

How Can Tourism and Poverty Alleviation be Combined to Promote Development in Poor Areas?

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Abstract

Poverty, as a problem faced by the whole world, has been regarded as one of the most important tasks since the founding of the People's Republic of China, and a long road to poverty alleviation has begun. At the same time, with the development of China's economy, tourism has gradually become a new hot industry. Its vast market can significantly accelerate the economic construction of cities in surrounding areas.

In this article, the author will explain what precise poverty alleviation is and tourism poverty alleviation by consulting literature and other forms. At the same time, the author will briefly explain the relationship between the two and why the two should be combined to carry out poverty alleviation work. Then demonstrates three examples of Qianhu Miao Village in Guizhou, Jinggangshan in Jiangxi, and Aershan in Inner Mongolia.

Keywords

Tourism; Poverty Alleviation; Development in Poor Areas

Introduction

Poverty alleviation has been an important task of the People's Republic of China since its founding. Due to some historical and natural reasons, economic development is uneven between and within regions. Productivity, especially in poor areas, has grown very slowly. According to the State Council, by the end of 2015, there is still a total of 56.3 million rural residents were registered as living in poverty. Moreover, most western provinces have a poverty rate of more than 10%, and the poverty rate in some ethnic provinces and regions is as high as 12.1% (the National Administration for Rural Revitalisation, Chinese Communist Party, 2016). For decades, the government helped improve the living conditions of poor households and help poor areas develop

Citation: Chenxi Zhao. (2021) How Can Tourism and Poverty Alleviation be Combined to Promote Development in Poor Areas? The Journal of Young Researchers 1(7): e20210924

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Received on September 2, 2021; Accepted on September 3, 2021; Published on September 24, 2021

production to change the face of poverty. With the development of tourism, the government regards tourism as one of the main means of poverty alleviation, it is called the PPT strategy (pro-poor tourism), which is through developing local tourism and drive overall economic development (Mao Y & Liang B, 2009).

Since the reform and opening-up, China's domestic tourism has developed rapidly with wide coverage and has maintained a high speed of development. Tourism has been recognized as a growth engine of the national economy, Tourism plays an increasingly important role in the development of the whole society and economy. Tourism has been integrated into the global industrial structure, mode of production and consumption, as well as people's work and life, and has become a right enjoyed by everyone, the director of the National Tourism Administration said in an exclusive interview with Xinhua News Agency (Xia J & Zhou Y, 2019). At the same time. The National Tourism Administration gives some statistics, China contributes more than 30 percent of global inbound tourism, and 28 provinces, autonomous regions, and municipalities in China have defined tourism as a strategic pillar industry or pillar industry (CHN Central People's Government, 2012). The rapid development of tourism, how can poverty alleviation be combined with tourism to achieve accurate poverty alleviation and have a better performance of PPT is the main problem, but also the best way forward.

However, a sudden outbreak of COVID-19 caught everyone off guard. With the spread of the epidemic, the first to be affected is the tourism industry, the overall shutdown of the travel industry has led to such a huge loss of consumption in China's inland tourism. Since this new outbreak is highly uncertain, it is difficult to make accurate predictions in short

term. But we must be sober-aware that the combination of the new epidemic and the downward pressure on China's economy adds to the uncertainty at the macro level. The overlap of resistance with the transformation and upgrading of China's tourism industry makes the industry's development more variable in the medium. As a result of the various measures taken this year are more extensive and severe than the SARS period. Therefore, it is expected that the impact of tourism revenue will be significantly greater than the 13% year-on-year decline in 2003, which is the worst-hit area of the industry. The direct economic loss caused by the shutdown of China's tourism industry during the Spring Festival alone is around 500 billion yuan. Such a huge economic loss means that Government revenues would also fall sharply. Then the amount of money devoted to poverty alleviation will also fall sharply. In addition, the emergence of the epidemic has also added many challenges to poverty alleviation, especially for traffic and travel. Since the COVID-19, lots of flights and trains are suspended. Furthermore, visits by anti-poverty workers may also pose a risk of infection which could bring a devastating blow to backward rural areas (Ming Q, & Zhao J. 2020). During this special period, while the epidemic abroad is still severe how to realize the internal circulation of China's tourism under the premise of safety is a crucial step.

Given this, the purpose of this paper is to explain "the relationship between tourism and poverty alleviation", "what is tourism accurate poverty alleviation (TAPA)?", and how to implement TAPA during this special period?".

