

Research on Inner Mongolia's Characteristic Tourism from the Perspective of Industrial Integration

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Abstract: *Tourism has played an important role in poverty alleviation in Inner Mongolia Autonomous Region. However, in the development of tourism, there are still problems such as insufficient resource development, insufficient awareness of industrial integration development, and lack of "intellectual" support for tourism development. Under the circumstance that all poverty-stricken areas and counties in the autonomous region have been lifted out of poverty, tourism poverty alleviation needs to further give play to the advantages of characteristic natural resources, integrate national characteristic culture, develop vocational education and promote the integration of industry and education, so as to achieve the goal of eliminating relative poverty in poverty-stricken areas in the autonomous region by relying on tourism.*

Keywords: *Tourism poverty alleviation; cultural and tourism integration; Integration of industry and education*

1. Introduction

The Outline of the 14th Five-Year Plan and the Long-term Goals for 2035 issued by the State Council proposes to improve people's livelihood and well-being, enhance the level of joint construction, co-governance and sharing, implement the employment priority strategy, and optimize the income distribution structure. Promote the development of rural tourism according to local conditions, promote the construction of tourism infrastructure, implement a number of key tourism projects such as rural tourism trunk projects and tourism infrastructure upgrading projects, create high-quality tourism routes, and promote the sharing of tourist resources. Tourism is widely valued because it can provide poor households with the advantage of integrating into the industry to increase income, and has a strong "hematopoietic ability". How to better play the driving role of tourism and improve the effectiveness of tourism is an urgent problem to be solved in the practice of increasing residents' income and eliminating relative poverty in the tourism industry at this stage. As the country vigorously promotes the new model of integration of industry and education and cultural tourism, this paper will explore the shortcomings of Inner Mongolia's tourism industry from the real situation of Inner Mongolia's tourism industry, and put forward suggestions for adapting measures to local conditions.

2. Problems in the development of tourism industry in Inner Mongolia

2.1. Insufficient development of characteristic tourism resources

For the tourism industry, resources are the fundamental driving force for its development. In general, people prefer landscapes with high resource endowments. Tourism resource endowment can produce strong tourism attraction, and it is also the main factor that stimulates tourists' motivation for tourism consumption [1-3]. The early development of tourism depends to a large extent on rich tourism resources, and natural resources are the foundation for the development of tourism industry.

Grassland is a unique natural resource in Inner Mongolia, and grassland tourism has always been a characteristic of Inner Mongolia tourism. At this stage, the promotion of tourism in Inner Mongolia relies on grassland characteristic tourism. However, grassland tourism is mainly in spring and summer, and there are obvious seasonal problems. Moreover, the existing winter characteristic tourism resources in Inner Mongolia are insufficiently developed, and the product types mainly stay at the level of tourism,

and the enthusiasm of tourists to participate is not high. In fact, Inner Mongolia does not lack rich tourism resources. Located in the northern frontier of China, Inner Mongolia Autonomous Region is rich in natural tourism resources such as grasslands, forests, rivers and lakes, rare animals and plants, volcanoes, as well as cultural tourism resources such as borders, ethnic customs and cultural relics. Inner Mongolia is one of the birthplaces of Chinese civilization, with a grassland culture, one of the three main sources of Chinese culture, and the cradle of northern nomadic culture. At the same time, it also has famous historical and cultural resources such as Hongshan culture, grassland bronze culture, Khitan Liao culture, and Mengyuan culture at home and abroad. The failure of the advantages of characteristic natural resources to play an obvious role is the shortcoming of the development of the tourism industry in Inner Mongolia.

2.2. Regional agglomeration has no obvious characteristics

Northwest and Northeast regions should seize the opportunities of the "Belt and Road" initiative, strengthen intergovernmental communication and cooperation, break through regional administrative barriers, integrate regional tourism resources, extend the tourism industry chain, promote regional tourism industry agglomeration, and at the same time make use of geographical location advantages to develop cross-border tourism with countries along the "Belt and Road", so as to form a regional tourism brand and achieve regional coordinated and symbiotic development. The degree of regional agglomeration of tourism industry has obvious positive correlation with the increase of income of farmers and herdsmen and the development of tourism economy, and deepening regional cooperation and promoting the formation of tourism industry agglomeration development have become the trend of tourism development at this stage. The Yangtze River Delta region, the Pearl River Delta region, the Bohai Rim region and the Silk Road Economic Belt have actively promoted the regional agglomeration and development of the tourism industry and achieved good results. In contrast, Inner Mongolia has also strengthened tourism cooperation among various banner cities in the region, forming a western tourism area centered on Hohhot, a central tourism area centered on Xilin Gol and an eastern tourism area centered on Ordos. However, the development of regional tourism cooperation in various cities in the autonomous region started late, and regional cooperation has not yet formed a series of tourism products or tourism routes. Moreover, the complementarity of the cooperative regional industries is not obvious, far from achieving the effect of "1+1>2", and it is difficult to achieve mutually beneficial and win-win development. The lack of vitality of regional linkage development of tourism in Inner Mongolia is an urgent problem to be solved in Inner Mongolia to achieve the rapid development of tourism industry.

