

The Study of the Impact of Government-Oriented Poverty Alleviation Model on Countryside Tourism Development - Three Ethnic Villages in Yunnan Province

Zhou Changchun, Gao Suwei*, Yang Geyao

Faculty of Management and Economics, Kunming University of Science and Technology, Kunming, China

Email address

996298307@qq.com (Gao Suwei)

*Corresponding author

Citation

Zhou Changchun, Gao Suwei, Yang Geyao. The Study of the Impact of Government-Oriented Poverty Alleviation Model on Countryside Tourism Development - Three Ethnic Villages in Yunnan Province. *American Journal of Agricultural Science*.

Vol. 6, No. 1, 2019, pp. 11-24.

Received: January 16, 2019; **Accepted:** March 15, 2019; **Published:** April 9, 2019

Abstract: As early as 1960s and 1970s, foreign scholars began to combine tourism and anti-poverty, which blazed a new trail of “eliminating (reducing) poverty via developing tourism”. So far, the new trail has yielded more effective results than we expect either from the de facto effect of poverty alleviation in poor areas or from the overall impact in the process. Taking three ethnic villages in Yunnan province as examples, the thesis explores the impact of government-oriented poverty alleviation on countryside tourism development. It turns out that government’s participation in tourism-based poverty alleviation has a remarkable influence on the four major factors of regional economy, society, environment and quality of the local residents. Meanwhile, the four major factors correspondingly impact the region’s infrastructure, industrial development, employment, economic income, reputation, community exchange, ethnic culture, noise disturbance, traffic congestion, life skills, environmental awareness, cultural relic preservation, ethnic solidarity and residents’ perception and living quality to a varying degree.

Keywords: Countryside Tourism, Tourism-Based Poverty Alleviation, Government-Oriented Poverty Alleviation Model, The Impact of Government-Oriented Poverty Alleviation, Remarkable Influence

1. Introduction

(1) Research Meaning

The practice indicates that carrying out countryside tourism activities can effectively help the region to promote the construction of service facilities and boost foreign investment in the region, and directly expand the domestic demand from the two aspects of consumption demand and investment construction, which is also an important measure to implement the central strategic decision.

(2) Research Purpose

It is a great decision to effectively implement the poverty alleviation strategy by developing tourism to improve the poverty situation, namely using the original features, landscape wonders, cultural landscape, folk customs and other natural advantages of the eas. With the improvement of the

overall living standard and the changing lifestyle of Chinese people, people are eager to return to nature after intense professional life and experience the tranquility brought by ecotourism, the immediate result of this change of thinking is that the poor areas with rich resources will gain more economic opportunities through the development of ecotourism. Furthermore, with the rapid development of social economy, breaking the urban-rural dual structure and realizing common prosperity will become the most important task at present, and tourism-based poverty alleviation will be increasingly important in the process of poverty alleviation and gradually become an important force in the tourism pattern of China.

(3) Research Progress

On July 10, 2015, the National Tourism Administration and the State Council Poverty Alleviation Office held a press

conference on countryside tourism and tourism-based poverty alleviation in Beijing. The two departments announced at the conference: the leading role of tourism should be played during the “13th Five-Year” period, and 17% of the poor people in China should be lifted out of poverty in five years. National leaders have made many in-depth surveys on countryside tourism and poor areas, and pointed out that countryside tourism and tourism-based poverty alleviation should be taken as an important task to stimulate domestic demand, maintain growth and improve people's livelihood, showing that tourism is a new way of poverty alleviation with great potential. Of the 127 counties and cities in Yunnan province, there are 73 state-level poverty-stricken counties, including 51 minority poverty-stricken counties. The poverty population is mainly distributed in the Yunnan mountainous area, Hengduan Mountains, Wumeng area, Karst mountains and other poor areas. Due to the serious economy backwardness, lack of service facilities, single industry composition, poor transportation and frequent natural disasters of these areas, and most of them are in the barrier belts of plateau mountains with undeveloped traffic facilities, inadequate development efforts and other defects, simple economic poverty alleviation is only a drop in the bucket, and can not fundamentally solve the long-term economic backwardness of the residents. The conjunction point between tourism and poverty alleviation is tourism attraction, fortunately there is a great overlap between the tourism attraction distribution and the space in Yunnan Province, therefore,

2. Review of Research at Home and Abroad

2.1. Research on Countryside Tourism at Home and Abroad

For countryside tourism, there are different English translations including countryside tourism, agro-tourism, farm tourism and village tourism. Foreign countries have different concept definitions and understandings for countryside tourism, most of them accept the definition of countryside tourism given by the World Tourism Organization [1]: it's the process that travelers stay in the countryside (usually traditional villages in remote areas) and its vicinity to learn and experience the village lifestyle. Meanwhile, EU and OECD also agreed that countryside tourism is the trip to the countryside [2]. Bernard Lane [3] further expanded the definition scope of countryside tourism, he indicated that countryside tourism is not only based on small enterprises closely related to residents' families in the villages, it also includes a series tourist activities such as leisure, science popularization, ecology, culture and so on. In particular, he pointed out that agricultural tourism is one of the important forms of countryside tourism. Richard Sharpley and Deborah Jepson [4] considered the extent to which a relationship existed between rural tourism and spiritual experiences. and they proposed that it has long been suggested that (post)