Development of poverty alleviation

Poverty is a worldwide problem, accompanied by the survival and development of human society. Since the founding of the People's Republic of China in 1949, the government has

carried out effective poverty control work in stages which reduced the total population in poverty significantly and has made great contributions to the world's anti-poverty cause.

Four stages of poverty alleviation

In the early times of China's foundation, between 1949 to 1977 which is called "The broad poverty alleviation stage", China spent a huge amount of budget on infrastructure and established the early co-operative system. In fact, infrastructure like road-building has solved the inconvenience of transportation in remote areas and make new connections between different areas.

For the next two decades, institutional reform, transfer of land management rights, it has greatly aroused the enthusiasm of the farmers and liberated the rural productive forces. Meanwhile, under the government macro-economic control, the price of agricultural products has raised a lot, farmers' income has increased to a certain extent. It has fundamentally alleviated the poverty situation in rural areas and reduced the absolute rural poverty population to 125 million people (Tang Z, Luo M & Zhang W, 2019).

With the rapid development of the Chinese economy, the government began to carry out poverty alleviation on a planned, organized and large scale. In 1986, the State Council Poverty Alleviation and Development Leading Group was formally established, local governments have also set up corresponding agencies responsible for local poverty alleviation and development (Cui Y, 2020).

Since 2001, this is the fourth stage of poverty alleviation. The State Council has pointed out the central and western ethnic minority areas, old revolutionary base areas, border areas, and extremely poor areas will be the focus of

poverty alleviation. It also means China's poverty alleviation work has entered a comprehensive development stage of consolidating the achievements of poverty alleviation, improving its development capacity, and narrowing the development gap (Cui Y, Wei Z, Wang J, & Xue Q, 2020).

Mainly trouble of poor areas

Through decades of poverty alleviation work experience, we have identified the following three issues. First of all, most of the poor areas are remote mountain areas or minority areas, this means they have poor traffic conditions and there is little economic contact with other areas. As the result, the local economy has stagnated and the problem of poverty has never been solved.

Secondly, there are fewer resources and only a few industries. For example, some villages in Tibet, the main source of income for local people animal husbandry is the main source of income for local people. Locals also want to develop other industries but due to scarcity of resources, people do not have enough material do this. So the income only be able to sustain themselves, some areas even need the funding of government (Wang G, 2005).

Thirdly, the negative result of the Matthew effect mainly describes the phenomenon of the spontaneous transfer of social resources to regions. This manifests in the poor area for the talented person, the fund and so on social resources to drain a great deal. The development of poor areas needs talents, but it is difficult for poor areas to retain talents. In addition, since the poor education, the training of qualified personnel is impossible that increase the difficulty level of poverty alleviation. And precisely because of poverty make the poor areas fall into the Matthew effect, and form a vicious circle (Wu S, 2018).

Development of tourism in China

Tourism is new consuming behavior after people get basic needs in their daily lives. Nowadays traveling has become more and more popular and its basic form is people leaving where they leave and going to new places. Tourism is aimed at the tourism market, and provides services for visitors for fees. Basically, tourism has consisted of three major components which respectively are travel agency, transportation and accommodation. The three constitute the three pillars of modern tourism.

China is a unitary state with vast territory and has rich tourism resources. At the same time, China is also famous for its time-honored history and civilization which can attract lots of people. All these have laid a good foundation for the development of China's tourism industry (Wei X & Jin Z, 2012).

The reason for the development of tourism, first of all, tourism can quickly drive the local economic development since it has a strong correlation between other industries for example air transport, light industry, commerce and so on. It can directly or indirectly lead to the development of the manufacturing industry and the tertiary industry in the region and promoting the adjustment of industrial structure then optimize the allocation of resources. In addition, the development of the tertiary industry has provided more employment opportunities for the local people, especially for those poverty-stricken areas. This can provide them new and long-term sources of income. Because of the large passenger flow of the tourism industry, so for the local characteristics of small folk business is also a very big driving role, and even to achieve the effect of getting rich. In addition, tourism also means lots of economic activities happened, in other words, it amounts to a large source of tax revenue. The government can spend more budget on tourism

or other infrastructure (Wang Y, 2006).

