

Research on Targeted Poverty Alleviation and Rural Revitalization Based on Cultural Tourism Brand in Hunan Province

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ABSTRACT. *Based on the investigation of the current situation of rural tourism poverty alleviation, this paper combs the difficulties of rural tourism poverty alleviation, and puts forward the development path of rural tourism from the following aspects: the “two committees” of the village and the leading enterprises, the improvement of the mechanism of tourism poverty alleviation, the extension of the industrial chain and the value chain of rural tourism, the transformation of characteristic tourism resources and the development of commodities, and the innovation of the “tourism +” network marketing mode, so as to promote the targeted poverty alleviation. get rid of poverty accurately and help realize the goal of Rural Revitalization.*

KEYWORDS: *Rural Revitalization; Rural tourism; Targeted poverty alleviation*

1. Integrated development of rural tourism and targeted poverty alleviation

1.1 National top-level design rural tourism targeted poverty alleviation

In 2013, when general secretary Xi Jinping investigated and tackled poverty alleviation, he put forward the concept of “accurate poverty alleviation”. Premier Li Keqiang proposed in the “government work report” that we should innovate the poverty alleviation model, build a poverty alleviation working mechanism, and implement precision poverty alleviation. Tourism poverty alleviation was first written as a form of poverty alleviation into the programmatic document of the government's poverty alleviation “outline of China's rural poverty alleviation and development (2011 to 2020)”. The implementation of the central leadership's series of instructions and superior documents has provided the policy basis, development objectives and action guidance for the implementation of rural tourism poverty alleviation, and promoted the tourism poverty alleviation to enter the stage of sustainable development and precision[1].

1.2 Vitalizing rural areas and promoting new actions of poverty alleviation through tourism

The report of the 19th National Congress of the Communist Party of China put forward the strategy of Rural Revitalization for the first time. At the beginning of 2018, the State Council of the CPC Central Committee issued the opinions on the implementation of the Rural Revitalization Strategy, deployed the overall requirements of “industrial prosperity, ecological livability, rural civilization, effective governance and rich life”, defined the objectives and tasks of the Rural Revitalization Strategy, and designed a series of major measures to solve the problems of “agriculture, rural areas and farmers” and targeted poverty alleviation at the top level. It has been proved that the integration of rural tourism and targeted poverty alleviation is the internal “push” of tourism industry development and the external “pull” of government targeted assistance, and the convergence of “joint forces”, which is the booster of the strategy of poverty alleviation and Rural Revitalization[2].

2. The connotation and significance of rural tourism poverty alleviation

2.1 Connotation of rural tourism poverty alleviation

Rural tourism is a comprehensive industry with high correlation, wide range and strong power. Rural tourism poverty alleviation refers to the discovery and cultivation of rural value in poverty-stricken areas by relying on tourism resource conditions, market basis and location advantages. Based on the combination of rural value and rural tourism, it can promote the development of tourism economy and regional economy. Through the accurate identification, accurate assistance and accurate management of poor households, it can achieve “true poverty alleviation, true poverty alleviation” and accurate poverty alleviation. The “hematopoietic” industry of “fishing” helps the poor. In the new era of rural revitalization, rural tourism poverty alleviation has become a new force for poverty alleviation with its new industrial vitality, strong market advantage, strong hematopoietic function and extensive leading role[3].

2.2 The significance of poverty alleviation in rural tourism

(1) Expand employment channels and increase farmers' income

The vigorous development of rural tourism industry in poverty-stricken areas will surely promote the coordinated development of regional catering industry, accommodation industry, transportation industry and other industries, form the mutual financing and exchange of people flow, logistics, information flow and capital flow, and stimulate the tourism multiplier effect. The prosperity of related industries will directly or indirectly expand employment channels, create jobs, and boost farmers' income from the transfer of land management rights, agricultural and

sideline products processing and other aspects[4].