2.3. The tourism development model is single, which does not achieve the effect of integrated development of culture and tourism

With the development of tourism, tourists pay more and more attention to experiential diversified tourism, and in recent years, Inner Mongolia has actively carried out tourism image promotion. Although in tourism planning and image publicity, efforts are being made to create the connotation of ethnic minority folk art, traditional life, custom culture, history and other connotations, and some products such as desert tourism and temple tourism have been developed, but all localities are in the form of development, and do not pay enough attention to the differences in their own cultures, tourists still perceive the traditional stereotype of "grassland, horses, yurts, and eating meat in large pieces", horseback riding, eating meat, Watching songs and dances has become an essential traditional routine for Inner Mongolia tourism. The stereotypical perception of the tourism characteristics of Inner Mongolia restricts the diversified development of tourism, and the reason is that the cities in Inner Mongolia do not pay enough attention to the differences of their own cultures, do not pay attention to excavating unique folk customs and culture, and the development of characteristic folk resources is not in place, which cannot meet the diversified consumption needs of tourists. Inner Mongolia has unique ethnic customs tourism resources, especially the four major tribes of the Mongolian Chahar, Abaga, Wuzhumuqin and Sunit still live in the steppe, and their cultural customs and characteristics are obviously different from the Mongolians in other regions, and have become a beautiful cultural landscape. Characteristic ethnic customs cannot participate in characteristic tourism, and it is difficult to drive regional residents to participate in tourism poverty alleviation and development, and achieve the goal of "blood-making" poverty alleviation in tourism. The single tourism operation model in Inner Mongolia obviously lags behind the attractive integrated development model of culture and tourism, which is not conducive to giving play to the role of tourism in revitalizing rural areas. How to deepen the tourism experience according to the characteristics of local culture, integrate folk customs and other characteristic cultural resources into natural resource tourism, so as to form a tourism brand with greater differentiation and

strong exclusivity, is a difficult problem facing the development of Inner Mongolia's tourism industry.

2.4. Insufficient reserve of tourism professionals

Tourism plays a significant role in rural revitalization, and the development of tourism resources at this stage has reached a certain extent, and the obvious deficiency is that the professional talents required for the development of the tourism industry are insufficient, and the quantity and quality of talents are not equal to resource development. In the practice of tourism revitalizing rural areas, the community participation model is the most efficient. The participatory tourism development model plays a key role in improving the quality of life and level of local community residents. With the progress of society, the residents of rural areas are faced with the problem that the cultural quality of people in agricultural and pastoral areas cannot keep up with the level of advanced technology development, making it difficult for agricultural and pastoral areas to generate income and extricating themselves from the predicament of relative poverty. At present, the professional and technical training of the labor force in rural and pastoral areas in the autonomous region is very weak, and many farmers and herdsmen have not received vocational training in their entire lives or participated in any labor training activities. In addition, the serious idea of self-sufficiency has arisen due to the general low level of education of farmers and herdsmen, which has caused obstacles in the process of rapid tourism development in the autonomous region.

Vocational education closely combines the skills of the main body with the needs of the industry, which is of great significance to the eradication of relative poverty. Since the organization and the government have attached great importance to education and training in rural areas, and clearly pointed out that vocational skills training for the newly growing labor force should be strengthened. This provides unprecedented opportunities for the development of vocational education. For most rural and pastoral workers, receiving professional skills training and improving their quality is more meaningful to quickly eliminate relative poverty. Through vocational education, the relatively poor people can become technicians who master the front line of production and service, become a tourism service force under the mode of integration of industry and education, and serve the economic construction of agricultural and pastoral areas in Inner Mongolia.

3. Targeted advice on the development of the tourism industry

Many rural areas in China are rich in tourism resources, and they are also areas with great potential for tourism development. Today, the development of tourism industry has become an important measure of China's rural revitalization. The existing advantages of characteristic grassland resources in Inner Mongolia cannot meet the expected tourism development goals, which restricts the promotion of tourism industry and the increase of tourism industry income in Inner Mongolia. In order for tourism to continue to make efforts for rural revitalization, we must start from four aspects.