modern societies are characterized by a decline in the perceived significance of traditional religious institutions and practices and, as a consequence, people now seek less formal, structured and ritualized means of achieving spiritual fulfillment such as Tourism. Domestic researchers have given dozens of studies and definitions for the concept of countryside tourism, among them the most representative was put forward by He Jingming [5]: he believed that countryside tourism is the tourist activities that take place in rural areas and arise from the object attractions of rural natural landscape and cultural characteristics. From the perspective of target groups, Wang Bing [6] pointed out that countryside tourism aims at urban groups and is a form of tourism to meet the tourists' needs to exploring knowledge and return to the original nature. Ma Bo's [7] definition of countryside tourism was similar to that of He Jingming and both believed that countryside tourism is a tourism type that takes place in rural areas and takes its unique lifestyle, rural flavor and pastoral style as the objects. Chen Jia and Zhang Liqiong [8] believed that since the mid-19th century, rural tourism had developed from pure holiday experience into an important tourism way with rural scenery, taste of rural cultural heritage and in recent years, it had become a new economic growth point of many countries and regions.

In summary, countryside tourism is a kind of tourist activity that takes place in the countryside and its vicinity. Taking rural culture as the main attraction resource, it encourages the tourists to complete tourism activities and bring actual benefits for the local residents. At the same time, the rural culture includes material, social relations, language habits, customs, skills and other factors, however, what should be emphasized is that not all cultural elements can be classified as tourist attraction resources, only those that have national representation, regionalism and characteristics and can inspire the tourists' travel motivation have the possibility and value of development and utilization.

2.2. Tourism-Based Poverty Alleviation

The Asian Development Bank defines poverty as "depriving everyone of the basic material and opportunities they deserve", money is simply the most basic measure of poverty, and poverty is also influenced by social environment, political factors, consumption level and many other factors, therefore, poverty alleviation is comprehensive and complex. Baoren Su [9] represented an attempt to analyze six different models of RT development. More specifically, the collective imagery of “Nong jia le” (Happy Farmer Home) tourism, a Chinese version of rural tourism, was examined. The findings of this study not only highlighted the widely-held beliefs about the important role of RT but also identified a number of related problems and challenges facing its sustainable and healthy development in future, which hopefully would stimulate the interest for further studies in this area.. Park D B, Lee K W and Choi H S [10] suggested that certain types of government policy programmes were helpful for increasing social capital and managing community conflicts by means of involvement in the tourism business. Integrating inclusive and

blending poverty alleviation, tourism-based poverty alleviation is not simply economic and material aid, but is to build a tourism that meets the market demand and represents the regional cultures via the analysis of market demand and relying on products with local characteristics, aiming to organize or appeal to as many people as possible to participate to help a small number of poor people.

Until the 1980s, the first pilot program of tourism-based poverty alleviation was carried out in Panshan scenic area of Ningxia, which officially opened the prelude of tourism-based poverty alleviation. As early as 1960s, however, foreign scholars began to study the multiplier of regional tourism and pointed out that poverty is an important factor affecting the tourism multiplier effect. From the point of view of economic leakage, Matthew J. Walpole [11] mentioned that often those foreign enterprises and capital can obtain income from tourism in poor areas, but the real benefit of the poor is small, thereby this has led to a series of domestic and foreign scholars' reflection and criticism on the essence and objective of tourism-based poverty alleviation. Gao Shunli [12] believes that the object of tourism-based poverty alleviation is the relatively poor residents who have certain developable tourism resources, and in addition to poverty alleviation, the goal of tourism-based poverty alleviation is to gradually enrich the community residents. Zhou Xinhong [13] mentioned that how to make the poor people obtain employment opportunities and participate in the distribution of interests in the process of tourism-based poverty alleviation is the main problem, tourism is merely an approach and means to realize anti-poverty and to eliminate the vulnerable groups. Guo Qingxia [14] believed that poverty alleviation on tourism was based on the tourism resources of the "old, few, marginal and poor" regions with the goal of making the population in poor areas out of poverty and becoming rich. Li Zhiwei [15] believed that tourism poverty alleviation aimed to use tourism as a strategic tool to alleviate poverty among marginalized groups. According to statistical analysis, Zhang Qiao [16] pointed out that the tourism poverty alleviation effect was related to the income of residents. The lower the income before tourism, the lower the incomes of residents. The poverty alleviation effect of tourism was indeed the strongest. In other words, tourism poverty alleviation can indeed increase the incomes of the poor and make a greater impact on the lower-income people. Zhang Jun et al. [17] proposed that tourism poverty alleviation was a new mode of poverty alleviation, a kind of regional economic development mode that promoted the regional economic development by supporting the development of tourism in poverty-stricken areas with good tourism resources so as to eliminate poverty and become rich.