The arduous task of eradicating poverty

With the continuous development of human society, poverty appears in the sight of people all over the world and has become a worldwide problem. As early as the founding of the United Nations, the eradication of poverty has been written into the United Nations Charter (Rutsch & Horst, 2005). The World Bank sets a global poverty line based on the world's 15 poorest countries and makes adjustments according to different consumption levels in different countries. As time goes by, The World Bank moved the international poverty line from \$1 to \$1.90 per day, which translates to 2,563 yuan in annual consumption expenditures.

In 2015, the total number of poor people in the world was 700 million, a 60 percent decrease compared with 1999. The fastest pace was in East Asia and the Pacific, where the number of people living in poverty fell by 540 million in 13 years. To this end, China has made great contributions to poverty reduction (Yu F, 2016). However, absolute poverty still exists in China, poverty remains a serious problem. By the end of 2015, there is still a total of 56.3 million rural residents were registered as living in poverty. In addition, since the differences between different regions and policies, the gap between the rich and the poor is widening in China, poverty alleviation is becoming more and more difficult, General Secretary Xi Jinping stressed the need to take targeted measures to alleviate poverty when participating in the deliberations of the NPC and CPPCC delegations (Wu Z, 2008).

What is TAPA

TAPA is Tourism Accurate Poverty Alleviation, it is the combination of targeted poverty alleviation and tourism poverty alleviation. China's poverty alleviation work started in the 1980s, after years of struggle has made

remarkable achievements. However, for a long time, the number of poor people is not clear, the situation is I will explain what precise poverty alleviation is and tourism poverty alleviation by consulting literature and other forms. At the same time, I will briefly explain the relationship between the two and why the two should be combined to carry out poverty alleviation work. Demonstration through three examples of Qianhu Miao Village in Guizhou, Jinggangshan in Jiangxi, and Aershan in Inner Mongolia the efficiency of poverty alleviation is not high. Since 2006, PPT has been regarded as the key recommended means of poverty alleviation, but the effect of tourism poverty alleviation has been controversial. Some scholars have pointed out at an early stage that the benefits of tourism poverty alleviation and development in some poor areas are mainly obtained by local elites, and the benefits of poor people are far less than those of relatively rich people, thus widening the gap between the rich and the poor, which obviously does not match the original intention of PPT (Li H, Hou L, Yang S & J R Brent Ritchie, 2015).

Secondly, conflicts between local residents and tourism developers are frequent in some poor areas. Also in the absence of a clear regulatory system, there are some examples exploiting loopholes in the law.

It can be seen that accurate poverty alleviation is a solution to the low accuracy and efficiency of China's poverty alleviation work. At the same time, combined with the original strategy of PPT, take its essence to achieve better results.

PPT, Ecotourism and ST-EP

The biggest difference between tourism poverty alleviation and other poverty alleviation methods is the way to achieve it. In addition, PPT is not just about poverty reduction, it takes into account environmental and other social

issues to achieve expanded employment opportunities (Hu L, 2016). In contrast, Ecotourism paid more attention to the protection of the local environment and culture, rather than raising the living standards of the poor (Zhou L, & Huang Z, 2004). The PPT sets out the explicit goals of expanding employment opportunities for local people and affirming benefits for the poor, and environmental protection must contribute to these goals. In other words, ecotourism is about means, while PowerPoint is about results. Community tourism emphasizes the way and right of community participation in tourism planning and development to ensure that local people benefit from tourism and protect the individuality of local people and their natural environment.

Therefore, some scholars proposed ST-EP (Sustainable Tourism for Eliminating Poverty). It is mostly a combination of the first two. It is well known that the rural ecological environment is very fragile, especially in poor mountainous areas. Also, Its economic environment makes it difficult to strike a balance between economic development and environmental protection (Lin, M., Lin, J., Wang, K., Chen, T., Shidai, W. U., & University, F. N., 2018). To this end, the government and the local industry repeatedly stressed to avoid falling into the "poverty trap". Lucid waters and lush mountains are invaluable assets, China's poverty alleviation work needs to develop green industries which are sustainable industries to achieve real poverty alleviation and avoid the return of poor households to poverty.

Strategy: How to develop tourism in poor areas

The ultimate goal of poverty alleviation work is to eliminate poverty. Tourism boosts the local economy by generating tax revenue, job

opportunities and additional income, to achieve sustainable development rather than through poverty alleviation funds to get out of short-term poverty. Only when the countryside is capable of developing itself, only by getting rid of the excessive dependence on external capital can the overall sustainable development of the poor areas be realized.