(2) Extending the industrial chain of rural tourism and promoting the optimization and upgrading of industrial structure

Vigorously develop the rural tourism industry, deeply tap the natural environment, local customs, handicrafts and other tourism resources in poverty-stricken areas, cultivate characteristic agriculture such as picking garden, agricultural experience, agriculture (fishing) and family music, and extend the tourism industry chain and characteristic product value chain, which is conducive to solving the series of problems of unreasonable industrial structure and low industrialization degree, promoting the transformation and upgrading of traditional agriculture, and promoting the birth of traditional agriculture. The industrialization of modern agriculture realizes the synergistic effect of the first, second and third industries[5].

(3) Improve rural infrastructure and optimize rural living environment

Relying on tourism resources and carrying out rural tourism poverty alleviation, we will certainly increase the construction of rural tourism basic conditions and related supporting facilities, improve the connectivity of hydropower, transportation, network, etc., improve the appearance of villages, optimize rural production, life and ecological environment, which is conducive to creating a group of beautiful new villages with beautiful environment, ecological livable and rich life under the strategy of Rural Revitalization[6].

(4) Improve the ability of population sustainable development and promote the civilization of rural customs

The development of rural tourism has formed a smooth flow of information on talents, funds, information and business opportunities, opening a window for poor areas to understand urban culture and civilization, and update their concepts and cognition. The intellectual and technical support of the government, the academy and the enterprises has improved the comprehensive quality of the rural population and the ability of employment and entrepreneurship. The improvement of infrastructure, the improvement of village appearance, the high efficiency of rural governance and the prosperity of rural life are conducive to the coordinated promotion of material civilization and spiritual civilization.

3. Poverty alleviation in rural tourism

3.1 Lack of three-dimensional planning and integration linkage

The regional rural tourism planning is lack of systematization, and the barriers of traditional tourism are still not completely broken, resulting in the suitability, landing, operation and characteristics of rural tourism planning to be improved. The integration of rural tourism and targeted poverty alleviation is not strong, and there are problems such as unclear ideas, insufficient funds, poor information and unclear

responsibilities.

3.2 Lack of subject status, lack of market and participation consciousness

The main position of farmers in the development and management of rural tourism has not been established, especially the main consciousness in ideology. Under the influence of traditional concepts, weak market awareness, insufficient professional knowledge and insufficient active participation, the development of rural tourism resources and project implementation are seriously restricted.

3.3 Lack of dynamic management and imperfect poverty alleviation mechanism

The problems such as insufficient coordination of government support policies, low accurate identification of poverty alleviation objects, imperfect dynamic management and exit mechanism are highlighted, which lead to low efficiency of poverty alleviation resource allocation and poor poverty alleviation efficiency. The mechanism of poverty alleviation is not perfect, resulting in conflicts of interests, shifting responsibilities and responsibilities. In the practice of poverty alleviation, the phenomenon of “fighting for poverty” and “fighting for help” happened occasionally, which seriously affected the fairness and justice of the village’s “two committees” grass-roots organizations.

3.4 Lack of competitiveness of tourism products and professional talents

The lack of systematic planning leads to the similarity of tourism development mode, serious homogenization of tourism products, and further improvement of core competitiveness and added value of products. There are many left behind children and empty nesters in rural areas. The hollowing out of rural areas is serious. The lack of professional and learning talents seriously affects the implementation and operation of tourism projects[7].

4. The practical path of rural tourism poverty alleviation

4.1 Leading the way to build “two committees” and powerful owners of efficient villages

The “two committees” of the village are the grass-roots organizations of the village, and the “leading geese” and “pacesetters” who lead the masses to get rid of poverty and become rich and run for the well-off society. Efforts should be made to build grass-roots organizations and work styles, improve communication and coordination mechanisms, restraint and supervision mechanisms, and accountability mechanisms, build a unity that focuses on implementation, does practical work, and promotes poverty alleviation, and strive to achieve real results in targeted poverty

alleviation. “The rapid development of industry depends on the leading belt”. The development of rural tourism industry needs to introduce powerful owners, explore the development modes of rural tourism such as “leading enterprises + farmers”, “companies + cooperatives + farmers”, promote the experience of poverty alleviation such as scenic spots leading villages and capable people leading households, and give full play to the multi-agent role of tourism market.

