

Research on the Countermeasures of Rural Tourism Development under the Background of Precise Poverty Alleviation

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Abstract. Under the background of precise poverty alleviation, the development of rural tourism is the basic means to implement a precise poverty alleviation policy, and it is also a new stage of development projects in China's poverty alleviation policy. However, in the process of precision poverty alleviation, rural tourism development still has problems such as neglecting market development, weak government service awareness, low quality of poor people, and inaccurate poverty alleviation, which hinders the stable and healthy development of rural tourism and affects the progress of precision poverty alleviation. In response to the above problems, this paper proposes to integrate the market development mechanism, improve the government's service awareness, strengthen the training and publicity of the poor, and enhance the poverty alleviation and other development strategies, aiming to help rural tourism to develop better and faster, provide a reference basis, and accelerate the well-off society. Construction process.

Keywords: Precise Poverty Alleviation; Rural Tourism; Development Countermeasures

1. Introduction

With the continuous development of the socialist economy, people's living standards have generally improved, the pattern and trend of economic development have been changing, and a new trend of diversified economic development has gradually emerged. In the era of the new economy, in order to promote the modern economic construction and speed up the pace of socialist construction, China has proposed to build a moderately prosperous society in an all-round way and vigorously carry out economic construction projects. It seems that it has achieved certain results. However, the economic development of some remote rural areas is still relatively backward, and the economic level is generally not high. Based on this, China has put forward the policy of "precise poverty alleviation". The government departments strongly support the development of characteristic industries such as rural tourism and actively implement poverty alleviation policies. However, in the process of poverty alleviation, there are still some problems in the development of rural tourism, which hinders the long-term development of rural tourism and affects the effective development of poverty alleviation.

2. Problems in the Development of Rural Tourism under the Background of Precise Poverty Alleviation

2.1. Neglecting Market Development

At present, ignoring market development is the most important problem in the development of rural tourism under the background of precise poverty alleviation. As one of the public products, tourism resources are the main characteristics of non-competitiveness. Therefore, in the process of development, rural tourism must rely on government forces to actively participate in environmental construction and provide a good environment for rural tourism development. In particular, rural tourism, as an important project in precision poverty alleviation, needs more government departments to lead. However, this does not mean that the government departments need to interfere too much in rural tourism development when carrying out accurate poverty alleviation. Rural tourism is a development industry and should actively participate in market development and expand the scale of development. However, the current rural tourism development goals are still not clear enough. The government departments are not clear enough about the development of rural tourism, which hinders the development of rural tourism and is not conducive to the development of precision poverty alleviation.

2.2. Weak Government Service Awareness

In the poverty-stricken areas, rural tourism is a new thing. Based on the economic level and geographical influence, the villagers' understanding of it is not high, and the relevant skill level will inevitably be restricted. At this time, the government actively guides the village. Tourism development plays a vital role. From the perspective of precise poverty alleviation policies, it is the main task of the government departments to improve the participation of the poor in rural tourism awareness, improve the level of rural tourism service skills, and effectively serve the poor. However, according to the actual survey results, the government departments have a weak sense of service. They have misaligned their own work in the precise poverty alleviation work, do not understand the situation and situation of rural tourism development in poverty-stricken areas, and use the control management model to carry out poverty alleviation work. Poor service awareness leads to a low awareness of poor participation in tourism development and hinders the progress of precision poverty alleviation.

2.3. The Quality of the Poor is Not High

At this stage, the low quality of the poor population is one of the problems in the development of rural tourism under the background of precise poverty alleviation. As a key development project under the background of precise poverty alleviation, rural tourism is its main feature. The service skills and service quality directly affect people's experience, and have a greater impact on the reputation and long-term development of rural tourist attractions. During this period, in addition to the corresponding service knowledge and skills, tourism service personnel are also an important task to improve their overall quality, which is directly related to the comprehensive service level of tourism service personnel. However, as far as the actual situation is concerned, the cultural level of the population in poverty-stricken areas is generally low, most of which are at the elementary school level. Among them, there are few people who have worked in the service industry, and most of the poor areas are farmers, planting crops in cultivated land all the year round. For the sake of life, the economic level is generally low. It can be seen that the poverty-stricken population has a low level of education, a relatively limited living environment, and a low material level. This has a great impact on the formation of the overall quality of the poor. To a certain extent, it determines the quality of the poor and the recognition of the poor. The root cause of factors such as low ability to know and low skill level.

2.4. Poverty Alleviation is not Precise Enough

Accurate poverty alleviation in the word "precision" is the basic core of the precise poverty alleviation policy. However, the overall benefits of rural tourism development are not high at present, and the poverty alleviation of government departments is not accurate enough to affect the smooth development of tourism poverty alleviation work. Among them, poverty alleviation is not accurate enough, which is reflected in the three aspects of accurate identification, precise assistance and precise

management.