The key to rural revitalization is to revitalize the industry. In the context of the rural revitalization strategy, to achieve industrial prosperity, it is necessary to find out the resource advantages of the rural areas and the industrial format that meets the needs of the market. The development of rural tourism should not engage in large-scale demolition and construction. It is important to adopt measures to local conditions and guide the development of traditional villages.

At the same time, the construction of countryside tourism must have a high starting point and high standards. To this end, the government must increase investment to improve local infrastructures such as road and railway transportation, accommodation, public toilets, and other public facilities. At the same time, the government needs to make relevant policies for local conditions, for example, reduces tax rates, interest rates, stimulates consumption, and the enthusiasm of local people. However, the government should also do a good job of supervision and planning, We must strive to achieve one-step planning, step-by-step implementation, and gradual improvement. It is necessary to strengthen local planning and guidance and improve the reward-for-investment mechanism. Besides, trying to implement a variety of development models, actively mobilize social funds and the enthusiasm of local people to achieve a comprehensive upgrade of local industries and achieve a comprehensive upgrade of local

industries.

Specific measures to carry out poverty alleviation work

Infrastructure as the basis and necessary conditions for economic and social development, the primary focus of local poverty alleviation work is to improve the local infrastructure, since it is all enterprises, units and residents of the production and operation of work and life of the common material basis. We can divide them into living and social development infrastructure. These include transportation, post and telecommunications, water and electricity supply, cultural education, sanitation and so on. Funding is the most serious issue that all poverty-stricken areas facing. With the development of rural infrastructure construction, the demand for funds has become a sizeable sum , so the raising of funds has gradually become a major problem (Wang R, 2019). The main source is the government, but due to excessive demand and the short establishment of special funds, the project has not spread to all poverty-stricken areas. In addition, the outflow of local labor resources has led to the slow development of the local economy. The local government has no conditions to provide financial support, and the shortage of local resources and poor basic conditions have prevented foreign companies from investing in it, and infrastructure construction has been slow (Wen Q, Zhang Y, Zuo Y, Xie X, & Li H, 2018).

Since the start of poverty alleviation work, funding has always been the top issue. However, China's rural poverty alleviation development has always adhered to the government-led development-oriented poverty alleviation policy. With the continuous development of China's economy and society and the increasing financial strength, the central government's transfer payments to various aspects of

economic and social development in poverty-stricken areas have continued to increase, alleviating the problem of shortage of funds to a certain extent. While increasing capital investment, we pay special attention to extremely poor areas. Since the establishment of the special fund, this poverty alleviation fund has reached 27 billion yuan in 2011 (Luo Q, 2014). In addition to capital investment, the local government has also provided measures such as the rural subsistence allowance to directly subsidize poor rural people due to illness, disability, old age, and infirmity, to ensure that the basic living needs of local people are met. At the same time, to support local businesses such as breeding farmers, the People's Bank of China provides interest-free loan services in rural credit cooperatives. As long as the farmers meet the requirements, they do not need mortgages, and can directly get loans for production and living (Zhang B, 2003).

However, some regions have good policies, but they have not been able to get rid of poverty for a long time. The problem is mainly concentrated in some specific poor households if we want to achieve real poverty eradication, these people has low initiative and they would suffer from poverty rather than hard work, most of them just want to do nothing and get low insurance. These negative phenomena are particularly pronounced in some extremely poor areas. In the long run, not only will it affect the normal conduct of poverty alleviation, but even if it is completed for a short period, it is possible to return to poverty. This spiritual poverty is often more difficult to solve than material poverty and tests our patience and wisdom (Liu J, 2016).

Encourage the poor people to work hard, understand the "only hard working can make life better", one of the best way is to set a good

example. We should take ideological guidance as the premise, carefully design programs, adopt a variety of ways, and constantly use the things around them to educate the people around them so that the poor people learn to have examples, catch up with the direction, and deeply stimulate their confidence and determination to get out of poverty and get rich (Zhang Y, 2020). At the same time, the government can bring the culture and technic to rural areas, and they need to target vocational education and labor training, and effectively enhance the poor people's ability to develop production. In other word, the local department needs to set different education programs according to local cases to spread advanced ideas and working skills (Wu H, Xu H, & Chen B, 2016).