In conclusion, tourism-based poverty alleviation can be summarized as below: by relying on the original tourist attraction and special cultural elements of the poor areas, build tourism economic entities, take tourism development as a regional pillar industry and realize the win-win situation between the residents in poor areas and local economy. On the one hand, the poor areas utilize all kinds of resources

(including tourist attraction, culture and customs) reasonably and use the tourism entity resources to attract visitors from outside to travel and consume, this is an embodiment of transforming tourism resources into economic benefits. On the other hand, gradually realize the transfer of some of the wealth, technology and industries via the production, exchange and consumption of tourism commodities, further increase the "hematopoietic function" and capacity building in poor areas, this is a form of tourism that can alleviate poverty, through which the poor people acquire net benefits, and its essence needs to be stressed is that the tourism income of the poor people must be far greater than their cost [18].

2.3. Tourism-Based Poverty Alleviation Model

A model is a standardized operating mechanism that is generally observed and replicated, and the tourism-based poverty alleviation model is the adoption of a set of system mechanism in the process of poverty alleviation according to regional economic, political environment and current conditions. It can improve the poverty alleviation efficiency indirectly. Relative studies on the poverty alleviation model of domestic scholars are sorted out in Table 1. Four poverty alleviation models are usually mentioned: government-oriented poverty alleviation model, agriculture-tourism model, scenic spot driving model and resettlement model. The government-oriented poverty alleviation model refers to the national or local government guides and supports the tourism development using political, legal, administrative and economic means, creates tourism environment, develops tourism industry consciously and guides a healthy tourism development model in poor areas. Government orientation is not government domination, but the government acts as a pioneer, coordinator and regulator. This is the earliest adopted model of tourism-based poverty alleviation that has the most profound impact on tourism. As a major poverty province, most scenic spots of Yunnan have been developed under the lead of the government, which makes this article more feasible in the process of investigation and study. The agriculture-tourism model is to develop tourism products on the basis of retaining agricultural production in the community, enabling the residents to participate in tourism production while continuing their original production, it's also known as the combination model of farming and tourism. Prevalent in many scenic spots, this model promotes the development of countryside tourism while retaining local rural flavor, but its defect is that it cannot achieve the mass production of tourism. The scenic spot driving is mainly reflected in three aspects: labor income, employment and support operations, to be specific, the scenic spots or enterprises contract the project construction to the local village preferentially, thus the villagers can obtain labor income. The scenic spots will hire qualified villagers or college students and secondary students from local families preferentially, and will transfer booths, shops, telephone booths, recreational facilities, transport, parking and other facilities to the villagers freely or favorably. This model also fully shows the characteristics of tourism, namely the

promotion of the community tourism economy. However, the limitation of this model is that the profit groups and profit economy are not macroscopic, only a small number of groups can make profit. The resettlement model is carried out in poor areas lacking living conditions, that is to resettle local residents in different places. Actively guide immigrants to develop tourism in accordance with local conditions while supporting the implementation of a large number of industrial projects and public welfare projects, so as to improve and change the immigrants' production and living conditions. Based on projects, the implementation of this model is subject to high limitations and threshold conditions.

To sum up, there are numerous poverty alleviation models

and each has its advantages and disadvantages. Whether a region takes a single or mixed model, it should develop rationally according to its original conditions and location. Most of the minority poverty areas in Yunnan develop by adopting the government-oriented poverty alleviation model. As a major poverty province, Yunnan has many minority villages and most of them have blocking traffic. For these regions with rich natural resources, profound culture but poor accessibility, the most practical and effective poverty alleviation model to solve the regional economic problems is to develop tourism depending on the government's development and construction, investment promotion and publicity planning.

Table 1. *Tourism-Based Poverty Alleviation Model.*

Year	Scholar	Content of study
1998	Yang Xinjun	"One village, one product", "one person, one skill", tourist commodity production and other models
1999	Cai Xiong	Government-oriented model, scenic spot driving model, agriculture-tourism model and resettlement model
2003	Hu Xiru	Ecotourism model, minority cultural tourism model and Yunnan border model
2004	Li Guoping	Tourism-based poverty alleviation test area model, grand tourism and poverty alleviation model, counterpart tourism poverty alleviation model and three-dimensional tourism-based poverty alleviation model
2006	Zhao Xia	Government-led, scenic drive, combination of agricultural travel, resettlement relocation model
2014	Chen Youhua	Eco-development mode, characteristic culture development mode, ethnic style tourism poverty alleviation mode, characteristic agricultural and industrial sightseeing experience, BOT mode, RHB model

Source: arranged according to reference [19]-[24].

3. Study Design

3.1. Resource Overview of Case Sites

This study selects three ethnic villages as its destinations, namely Keyi Village, Xinhua Village and the First Village of Yi nationality. The three villages develop by adopting the government-oriented poverty alleviation model, but their length of development time and tourism product positioning are different. Keyi Village creates leisure tour relying on its natural landscape, Heqing develops cultural tour relying on its silver jewelry industry and natural landscape, and the First Village of Yi nationality develops ecological and sightseeing tour attached to the stone forest scenic area. The research of these three areas contributes to the subject of this article --- the study of the impact of government-oriented poverty alleviation model on countryside tourism development.