2.4.1. Precise Identification. In the precise poverty alleviation work, the crowd tourism project is the basic content of accurate identification. Since the launch of the poverty alleviation work, the government departments have focused on helping the work, ignoring the precise identification process, identifying the accurate identification as the identification of the poor, not paying attention to the tourism development work, ignoring the core concept of precision poverty alleviation, resulting in The poverty alleviation work is not efficient, and most of the poor people lose the opportunity to participate in the development of rural tourism to achieve income growth.

2.4.2. Precision Assistance. Accurate assistance is a key element of accurate poverty alleviation work. It mainly refers to the determination of poverty-stricken populations and corresponding assistance measures based on the specific conditions of poor households to ensure that poverty alleviation work is in place. However, in the actual poverty alleviation process, there is no clear assistance to responsible persons. It is only based on gender and age. It ignores the principle of household policy, poverty alleviation work is based only on the surface, and the word “precision” is not implemented in depth, resulting in accurate tourism poverty alleviation work. The degree is not high, affecting the development of rural tourism.

2.4.3. Precise Management. Accurate Management is Mainly Reflected in the Management of People, money, development projects, etc., and is the basic guarantee for ensuring the benefits of tourism poverty alleviation. In actual work, precise management can ensure the smooth progress of tourism poverty alleviation, ensure the effectiveness of tourism poverty alleviation work, and fully implement the precise poverty alleviation policy. However, as far as the current situation is concerned, although the government has implemented a single account book, it has not managed the actual situation of poor households in a timely manner, ignoring the importance of precise management for tourism poverty alleviation, resulting in low tourism poverty alleviation.

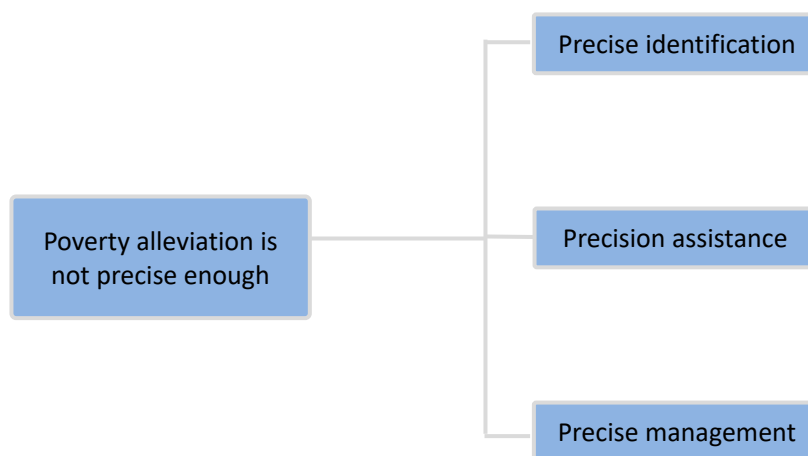


Figure 1. Inaccurate relationship map for poverty alleviation

3. Countermeasures for Rural Tourism Development under the Background of Accurate Poverty Alleviation

3.1. Integration into Market Development Mechanisms

Do a good job in development planning. When carrying out tourism poverty alleviation work, doing market planning ahead of time is the basic work of precise poverty alleviation. In response to the slow progress and ineffective effects of tourism poverty alleviation work caused by government

departments' intervention policies on rural tourism, in the tourism poverty alleviation work, the government should return the rights to the market in a timely manner and actively seek for the defects caused by the inadequacy. Influence and help plan rural tourism development. First of all, government departments should follow the principle of "adapting to local conditions", make rational plans according to the actual development of poverty-stricken areas, design specific plans suitable for the long-term development of local villages, set a development direction for rural tourism, and determine strategic goals. Secondly, we should actively cooperate with foreign tourism units to introduce professional tourism service talents. At the same time, we must do a good job in corresponding management, integrate favorable resources, clarify the positioning of rural tourism development, and actively explore characteristic tourism brands in constant practice. Finally, in the planning process, you should also understand the cultural background and history of the local tourist attractions, extract cultural elements, and create tourist attractions with local cultural flavors.

Introduce market capital. Financial support is the basic condition for the stable development of rural tourism and the prerequisite for supporting the smooth progress of tourism poverty alleviation. However, the actual situation shows that the development of rural tourism requires a lot of funds. It is difficult to meet the needs of tourism development by government funds alone. Therefore, in order to make rural tourism better and faster, government departments should introduce market capital and cooperate with other tourism units. Help rural tourism develop and develop the market, solve the need for tourism poverty alleviation funds, and submit the benefits of tourism poverty alleviation. On the one hand, government departments can attract foreign capital integration through investment promotion, tourism project outsourcing, etc., or cooperate with external capital to participate in rural tourism management; on the other hand, the government should encourage local large-scale households to actively participate in rural tourism development projects and support them. Local college students and professional technicians will return to their hometowns to participate in the construction of tourism projects. At the same time, they should also set up a fund-raising team based on the government's investment promotion office to put the fund-solving work on the agenda. All in all, the government should take the initiative to guide the poor to participate in tourism construction, integrate resources and strengths in all aspects, improve the overall level of rural tourism development, and ensure effective progress in tourism poverty alleviation.