No matter a good tourist attraction has how good tourism resources, if not to promote the public, then it is likely to be noteless. Therefore, the relevant departments should innovate publicity methods and methods, make full use of various platform carriers, especially new media, to promote local features. For example, local departments could develop local specialties with attractive packaging which can help to sell products and rasie their prestige to attract more visitors.

Overall, the above strategies, combined with local characteristics to develop tourism, are currently the most important means of poverty alleviation, and also a means which has the best effect. The formation of local tourism can drive the rural economy since it is one of the means to open the door to poor rural households, it could strengthen the economic connections between poor areas and the cities, forms a positive input of information, talent, resources to rural areas, and further forms the internal cycle of the local economy to increase the income of poor households. In addition, while economic poverty alleviation is being carried out in rural

areas, cultural input at the spiritual level can greatly change the mental outlook of the local people. The poor can also improve their income, learn newly honed skills and thus have higher market competitiveness, for the local poverty alleviation work to contribute their own contribution. Lastly, In addition to the development of tourism, but also to upgrade the local industry, the development of local tertiary industries, such as aquaculture, sales services and e-commerce. The development of this new high-tech industry can bring more vitality to the local economy and further optimize the local human resources and natural resources.

Types of poverty alleviation tourism

According to the tourism project development model, the tourism poverty alleviation model can be divided into ethnic tourism poverty alleviation, red tourism poverty alleviation, and eco-tourism poverty alleviation. According to the main body of tourism poverty alleviation and development can be divided into government-led tourism poverty alleviation, enterprise-led tourism poverty alleviation and residents-led tourism poverty alleviation ((Hu X, 2017).

Thousand households Miao Village

Through the three-year action to promote poverty alleviation through the development of tourism since 2017, Guizhou has vigorously promoted nine tourism poverty alleviation projects including the construction of tourism projects, the promotion of scenic spots, and rural tourism. Xijiang Miao Village has become a well-known rural tourism destination in the country where the economy is prosperous, the people are rich, the industry is prosperous, and the national culture is better demonstrated and utilized. In 2017, the county received a total of 10,085,700 tourists and realized a comprehensive tourism income of 8.572 billion yuan.

The Miao Village of only ten years ago was very different from now. There are more than 1,300 households in Xijiang Miao Village, with more than 6,000 people, 99.5% of the population are Miao. Like many poverty-stricken ethnic villages in Guizhou, due to history, geography, and environments, such as mountains and rivers, with a huge amount of people but little land, lack of production and living resources. Furthermore, the transportation is extremely inconvenient. There is only a small road leading to the county seat. In a word, Miao village is a typical minority village that has rich culture but poor economics.

The turning point occurred in 2008 when the Guizhou local government held the 3rd Tourism Industry Development Conference in Xijiang Miao Village in order to develop local tourism. In the following ten years, under the strong promotion of tourism, great changes have taken place in the local area. Since the per capita income of the whole village was less than 2,000 yuan in 2007, when the per capita income reached more than 15,000 yuan in ten years, the local people, enterprises and government have made a lot of efforts. The appearance of the village has also been updated unprecedentedly. With the support of the government, the local infrastructure has been continuously improved and improved, and hydropower has been fully popularized. Compared with before, it not only improves the quality of life of the local people, but also improves the beauty and beauty of the overall traditional village (Fei G, & Chen Z, 2009). While protecting the local traditional buildings, it also increases tourism competitiveness. Through nearly ten years of tourism development, the traditional culture of Xijiang Miao Village has demonstrated its modern charm, and the villagers' cultural awareness has been constantly rising. Since 2008, the Xijiang Miao Museum has been established, and through it, more than 20 Miao

villagers have opened family museums. The colorful, down-to-earth, and warm ethnic and folk activities held during various festivals are a major feature of the Xijiang Miao Village, which attracts many tourists, and it also better inherits the ethnic culture. The unique ethnic culture constitutes the largest local tourism resource. In order to protect the local culture and avoid the negative impact of the rapid development of the West, the local government always regards eco-tourism as its primary task (Zhang X, 2007). All people provide financial subsidies for the maintenance of unique ethnic buildings, and the malicious vandalism of foreign tourists will be severely punished. This unique mechanism effectively inherits and protects the national culture, and also forms an institutional guarantee in the process of protecting the culture, forming a good scenic spot atmosphere. While making rational use of the national traditional culture, the government has also successively funded to help local vendors build a number of interactive cultural experience points, which improves the tourism experience and increases the income of the local people.