3.1.1. The Development of Keyi Village

Located in Xisan Town, Mile County, Honghe Hani and Yi Autonomous Prefecture, Yunnan Province, Keyi Village is about 2.5 hours drive from Kunming, the capital of Yunnan Province, and 193 families, 757 people live in this village with ideal ecological environment. It covers an area of 9.67 square kilometers which shows a typical Karst landscape, and is the birthplace of the famous Yunnan folk dance "Axi dancing in the moonlight". The village has been awarded the "national solidarity demonstration village of Honghe Prefecture" and listed as the base for research and development of ethnic

culture in Yunnan, it's also the research village of national cultural tourism resources of Yunnan University and the ancestor worship ecotourism village emphatically developed by the prefecture and the city. In October 2009, Keyi Village was awarded the first batch of "National Ecological Culture Village", "National Forest Tourism Demonstration Village" and other honorary titles. As a typical area of "long history, ethnic minority, poverty and remoteness", the villagers of Keyi lived in thatched huts before the reform and opening up. In August 2013, the government of Mile City, where the village is located, launched the "beautiful home" poverty alleviation project. Taking "characteristic folk houses, beautiful village" as the starting point, the government invested more than 5600 yuan, demolished and rebuilt 32 houses, improved 163 houses, upgraded the village roads, water network and other public facilities, built the breeding area, centralized curing barn, roads, water supply and drainage network, electronic fireplace plaza, totem symbol of Yi Nationality, old-age service center, water landscape, showroom and other public facilities, made full use of the regional and environmental advantages to create characteristic rural leisure vacation tourism. This village combines the construction of beautiful village, protection of traditional village and poverty alleviation appropriately, synchronizes the fund integration and poverty alleviation, advances "transfusion" and "hemopoiesis" together and forms a multi-industry poverty alleviation model of "long term sustainable development + short term life improvement".



Figure 1. Living Environment of Keyi Village.

3.1.2. Xinhua Village, Heqing, Dali

Xinhua Village, formerly known as the stone stockade village, is located in Heqing County, Dali Prefecture, Yunnan (it's a national poor county). It is about half an hour's drive from Lijiang Airport and is on the golden tour line between Dali and Shangri-La, endowing the village with excellent travel accessibility. Xinhua Village is an ancient village of "hammers striking one thousand years". As early as the Tang Dynasty, Nanzhao period, the ancestors began to engage in metal hammering with gold, silver, copper and other metals, and the reputation of "Hechuan craftsman" is famous at home and abroad. This village has won "China Folk Art Village", "China Folk Culture Village", "Yunnan ten famous towns" and other honorary titles successively.

In recent years, the government has invested in poverty alleviation funds and focused on E-commerce poverty alleviation. First, strengthen infrastructure construction. That is to strengthen the construction of roads, broadband services and mobile base stations, and carry out moderate layout in advance. Second, plan and build the logistics and express processing center rationally, support express enterprise service outlets to extend to the countryside, establish the express service station (spot) of rural ends and develop rural Taobao partners. Third, provide E-commerce suppliers with business consultation, technical support and policy aid through

government purchasing services and other methods. Conduct the silverware design, processing and other training for silverware practitioners, encourage the heritage of traditional silverware making techniques and conduct E-commerce knowledge and skills training for E-commerce practitioners. Fourth, organize enterprises and family workshops and establish an association or network business alliance, the government supports them to start the regional brand of "silver capital" in Heqing or Xinhua Village, make silverware a "local business card" for Heqing and Dali; fifth, strengthen pollution control. Since the acid, alkali and other chemical substances used in the processing of silverware have caused some adverse effect on the surrounding areas such as the West Lake Wetland, it's necessary to establish centralized wastewater collection and treatment facilities.

At present, 987 households are engaged in handicraft processing, accounting 79% of the total number of the village, there are 2650 practitioners and 112 among them are active sellers, their products are mainly sold to Beijing, Shanghai, Guangzhou, Chengdu and other places. 12 households have achieved the online and offline annual sales of more than 10 million yuan, 15 households have reached an annual income of more than 300 thousand through running E-commerce. This village has become one of the 780 Chinese Taobao villages.



Figure 2. Folk Art of Xinhua Village.

3.1.3. The Development of the First Village of Yi Nationality

The First Village of Yi nationality (also known as the new Five Trees Village) is a new village formed by relocating the former Five Trees Village in 2010, it is 1 kilometer away from the world natural heritage ----the Stone Forest Scenic Spot, and is about 1.5 hours drive from Kunming, the capital city of Yunnan Province. The whole village covers an area of 484 Mu. By August 2015, the village had 423 households and 1094 villagers, more than 90% of them were Yi Nationality. The First Village of Yi nationality has an ecological orchard of a thousand acres, Chang Tang, Square Tang and other natural resources and colorful Sani cultural resources of Yi nationality.

The whole village mainly focuses on tourism and 550 residents are engaged in Tourism, accounting for 85% of the total labor force. As of 2015, the government invested more than fifty million yuan in poverty alleviation funds for the infrastructure construction of the village, which was used to support the village in the hardening of the inter-village trunks and the roads in the village, to support the construction of the human and livestock drinking water project in the village, help farmers build sanitary latrines, science and technology cultural activity rooms, basketball court and other rural cultural facilities, help the village school renovate dangerous buildings and build school buildings, etc.