3.2. Raise Government Service Awareness

In the process of precision poverty alleviation, government departments should take the initiative to provide services for rural tourism development, help rural tourism to improve infrastructure, and lay a good foundation for the effective development of tourism poverty alleviation. First of all, in the infrastructure construction, road construction should be included in the work content, dredge the roads of tourist attractions, improve road convenience and smoothness, and provide people with convenient and comfortable travel experience. Secondly, a fixed shuttle bus should be set up between the scenic spots to facilitate people to visit and avoid people's abandoning the tour due to the scattered spots. At the same time, fixed parking spaces and public toilet services should be set up, and environmental sanitation maintenance should be done to help the tourist attractions establish a good image and bring a better tourist experience. Finally, we must increase the allocation of accommodation and food services, and continuously improve the level of tourism services. In terms of food, you can integrate local special foods or products, so that people can have a unique food experience during the tour; in terms of accommodation, you can add more diverse and special services to enrich people's experience.

3.3. Strengthen the Training and Publicity of the Poor

In order to improve the benefits of tourism poverty alleviation, government departments must improve their service awareness, adhere to the "people-oriented" core concept and "precision" principles, realistic, and plan for rural tourism development. Under the current circumstances, the government must first focus on cultivating the comprehensive quality of the poor, strengthen the training and publicity of the poor, increase the initiative and enthusiasm of farmers to increase income, and help the

poor to enhance the participation of the development of rural tourism industry. On the one hand, the whole village mobilization meeting can be held. The “precise poverty alleviation” policy is vigorously promoted, the rural tourism industry development project is actively promoted, and the awareness of increasing income of the poor is enhanced. On the other hand, brochures, pictures, etc. can be distributed, or in the form of broadcasts. Explain to the villagers the meaning and specific meaning of rural tourism, to ensure that every poor household can clearly understand the rural tourism industry, and at the same time distribute the relevant work content of tourism poverty alleviation measures and policies in the form of books, so that the poor households can develop the specific development of rural tourism. The plan is to be aware of it.

3.4. Enhance the Accuracy of Poverty Alleviation

In order to ensure the smooth progress of tourism poverty alleviation, the government should proceed from the three aspects of accurate identification, precise assistance and precise management, thoroughly implement the principle of “precision”, implement the poverty alleviation work of tourism, and effectively carry out rural tourism development services to ensure each The effectiveness and accuracy of the work link will further improve the benefits of tourism poverty alleviation and promote the realization of the goal of precise poverty alleviation. On the one hand, we will refine tourism poverty alleviation work, accurately identify the poor people and the poor people who can actively participate in rural tourism development projects, and set up a platform for reporting people to ensure that tourism poverty alleviation is fair, just and open, and avoid partial gangs; On the one hand, the ability of poor households to be divided into labor capacity, reasonable arrangements for the corresponding positions, the ability to work can be involved in tourism development projects, the development of existing resources, such as the transformation of their own vacant houses into accommodation restaurants, for People provide room and board services.

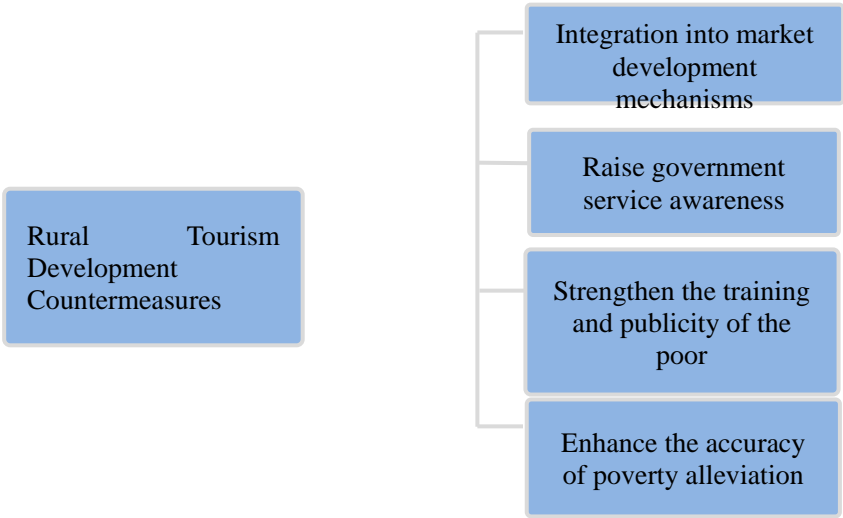


Figure 2. Countermeasures for rural tourism development under the background of precise poverty alleviation

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