Under the leadership and support of the government, through the development of the tourism industry such as scenic spots, a very successful tourism poverty alleviation work has been achieved.

Jinggangshan Red Tourism

The second example is Jinggangshan in Ji'an City, Jiangxi Province. Compared with Guizhou, Jinggangshan is located in the southwest of Jiangxi Province, is the gateway of southwest Jiangxi Province, and has developed external traffic. But its cultural landscape is only based on revolutionary historical sites, landscape characteristics are relatively single, and human attractions are too scattered. Compared with external traffic, Jinggangshan City is

mountainous, the development of roads may cause environmental damage, soil erosion and other negative effects, as the result the internal traffic has been delayed development (Anhui Province's mountain districts,2006). At the same time, due to historical reasons, there are more residents in the scenic area, which greatly affects the tourist experience. Also because of the limited land area due to the mountainous landscape, the public service facilities required for tourism are not perfect. Secondly, the scenic area service facilities and infrastructure are also not perfect, and the existing accommodation, catering and other facilities are low grade and have lots hidden trouble, for example, health conditions do not meet the standards and need to be corrected. While developing tourism, protecting the local ecological environment is also a major problem. How to prevent irreversible environmental negative effects is another challenge for local governments.

Jinggangshan is the cradle of the Red Revolution is the first revolutionary base of the Communist Party of China, in order to speed up local development, the central and local governments have formulated development plans. In addition to its rich red tourism resources, Jinggang also has a magnificent natural and ecological landscape. To this end, the local government put forward the development strategy of "red and green", make full use of local ecological resources, vigorously develop eco-tourism, and then strengthen the publicity of red history, combined these two things to develop new tourist attractions (Yu H, 2010). In this way, tourists can not only feel the natural beauty of the locals but also carried out patriotic education (Zhang D, 2015). For local service enterprises, strengthen standards and censorship systems, through the government's special funds to improve the local infrastructure first. In order to protect the local ecological environment,

efforts to change the energy structure of scenic areas, electricity instead of coal to reduce pollutant emissions, while the introduction of solar energy and other clean energy use, and constantly improve the quality of the ecological environment. Finally, to strengthen the planning of tourist areas, the local government has done not worry, according to scientific algorithms, the local government has stipulated the maximum daily tourist capacity, effectively prevent the degradation of local resources, excellent completion of the concept of sustainable development (Chen G, & Chen J, 2000) (Hu B, 1995).

Aershan City- resource-exhausted city

Aershan City is a county-level city under the Inner Mongolia Autonomous Region. It is located at the southern foot of the Greater Khingan Mountains. In addition, it has a green vegetation coverage rate of 97% and is rich in forest ecological resources. About 2 decades ago, forestry-based on logging has always been the main industry developed in this city. However, as a result of excessive logging, the forest available for logging in Aershan has gradually decreased, and it is gradually no longer able to support the local economy. After the 21st century, because the industrial transformation has not been carried out and implemented, the local economy has been seriously lagging and regressing. The problems caused by poverty have led to other social problems, and the local poverty alleviation work has become more and more important (Chen C, Liu J, & Han Y, 2010).

Aershan is a typical resource-exhausted city. Due to multiple constraints such as local geographical conditions, the economy of Aershan has reached a bottleneck period. Despite the difficulties, industrial transformation is the only way to reverse local poverty. In 2013, the State Council determined

that the National Tourism Administration provided assistance to Aershan City based on the advantages of tourism resources in Aershan (Jing J, 2016).

Before this, the local tourism industry had developed to a certain extent, but it was still in its infancy, with obvious tourism seasonality. The peak season has led to a sharp increase in the number of tourists, a sharp increase in short-term reception pressure, short-term supply of various infrastructure and tourism service facilities, and service quality need to be improved. As of 2015, among the existing local tourist facilities, only 5 scenic spots have the qualification to sell tickets, while only three have reached the national A-level scenic spots. The existing scenic spots are low in grade and few in number, which cannot meet the basic needs of tourists. Similarly, local accommodation conditions are poor, with low-end hotels accounting for as high as 90%, far exceeding the needs of tourists, while high-end hotels are very scarce (Wang H, 2014).