Figure 3. Living Environment of the First Village of Yi Nationality

3.2. The Object of Study

The research focus of this paper is mainly the development of countryside tourism under government orientation, the impact of relative measures adopted by the government-oriented poverty alleviation model on the tourism development, economic environment and living conditions of the village, and is to make a systematic analysis of the causes of this series of effects, explain what should be improved to

promote further development of countryside tourism and in the ongoing process towards the community-oriented tourism model. Xinhua Village in Heqing, Dali is the first village to be developed by the government, more than 95% of the residents of the village are engaged in the making and sale of silverware. The whole Keyi village has taken on a new rural image since it was officially developed in 2002. Besides growing tobacco, corn and other crops, most villagers work for the scenic spots in Keyi Village. The residents of the First Village of Yi

nationality all moved from the Stone Forest scenic spot, more than 90% of the residents are arranged to work in the stone forest scenic spot and enjoy a year-end bonus. Taking these three villages as examples, this paper discusses the impact of tourism-based poverty alleviation on the development of countryside tourism under the government-oriented model, and its main sample subjects are the community residents.

3.3. The Study of the Impact of Tourism-Based Poverty Alleviation

In 1960s and 1970s, developing tourism was taken as an important method and means to solve the poverty problems in some western countries, especially in the research results of foreign scholars, the effect of tourism-based poverty alleviation was affirmed. Frechtling explored the impact of tourism on regional economy. In 1981, Wassenar made improvement on the basis of Frechtling's study method, put forward the impact model of tourism on the region and applied it to the impact study of North America [25]. Renard [26] believed that the poor people could obtain both economic benefits and non-economic benefits from tourism development, that is, the poor people could not only gain economic benefits, but also could enjoy the non-economic benefits such as improvements of facility environment, medical facilities and education in the residential area, and these non-economic benefits often brought stronger feelings of intuitive benefit for the residents. Some scholars also pointed out that the involvement of foreign capital had destroyed the culture and life of the local residents and had resulted in serious economic leakage. Through the study of farm tourism in Israel, Fleischer and other scholars [27] pointed out that countryside tourism was small in size, short in season and low in income and other weaknesses, as well as that most practitioners could only do jobs with low income while facing risks such as inflation, land acquisition and income leakage.

Domestic and foreign studies of the impact of tourism-based poverty alleviation covers all aspects such as regional economy, society, cultural environment and resident perception, which is both positive and negative. On the one hand, it reduces the cost of poverty alleviation, solves the employment of some community residents, promotes the cooperation and development of small and medium-sized enterprises, and effectively protects the local tourism resources. On the other hand, the poverty alleviation mechanism may have some problems such as ignoring sustainable development, imperfect internal supervision mechanism, unmatched infrastructure, lack of publicity, lack of high-level management talents, inadequate poverty alleviation and incomplete mechanism of poverty alleviation. The positive aspects include: to carry out tourism-based

poverty alleviation in the region, the residents' per-capita income will be improved; the employment opportunities will be increased; the low poverty alleviation cost will bring high poverty alleviation efficiency; the joint development of the first, second and third industries will be promoted; the changes of industrial structure will be accelerated and the transformation of traditional agriculture into services will be promoted; the residents' quality of life, personal quality and life skills will be improved; the local residents will have more opportunities to communicate with the outside world and their vision will be broadened; it's conducive to regional environmental and cultural protection; the regional infrastructure, service facilities as well as the living environment will be improved; it's conducive to cultural protection, publicity and heritage; it's beneficial to enhance the popularity and influence of the region, encourage social organizations to participate in poverty alleviation; but in the meanwhile, the negative attributes brought about by the characteristics of tourism cannot be neglected: while developing tourism in the region, the life of local people will be influenced, such as destroyed folk customs and interest disputes among the residents; certain waste of resources and cultural distortion caused by unscientific planning and construction for the scenic spots; environment pollution resulted from incomplete system monitoring; unequal benefit distribution caused by the incomplete department supervision mechanism; unequal benefit distribution and benefit gaps among the residents caused by the narrow range of poverty alleviation; social security problems of the region, malicious cut-price competition among the industry and big price hikes in the scenic spots.

Based on the study theory of the domestic and foreign scholars on the impact of tourism-based poverty alleviation and after sorting out their studies, the impact of the govern-oriented tourism-based poverty alleviation on countryside tourism development can be divided into four dimensions: economic development, community environment, social communication and quality skills, and thirteen indicators: infrastructure construction, industry development, employment of residents, economic income, popularity, community communication, ethnic culture, noise interference, traffic congestion, living skills, environmental awareness, cultural protection and national solidarity. Since the influence of each component indicator on the dimension is different, the study model (Figure 4) of this paper is presented based on these study premises. In addition to validating the reliability of the model, this paper also sequences the influence degree of these component indicators on the dimension, pick up the most influential factors and put forward relevant suggestions based on it.

