Study on “Rural Tourism” and “Targeted Poverty Alleviation” Integration and Development—Based on Xinzhou District of Wuhan City

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Keywords: Rural Tourism, Targeted Poverty Alleviation, Xinzhou District of Wuhan.

Abstract. The problem of poverty has always been a strategic issue in the process of building a well-off society in an all-round way. Poverty is concentrated in rural areas. Rural tourism is conducive to the promotion of local economic development, the redistribution of national income, adjust the local industrial structure, and improve the living standards of farmers, to achieve targeted poverty alleviation. Therefore, Xinzhou district of Wuhan City “rural poor” and “targeted poverty alleviation” combines research, to promote tourism in the poor areas better and faster development as well as precise project activity on poverty reduction, fostering new increasing point of economy in rural areas.

1. Introduction

The “Thirteen-Five” plan stressed to scientific planning a good “Thirteen-Five” of poverty relief and development work, and to ensure that the poor of poverty by 2020 as scheduled, according to different environments and poor farmers in poor areas, using scientific and effective programs imposed on poor accuracy, precise help and precise management of the governance approach to poverty. Rural tourism, based on the rural scenery, ecology, life and folk custom tourism resources, has attracted many tourists and injected new vitality into the development of rural areas. Along with the economic and social development, rural tourism has become the promotion of urban and rural integration development, targeted poverty alleviation, and rural farmers, one of the most effective ways. Xinzhou district of Wuhan is the most remote rural areas, compared to several other more focused and widespread poverty, as one of the eight large areas of rural tourism in Wuhan, its local characteristics is Wenjin College consists of Kongzi River Rural culture dominated by classics of Confucius and Mencius leisure tour the beautiful countryside, coupled with Cangbu Sweet-scented Osmanthus road, has a good tourism resources. But the popularity of rural tourism is not high, and also reflects the many problems on the other hand, will also hinder the precise process of poverty alleviation. Rural tourism not only provides new leisure products for urban residents, but also to promote the adjustment of rural industrial structure and increase farmers’ income.

2. The Basic Concepts of “Rural Tourism + Targeted Poverty”

Location of rural tourism is developed using the existing landscape resources in the country, with local characteristics. Through rural tourism with tourism environment in poor villages in the background, integration is relying on natural resources and human resources, as well as urban and rural areas of complementary conditions, focus on helping poor villagers by using local resources as the focus of poverty alleviation and development activities. Targeted poverty alleviation pay attention to a “Precision”, precisely to each and every household, to the implementation details of each project, to the implementation in each of the capital flows.

“Rural tourism + targeted poverty alleviation” refers to have the characteristics of tourism resources in the rural poverty-stricken areas of precise new ways of economic development of poverty alleviation activities. Through the development of tourism the region alleviates local poverty. This fusion of implication for the development of rural tourism characteristic precision and
relevance to poverty alleviation, is a comprehensive implementation of the poverty, rural economy is not only innovative, but also a breakthrough in tourism, play in the overall development of great benefit.

“Rural tourism” and “targeted poverty alleviation” integration development is realized through the pro-poor tourism development, so development should follow the principle of adjusting measures to local conditions, highlighting local characteristics, and the ability to effectively promote local economic development, increasing employment of the local population.

3. Recommendations of the Rural Tourism Development in Xinzhou District

2014 in filing state card list of the poor village in Hubei Province, Wuhan has 271 poor villages, Xinzhou district which has 88, mainly concentrated in the Liji street, Sandian street, Old street, Xinchong town, Xugu town, Phoenix town, Pantang street, Cangbu street. Most of the income for single rural poor families is a traditional farming income.