The basic model of tourism poverty alleviation in Aershan City is the government-led model. In response to existing problems, the local government has proposed the following two major plans. The first thing to do is to develop new tourist attractions, directly create jobs for the local poor, and increase income. At the same time ease the pressure of local tourist reception. Secondly, as a local characteristic tourist resource, hot springs have never been taken seriously. In order to develop special hot spring tourism, the local government decided to establish a hot spring village and implement the model of moving in from other places. The severely impoverished households will be moved out of the mountains and other places to provide jobs. While solving the problem of low income for poor households, develop special hot spring tourism. An eco-health boutique

community, attracting tourists to stay in family hotels, etc (Yang y, Zhan H, & Yang X, 2015).

Due to the cessation of commercial logging and the continuous strengthening of ecological protection, Aershan City retains green waters and green mountains and has nurtured unique tourism resources. Tourism has become the leading industry in Aershan City. It not only allows the people in need to get rid of poverty through the dividends brought by tourism development but also effectively promotes the transformation and development of Aershan, a traditional forest-exhausted city.

Poverty alleviation work has been one of the most important tasks in China and the world since the end of the 20th century. China has always regarded poverty alleviation work as the most important task. But many people argue that poverty is a natural social phenomenon and another manifestation of natural laws. People should follow this phenomenon and go to big cities with more opportunities. But true poverty is spiritual poverty. As mentioned above, if mental poverty is not resolved, the phenomenon of returning to poverty is very serious. Only when people get out of spiritual poverty can people become truly rich. Blindly ignoring poverty will only make the problem worse. China's goal is to achieve prosperity for all, even if there is only one person left behind. The large-scale population exodus is not only difficult for local development but also puts greater pressure on large cities on population and other issues. Combining the above considerations, poverty alleviation and tourism are the best choices. While developing poverty-stricken areas, the local labor force is also used efficiently to achieve common development.

Secondly, other people believe that direct economic investment in poor areas will bring

better results, while continuous improvement does not bring better results to local infrastructure. The fact is that direct economic support to poor areas may have a better effect in the short term. Obviously, the effect of direct economic assistance is very significant, but it will help poor areas develop dependence and increase the probability of returning to poverty. But in the long run, the improvement of local infrastructure and the development of tourism will bring stable long-term income to poor residents, thereby ensuring the success of poverty alleviation work (Li Y, Wu x, Zhang D, Liao J, 2020).

Limitation

The research content of this article is mainly about how to combine tourism with poverty alleviation work, which is mainly compiled by consulting literature, books, and other materials. Therefore, there will be certain limitations and the authenticity remains to be investigated. If I continue with the following research methods, I may choose to conduct more detailed field visits to only one or a few regions, and collect more realistic research data in the local area through interviews and voting, etc., to think about how to continue the poverty alleviation work through tourism. The form of industry develops better.

Conclusion

In short, through the above analysis and the test of China's real experience, tourism poverty alleviation is an important way to achieve targeted poverty alleviation. Through the establishment of tourism economic entities, the tourism industry will become a regional pillar industry, and the residents of poverty-stricken areas and the local finance will be lifted out of poverty and become rich. Compared with ordinary poverty alleviation, tourism targeted poverty alleviation has a clearer direction and purpose. By going to a more targeted tourism development plan, combining the geographical

environment and natural conditions of various places, the poor areas and the poor people can get rid of poverty and become rich in the most suitable way and path.

Tourism poverty alleviation can give full play to the driving function of the tourism industry. Compared with traditional direct economic assistance, tourism poverty alleviation can enable more regions and wider people to get rid of poverty and become rich. At the same time, the development of tourism will promote the adjustment of the local industrial structure and redistribute resources to achieve a better effect to achieve the purpose of economic development. China has a large area of poverty, and most areas have harsh natural conditions. However, these regions also have their own advantages, that is, rich tourism resources, better natural environmental conditions, and the effect is very significant compared to relief poverty alleviation. In addition, the development of the local tourism industry is also an opportunity to promote local characteristic national culture and protect local folklore. At the same time, it also increases the competitiveness of the local tourism industry. Folklore tourism has gradually become a popular tourism industry.

At present, China's poverty alleviation work is nearing completion, but some previously impoverished areas are still lacking compared to more developed cities, so the continued development of the tourism industry is still of great significance. Under the premise that the epidemic can be controlled, China's tourism industry will usher in a recovery. Local governments need to strictly implement quarantine policies and be fully prepared for unexpected incidents to ensure the personal safety of tourists. Realize the internal tourism cycle when the foreign epidemic situation is not clear.

Conflict of Interests: the author has claimed that no conflict of interests exists.

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