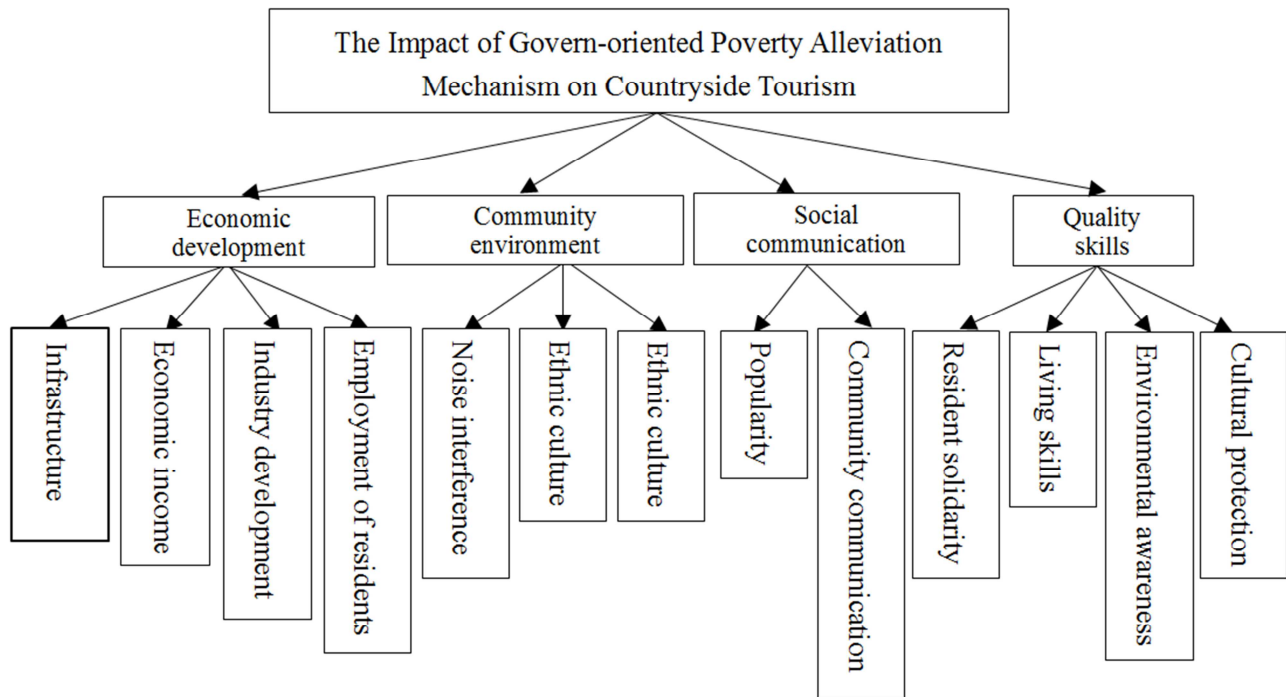


Figure 4. Study Model.

4. An Empirical Study on the Impact of Government-Oriented Poverty

Alleviation Model on Countryside Tourism Development

4.1. Questionnaire Sample Population Attributes

Table 2. Population Attributes.

Population attributes	Options	Frequency	Percentage (%)
Sex	Female	171	45.2
	Male	207	54.8
Age	Under 20	39	10.3
	21-35	190	50.3
	36-50	102	27.0
	Above 51	47	12.4
	Farming	77	20.4
Source of income	Individual operation	79	20.9
	Related jobs in scenic spots	113	29.9
	Other	109	28.8
	Junior high and below	176	46.6
Level of education	High school	96	25.4
	University	95	25.1
	Graduate degree or above	11	2.9

According to Table 2, the proportion of men and women is basically the same in the 378 samples surveyed of the three ethnic villages. The group aged from 21-35 is in the majority, accounting for 50.3%. As for the level of education, most people are junior high and below, accounting for 46.6%. In addition, according to the results of interviews, most of the youth labor force of the village go out to work, the middle and old aged people in the village mainly engage in farm work, and the reception work of the scenic spot is in the charge of talented villagers selected from the village. Taking Keyi

Village for example, the villagers basically plant tobacco and corn during the day, only a small number of people are responsible for visitor reception and singing performances. In Xinhua village, almost every household has an individual silver jewelry shop or silver processing workshop, and some of the family members participate in scenic reception and performances. More than 90% of the villagers of Xiaoqing Village work in the Stone Forest Scenic Spot and are mainly responsible for receiving, explaining, taking pictures, driving battery cars, etc.

4.2. Reliability and Validity Analysis

Table 3. Reliability Analysis.

Reliability statistics		
α value	α value based on standardized projects	number of projects
.850	.861	13

Table 4. Validity Analysis.

Identification of KMO and Bartlett		
Kaiser-Meyer-Olkin	Measured value of sampling adequacy	.862
	Chi-square value	2146.530
Identification of Bartlett sphere (Bartlett)	Degree of freedom	78
	Significance	.000

The reliability and validity test is usually required before analyzing questionnaires, and further statistical analysis can only be carried out when the reliability and validity are up to the standard. KMO is used to measure the correlation coefficient and the partial phase index between variables, its value is between 0 and 1. The closer the value is to the 1, the stronger the correlation between the variables, and the more suitable for factor analysis. Sampling SPSS22 to analyze the sample data, as shown in Table 4, the KMO value is 0.862 and the Bartlett sphere test value is 0.000, significantly rejecting the uncorrelated hypothesis between the variables and showing a strong correlation between sample data, so it's suitable for factor analysis. Kaiser-Meyer-Olkin is the most frequently used reliability factor, the greater the reliability coefficient, the greater the credibility of the measurement. Economically, when analyzing the reliability of the questionnaire samples, it shows a good reliability if the α value in Table 3 is more than 0.8. Therefore, the sample data is tested by reliability and validity, and is suitable for the next analysis of the factor dimension reduction.