3.1 Macro-led Government and its functions

Government has an important role in the entire development process, the government should actively guide, support and implementation of pro-poor tourism, focusing on poverty analysis and development mode selection; combined with comprehensive control of the rural environment, construction of traffic facilities, characteristic tourist towns, history and culture village town and traditional villages and residential conservation project, reasonable financing, to raise travel funds for poverty alleviation, the improvement of infrastructure; in addition to establish accurate distribution system for poverty alleviation system, financial input accurate and in place, and not to deviate from the “poor tourism”, “targeted poverty alleviation” thinking, scientific planning and positioning precision. Xinzhou District Government funded cultural festivals, such as “Sweet-scented Osmanthus Festival”, “Flower Festival”, “Lotus Festival”, “Wenjin Cultural Festival” and so on, to drive around precisely the poor benefit involved, and to mitigate local poverty. All the villagers, village representatives will be held, the establishment of special funds for poverty, enhance the enthusiasm of the villagers participate in project construction, encourage the active pool of land management. There is an important point is to supervision, the government has to clear functions to implement but not on paper, it can carry out home visits for each targeted poor support, establish mechanisms files, looking for diversification of poverty alleviation [1].

3.2 Marketing to the times, strengthen propaganda

As in carried out of “rural Taobao Bartender” of activities project in the can full using Internet of advantage, increased on Xinzhou district village tourism of promotion, full using “tourism + Internet + poverty” to help tourism owners through network platform sale tourism products, promoted village tourism products by “Offline” to “online” and marketing. Through market means building long-term, sustainable supply and demand platform, boosting rural tourism development to achieve precise tasks for poverty alleviation. Although rural tourism with “local” as the main attraction, but should focus on participatory in design activities, leisure, ecological agriculture, river adventures, network interactions into new tourism demand in the rural tourism, rich products, achieving precision marketing. In addition, the column of rural tourism tourist information site settings, to include rural tourism products and the lines in the tourism marketing content, expanding the market, effective integration of rural tourism resources in the product chain, joint tourist city travel agencies, community ads advertising and product sales. For example, can in Xinzhou news and newspapers for publicity, also can through shopping or other activities to Exchange tourism tickets, focused on theme highlight, using We-chat, and microblog, various information platform promotion local village tourism features products, and guide village tourism poverty. Focus on mining the local vernacular culture, folk customs, organized farming festival tour, landscape tours, custom landscape, farm cookery contest series “feast marketing” activities, enhance the tourism poverty focus village of market influence. Strengthen tourism links with the sectors of the media, culture, trade and economy, transportation and cooperation, domestic and overseas tourism
promotion. Joint propaganda work on the inside and outside; strengthened with airlines, railways, major travel agencies and friendly contacts and cooperation unit, high profile sales promotion, strengthening connected effect, and build tourism marketing network [2].

3.3 Management system specification

As an important factor in the development of integration, talent should strengthen the talent training, rural tourism talent, talent managers, tourism expert team together to jointly promote the development of management and standardization. And learn successful experience from other scenic region, establish brand awareness, focus more on poor households, particularly poor families children whose are not training in the school and improve their capacities and level of participation in rural tourism development. In Xinzhou district does not have a formal large travel company to co-ordinate development, tourism development is rather messy, so you can travel companies formed in the vicinity of tourist resources, and then discussed how to better optimize resource with the surrounding poor.

3.4 Construction of infrastructure projects

Comprehensive utilization of various technical means for conservation of ancient villages and towns, old courtyard and cave rescue, developing its use value, comprehensive investigation, collect, record and preserve cultural symbols associated with ancient villages, for emergency protection, ancient villages and unique historical and cultural remains in people’s lives, memories, making a large number of lesser-known, precious historical and cultural back into view. Xinzhou district for example of Wenjin College with historical and cultural buildings, renovate old as old to inherit, through the local poor accommodation, transport and other infrastructure construction to improve the conditions of tourist capacity.

Rural tourism for these mature, the government may lead to become the rural tourism demonstration base, plays a leading role model. Village of immature focuses on rural tourism, to increase investment in infrastructure, improving the environment. When the sectors arrange the project in arrangements traffic based facilities construction, and rural dangerous transformation, and rural environment integrated regulation, and ecological relocation, and features landscape tourism village and traditional village and the houses protection, should to focus village tilt, increased policy, and funds support efforts enhanced development village tourism of capacity, gradually formed village tourism led targeted poverty alleviation of overall development situation, led around village specialty and tourism products of development [3].