4.2 Precise management and improvement of rural tourism poverty alleviation system and mechanism

Adhere to the work policy of “seeking truth from facts, adjusting measures to local conditions, guiding by classification and targeted poverty alleviation”, focus on key issues such as “who to support, who to help, how to help, and how to get back”, fully implement the accurate identification mechanism of rural tourism poverty alleviation (specify the target of help, the cause of poverty, the basis of development, the way of help, etc.), the precise help mechanism (formulate the help plan, connect the main body of responsibility, select Support projects, etc.), precise management mechanism (formulation of coordinated linkage, fine management, responsibility supervision, income guarantee and other measures), precise poverty alleviation mechanism (formulation of information feedback, assessment and evaluation, dynamic exit and other measures), forming a long-term mechanism for rural tourism poverty alleviation, and improving the degree of precision.

4.3 Optimize integration and extend the industrial chain and value chain of rural tourism

We should integrate the resources, location, culture and other advantages of poverty-stricken areas, reshape the rural industrial structure, and cultivate characteristic leading industries. Promote the integration and linkage of rural tourism and agriculture, forestry and animal husbandry, industry, cultural industry, medical care and health, derive tourism industry, form the integration and development of rural primary, secondary and tertiary industries, promote the industrialization of rural featured agricultural and sideline products, handicrafts, tourism souvenirs, and create “Tourism + folk customs + folk experience + featured agriculture”, “tourism + rural landscape + folk culture + rural calendar” History + characteristic catering “and other diversified industrial chains, extend the rural tourism industry chain and agricultural and sideline product value chain, and realize the linkage effect between industries.

4.4 Create characteristics, promote the transformation of tourism resources and commodity development

Tourism resources are the premise of the development of rural tourism, and the basis of building characteristic rural tourism and characteristic tourism commodities. The development of rural tourism generally follows three modes: scenic spot driving,

rural tourism driving and tourism commodity driving. Actively promote the attraction and influence of scenic spots to extend to surrounding villages, creatively transform rural production and living materials into tourism products with sightseeing, experience and leisure value, carry out the theme creativity and product innovation of high-quality routes, and establish rural tourism characteristic brands in poor areas.

4.5 Promote the “tourism plus” mode, innovate the network marketing and promotion mode

We will actively promote the “tourism plus” model, foster new forms and models of rural tourism, and revitalize the rural tourism economy. Connect with travel agencies inside and outside the province, design and develop tourism routes, carry out tourism route publicity and marketing in various forms and channels, and carry out all-round and three-dimensional marketing relying on local governments, tourism authorities, television broadcasting, network media, online tourism suppliers, etc. We will promote the “rural tourism + Internet” model, establish rural tourism marketing cooperatives, form a “smart” service business model for rural tourism, carry out online booking and sales of tourism products, and enhance the reputation and influence of rural tourism.

4.6 Pay attention to talents and build the training system of rural tourism talents

Rural tourism poverty alleviation should increase the efforts of talent introduction, training and training, actively connect with provincial institutes of internal medicine, scenic spots, travel agencies, industry associations and other enterprises and institutions, build a scientific training and training system for rural tourism talents, formulate targeted training plans, carry out different scale, different forms of discussion and exchange and skill training in batches and levels, and focus on business management. , accommodation reception, network marketing, etc. to carry out pairs of help, comprehensively improve the overall quality of rural tourism practitioners, update their ideas, take the initiative to participate, overcome the “etc. rely on the” idea, and stimulate the endogenous power of the poor[8].

5. Conclusion

Under the strategy of rural revitalization, we should explore the practical path of poverty alleviation through regional rural tourism, boost the supply side structural reform in poor areas, awaken the rural cultural recovery while improving the rural ecological outlook, the direction of industrial elements flow, and the mode of economic and social development, and help achieve the overall requirements and objectives of the strategy of Rural Revitalization.

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