4.3. Factor Analysis Results

4.3.1. Principal Component Extraction

When measuring multiple indicator variables to study problems, the overlap and dimension of index information

will occur, therefore the principal components need to be analyzed to solve the collinearity problem of independent variables. The purpose of principal component analysis is to reduce dimension, the core is to recombine variables into a new set of unrelated aggregate variables, aiming to extract fewer aggregate variables to reflect the overall information of the original variable as much as possible. As shown in Table 5, through the factor analysis for the samples of 13 variables, the cumulative contribution rate of the four dimension factors extracted can explain 70.8% of the total information, therefore the extracted dimension can be regarded as valid. Among them, the first kind ---- economic development explains 22.3358% of the total information, including four indicators: economic income, employment of residents, industry development and infrastructure construction; the second kind ---- quality skills explain 19.583% of the total information, including four indicators: resident solidarity, living skills, environmental awareness and cultural protection; the third kind ---- community environment explains 16.314% of the total information, including three variables: traffic congestion, ethnic culture and noise interference; the fourth kind ---- social communication explains 12.545% of the total information, including two indicators of popularity and community communication.

Table 5. Principal Component Extraction.

Component	Initial eigenvalue%			Extracting square and load%			Cycle square and load %		
	Amount	Variation	Accumulation	Amount	Variation	Accumulation	Amount	Variation	Accumulation
1	5.083	39.09	39.09	5.083	39.09	39.09	2.907	22.35	22.35
2	1.998	15.37	54.47	1.998	15.37	54.47	2.546	19.58	41.94
3	1.368	10.52	64.99	1.368	10.52	64.99	2.121	16.31	58.25
4	.755	5.809	70.80	.755	5.809	70.80	1.631	12.54	70.80

4.3.2. Rotational Component Matrix

The purpose of rotation is to reduce the number of variables with high load and explain the factors easily, the quantity of the factor load absolute value greater 0.5 is usually remained to reflect the influence of variables on the main factors. As shown in Table 6, it can be seen that the load absolute values

of economic income, employment of residents, industry development and infrastructure construction are greater in Factor 1; the load absolute values of resident solidarity, living skills, environmental awareness and cultural protection are greater in Factor 2; the load absolute values of traffic congestion, ethnic culture and noise interference are greater in Factor 3; the load absolute values of popularity and community communication

community communication are greater in Factor 4, and the factor load coefficient score on each dimension shows the influence degree of this valuable on the main factor. Therefore, the four indicators of economic income, resident solidarity,

traffic congestion and popularity have the greatest influence on the main factor, and their load coefficients are basically above 0.8, becoming the variables that have a relatively large influence on the results of the study.

Table 6. *Rotational Component Matrix.*

Rotational Component Matrix	1	2	3	4
Economic income	.852			
Employment of residents	.831			
Industry development	.830			
Infrastructure construction	.612			
Resident solidarity		.811		
Living skills		.754		
Environmental awareness		.744		
Cultural protection		.608		
Traffic congestion			.828	
Ethnic culture			.828	
Noise interference			.807	
Popularity				.758
Community communication				.733

4.4. Validity Analysis Results

According to the conclusion drawn from the SPSS analysis, if it is assumed that each sub-indicator variable in the model has different influence on the main variable, and the four indicators of economic income, resident solidarity, traffic congestion and popularity have the relatively largest influence on the main variable, AMOS should be adopted to carry out the validity analysis to further verify the accuracy of the results. On the basis of the high degree of correlation among the first-order factors and the matching between the model and the sample, this paper puts forward the second-order confirmatory factor analysis model with the main purpose of analyzing whether the causal model between the observed variable (i.e., the rectangular area) and the latent variable (the elliptic area in the figure) agrees with the observed variable. The path coefficients between observed variables and latent

variables reflect the degree of influence between variables.

4.4.1. Goodness-of-Fit Index

The fit index is the standard of evaluating whether the model of the hypothesis path matches the data and whether it meets the actual data. Import the data in AMOS for hypothesis model test, the index values in Table 7 all reach the significance fitness value. Thereinto, if the ratio of Chi-square and the degree of freedom (CMIN/DF) is less than 1, denoting the model is over adapted; if it's greater than 3, indicating the model is poorly adapted; if it's between 1-3, denoting the model is well adapted, and the fit between the hypothesis model and the sample data is acceptable. GFI (Goodness of Fit Index) indicates the theory construction replicated matrix can explain the observation matrix of the sample data, the higher the GFI value, the greater the variability of the sample data that can be explained.

