverty alleviation is relatively low and lack of driving force

In the targeted poverty alleviation by tourism, the core tourism industry has become an important part of promoting the development of the whole industry. For the mountain villages with backward economy, the development of tourism industry in Shaanxi Province is very difficult, so the strength of tourism enterprises is weak. In addition, the brand building awareness in targeted poverty alleviation by tourism is low, or the building methods are relatively backward; at the some time, the market scale is small, and the propaganda and promotion of the characteristics of local tourism of is not enough, so that the development of targeted poverty alleviation by tourism is slow.

4. Analysis on targeted poverty alleviation strategy by tourism in Shaanxi Province from the perspective of industry chain

4.1 Strengthening the improvement of the industrial chain and function of target poverty alleviation by tourism

The construction of the industry chain of targeted poverty alleviation by tourism should be regarded as a systematic entirety. In order to improve the local economy, the poor area should not only strengthen the development of tourism industry, but also to pay more attention to the construction of industry chain of tourism and the integration of tourism resources. Therefore, in the construction of targeted poverty alleviation strategy in Shaanxi Province, we need to get rid of the traditional tourism boundary restrictions, to expand the scope of poverty alleviation by tourism, and to extend the industrial chain of targeted poverty alleviation by tourism, so that more tourism resources and industrial resources can be effectively combined; and then, the tourism industry can promote the development of other economic industries, and realize the effect of coordinated development of many industries^[3]. For example, in Zhashui County of Shangluo City in Qinling Mountain area of Shaanxi Province, by the effective integration of tourism demonstration across the whole region and the tourism industry for targeted poverty alleviation, the “ten driving model” has been formed, i.e., upgrading the scenic spot, developing the characteristic town, linking the rural tourism in different places, establishing the tourism projects, promoting the development of the tertiary industry, researching new products and services, training the professional talents for local tourism, integrating new technologies into local tourism, interacting with the tourism companies, and making the best of “three changes reform” in rural areas. By the “ten driving model”, this county has further widened the path of poverty alleviation by tourism, so that the culture, society, ecology of this county develop harmoniously, industry chain and function of targeted poverty alleviation have been constructed more perfect.

4.2 Strengthening the quality construction of tourism industry in poor areas

As a systematic project, targeted poverty alleviation by tourism is related to a number of industries and regions. In order to make sure all the scenic spots to take part in the construction of industry chain jointly, and to develop the targeted tourism poverty alleviation project harmoniously, it is necessary to make clear the advantages of our existing tourism resources and the tourism resources in various places, and then improve the linkages between the hot tourist spots and the poor areas, and adopt some measures according to the local conditions and expand the scale of tourism according to the local conditions, so as to improve the speed of the development of tourism industry in slow-developing areas, and to make rapid development and slow development regions reach the interaction of sharing resources and helping each other, so that the quality of targeted poverty alleviation by tourism can be improved constantly^[4]. For example, due to the influence of location and transportation, the Qinba Mountains in southern Shaanxi and the Loess Plateau region in northern Shaanxi always are the areas where there are lots of poor counties and the poor population at the national and provincial levels. Poor residents in the regions are also looking forward to the construction of the projects of target poverty alleviation by tourism. In recent years, Shaanxi Province regards tourism as a leading industry, and leads the development of value-added agriculture in many places, these drive the farmers to become rich.

4.3 Improving the role of local ethnic characteristics in the construction of tourism industry chain

The poor residents are the main targets of targeted poverty alleviation by tourism. So, in the process of industrialization of targeted poverty alleviation by tourism, we need to focus on rural areas and poor residents, and attach importance to the localization of tourism industry chain construction. In the construction of targeted poverty alleviation industry chain of tourism in Shaanxi Province, it is necessary to pay attention to the local culture and regional characteristics, and integrate these characteristics into the tourism industry construction, and create the tourism industry

chain with local national characteristics^[5]. For example, in the construction of the industry chain of targeted poverty alleviation by tourism in Shaanxi Province, the main battle of poverty alleviation by tourism has been launched in all kind of ways; people can develop the industry chain in any form such as selling local traditional products by rural ecommerce, and develop the industry chain at different places, such as areas around scenic spots, areas along highways, ancient towns and villages, orchard fields, bottom of hills, banks of rivers, these places have become the main battlefield of rural tourism, urban leisure, employment of farmers and getting rich. Many local resources have become the key industries in the tourism industry.

4.4 Strengthening the tourism brand construction of targeted poverty alleviation by tourism in the view of industry chain

It is a long-term exploration and practice that tourism industry leads the rural population to get rid of poverty and become rich. In recent years, combined with the provincial situation, the local governments and tourism management departments in Shaanxi Province have made out of a summary of experience in practice. They explore the model of model demonstration, combine the certain area with the whole, and comprehensively promote the unique methods of poverty alleviation by tourism^[6]. However, in the construction of tourism industry chain in Shaanxi Province, it is necessary to strengthen the brand construction of tourism industry, so as to guide the cooperation of core tourism industry enterprises. At the same time, it is important to carry out brand propaganda by the specific advantages and resources of tourism enterprises, and by the Internet technology, so as to constantly strengthen the tourism brand^[7]. In addition, the targeted poverty alleviation by tourism in Shaanxi Province also needs to establish a good benefit distribution mechanism, which leads the sound cooperation of the internal elements of the industrial chain, and improves the strength of tourism brands. For example, in Zhujiawan Village near Niubeiliang in the Qinling Mountains, there are 126 hostels run by the villagers, and more than 40 hostels have been invested by capital from the outside. On holidays, there are a large number of guests; the reservation of many hostels often requires being booked before half a month in advance. With the support of governments and departments at all levels, 2300 ecological parking spaces and 6 tourist latrines have been built in the village. At present, the number of characteristic hostel is increasing, the supply of local labor is running short of supply, and the local characteristic products are in great demand^[8]. The local government can encourage these characteristic industries to form an effective industrial chain by means of policy encouragement or other appropriate mechanisms, and encourage the farmers to actively improve their service quality and product quality to form a unique brand.

5. Conclusion

The policy of targeted poverty alleviation is not only an important measure to help poor residents get rid of poverty and improve the quality of life, but also an important way for residents in poor areas to get rid of poverty and go to a well-off life. It aims to promote the local residents to become rich through the development of tourism economy in many poor villages, and to create a new way of economic construction for local residents. In the construction of Shaanxi's poverty alleviation strategy from the perspective of industry chain, we should strengthen the quality and brand construction of tourism industry chain, perfect the various functions of tourism industry, and strengthen the market competition strength of local tourism industry, so as to constantly broaden the road of targeted poverty alleviation by tourism.

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