4. Xinzhou District “Rural Tourism” + “Targeted Poverty Alleviation” Strategy

4.1 Old street pro-poor tourism

Daoguan River scenic spot of the old street relies on the environmental advantages can develop summer resort, Conference Center around its layout, large sporting events, as well as high-end consumer sites, and linked with the Wenjin College development full protection of their employment, accurate each post, which is precise and accurate with poor development area, it can also promote the employment problems of the poor. Here you can build for the Millennium Wenjin College as a carrier, to traditional Confucian culture vein, to Jing-Chu cultural knowledge as a Foundation, with high quality tourism academy culture-themed tourist attraction. According to the current situation here is just as local people burn incense to worship and sacred place, does not actually play the cultural essence of the academy. Although the government in recent years to build visibility and persistent efforts, however far less far-reaching. To this end, the Xinzhou district government can hire well-known experts and scholars inside and outside the province to give lectures, and Wenjin College nationwide to recruit students visit, investigation, hearing studies knowledge; Establishment of primary and middle school students teaching base of holiday classics, poor villagers involved to explain, dissemination and learning confucian etiquette Academy shows, play a college culture, continue to inherit and carry forward the fine traditional culture of the Chinese nation, and strive to be “Wenjin cultures” into “Shouyi cultures” or “Zhiyin cultures”
comparable to the beautiful cards. Tea Garden in old street area, by organizing the agricultural picking competitions with entertainments, let people know in the natural tea culture. There, street-level intangible cultural heritage Flower Festival, can be launched with Wenjin College folk culture festival to attract tourists.

4.2 Red pro-poor tourism

As one of the old revolutionary, Wuhan Xinzhou district has rich resources of historical and red, such as Cangbu Street, Xugu town, Phoenix town and other brilliant famous district of red revolution. Active role play a critical time of red tourism of shaking off poverty, supporting local people participating in business services such as catering, accommodation, local employment of the poor. In order to better promote the process of targeted poverty alleviation, development of three places can be crossed, and the local mountains can be developed to reproduce the red exploration journey, all the way to Hong-an, the hometown of the revolutionary general discovery extension. Guide the development of old revolutionary masses according to local conditions for planting and breeding industries and features of old handicrafts, development of special tourism products, cultivate the cultural connotations of rich red travel brand. There are highways throughout the Red tourism attractions of Wenjin College, Chenglou stockaded village, Shaotan River, Dawu Mountains and Daoguan River scenic area, based on activities like mountain road bikes can be held like an adventure exploring the game or family travel games.

4.3 Cangbu street pro-poor tourism

Cangbu “ten in osmanthus Gallery” has achieved osmanthus planting area 5500 acres, became osmanthus varieties most full of osmanthus Park in the world, also has Crape Myrtle garden became greatest Crape Myrtle base of central China. By villagers in cash, real estate, land, real shareholder cooperatives, labor and other elements will be precise and effective Organization for poverty alleviation so that local impoverished villagers take advantage of abandoned land to grow. Cangbu Street was Xu Yuanquan's historical achievement and native of Xinzhou Buddhist scholar of the Benhuan masters of the Baozu temple. Xu Yuanquan mansion can be developed for the Museum, using modern scientific and technological means, in particular Festival to relics of the Buddha and modern flashing over the Baozu temple, allowing visitors to experience the Buddha paranormal magic and modern technology to create “a night of Buddha” spots, thus attracting tourists to promote local economic development.

5. Summary

Wuhan Xinzhou district “rural tourism” and “targeted poverty alleviation” the integration and development should be based on “help” and “targeted” to locate, poverty alleviation through tourism industries to boost regional poverty, need to unite all forces, forming alignment efforts to push a united whole, exploring the right model of development with local characteristics.

Acknowledgement

This work was supported by the grants from Hubei Provincial Collaborative Innovation Centre of Agricultural E-commerce (under Construction) (Wuhan Donghu University Research [2016], No. 15 Document).

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