3.1. In-depth development of advantageous resources

Grassland culture has unique historical, artistic, aesthetic and scientific value, as well as scarcity, containing huge market potential, Inner Mongolia can easily rely on these irreproducible natural resources and cultural tourism resources to build a local characteristic tourism brand. Relevant government departments in Inner Mongolia should continue to support the vigorous development of grassland tourism characteristic industries. For the obvious seasonal problem of Mongolian grassland tourism, give full play to the advantages of the diversification of Inner Mongolia's ecological environment, promote the construction of national eco-tourism bases such as scenic spots, nature reserves, forest parks, desert parks, geological parks, mine parks, wetland parks, and water conservancy scenic areas [4-6], and form a model of scenic spots driving the development of surrounding villages. Promote the integration of resources and industrial integration and development, give full play to the value of local characteristic resources, and create more economic points.

3.2. Deepen regional cooperation and form brand tourism effects

Actively promoting regional cooperation can form a regional agglomeration dynamic mechanism for the tourism industry, thereby promoting the service quality of the regional tourism industry. In view of the problem that the effect of regional cooperation in Inner Mongolia is not obvious, the autonomous region should strengthen regional cooperation and jointly promote the tourism industry to increase

income. In the process of developing tourism resources, the relevant departments of Inner Mongolia should conduct a systematic inventory of the tourism resources of each league city, deeply excavate and study the connotation of cultural tourism resources unique to each league flag urban area, deepen the cooperation between the league flag urban areas from the perspective of breaking the boundaries of administrative divisions, and pay attention to the integration of tourism resources in surrounding areas. Create regional characteristic brand tourism through regional collaborative development[7-8].

3.3. Promote culture with national characteristics and promote the integrated development of culture and tourism

Inner Mongolia should closely follow the trends of the tourism market and strengthen the integration of tourism and culture. It will integrate the unique advantages of folk cultural resources with natural scenery, combine irreplaceable rich cultural resources with grassland culture promotion, and integrate unique ethnic customs tourism resources into it. In-depth development of experiential and entertainment-based ethnic experience and cultural themed tourism products, and use differentiated tourism services to enhance the attractiveness of tourists. Create a gathering area for cultural tourism characteristic industries, and integrate unique cultural resources into all aspects of tourism and the whole process of tourism development. This can not only promote the development of tourism in Inner Mongolia, but also provide more employment opportunities, so as to achieve the goal of rural revitalization through the participation of farmers and herdsmen in the tourism industry, so that Inner Mongolia's tourism industry will show greater advantages in eliminating relative poverty.

3.4. Vigorously develop vocational education, and integrate industry and education to stimulate endogenous motivation

The rural revitalization method combining industrial development and education and training is highly practical and scientific. Vocational education plays a role in promoting the integration of industry and education in the eradication of relative poverty. Agricultural and pastoral areas have their own characteristic industries, which can be implemented as part of the development of vocational education. The agricultural and pastoral areas in Inner Mongolia are widespread, and the number of vocational colleges in each city flag and county is relatively large. A large-scale rural revitalization model of school-enterprise cooperation can be carried out according to local conditions. This model can not only promote the development of vocational colleges, solve the problem of student employment, but also provide highly professional technical talents for cooperative enterprises. At the same time, vocational education should also be advocated into the tourism management of farmers and herdsmen, and through vocational education and training, farmers and herdsmen should be able to manage their industries in a more scientific way. This can not only ensure that farmers and herdsmen in rural areas can achieve their own ability to start businesses and increase income, but also meet the goal of eliminating relative poverty and achieving rural revitalization through measures combining education and training and industrial development[9-10].

4. Conclusion

Generally speaking, Inner Mongolia should take grassland tourism as the core, adapt measures to local conditions, fully tap characteristic tourism resources, integrate rich cultural resources into eco-tourism, and build a sustainable and competitive tourism product system. At the same time, it is necessary to vigorously develop vocational education, provide technical guidance for residents to operate tourism with regional characteristics as the starting point, drive rural residents to participate in the development of tourism in Inner Mongolia, get rid of the vicious circle of "waiting, relying and wanting", and fundamentally achieve real poverty alleviation and not return to poverty. Let special tourism continue to provide a steady stream of impetus for the rural revitalization of Inner Mongolia Autonomous Region.

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