Table 7. *Goodness-of-Fit Index.*

Statistical test quantity	Adaptation standards or critical values	Test data	Model adaptation judgment
Ratio of Chi-square and degree of freedom	<2.00	1.591	Y
RMR value	<0.05	0.039	Y
RMSEA value	<0.08 (if <0.05 excellent; <0.08 good)	0.076	Y
GFI value	>0.9 above	0.911	Y
AGFI value	>0.9 above	0.974	Y
NFI value	>0.9 above	0.971	Y
RFI value	>0.9 above	0.964	Y
IFI value	>0.9 above	0.930	Y
TLI value	>0.9 above	0.914	Y
CFI value	>0.9 above	0.929	Y
PGFI value	>0.5 above	0.703	Y
PNFI value	>0.5 above	0.795	Y
PCFI value	>0.5 above	0.761	Y

4.4.2. AMOS Test Model and AMOS Validity Analysis Conclusions

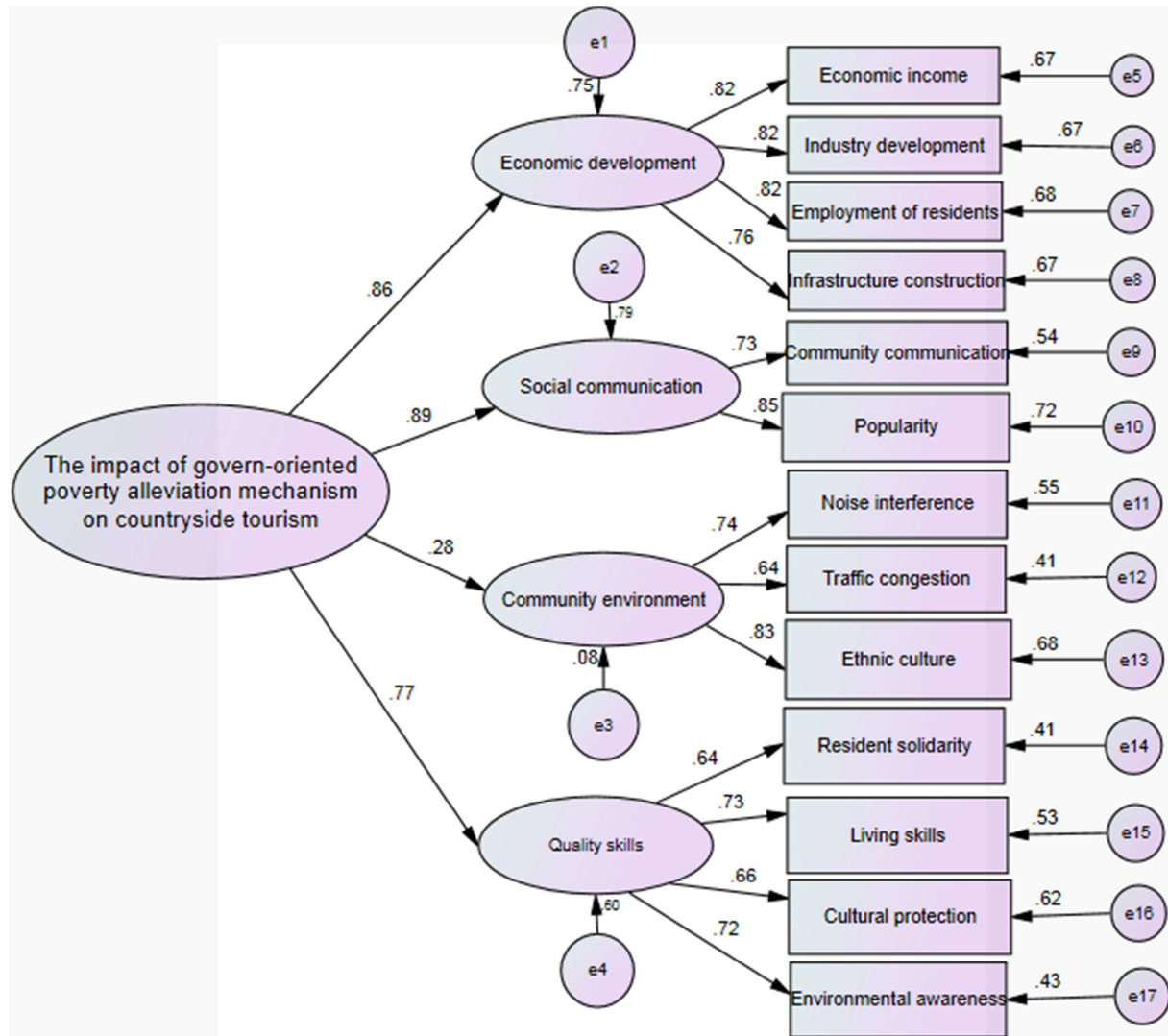


Figure 5. AMOS Validity Analysis.

The AMOS analysis is a further validation of the hypothesis model, the study shows that government-oriented tourism-based poverty alleviation impacts the development of countryside tourism development in four dimensions, namely economic development, social communication, community environment and quality skills, at the same time, the 13 component indicators that influence these 4 dimensions have different influence on each dimension. Figure 5 shows the results of AMOS validity analysis, the round areas denote the internal latent variables, which are also known as the variables cannot be measured directly; the rectangle areas denote the external latent variables, which are the variables to be measured during the questionnaire survey. E denotes the residual generated during the measurement, and the coefficients beside the arrow represent standardized regression coefficients, showing the explanatory power of measurable variables to non-measurable variables. The AMOS model further proves the rationality of the hypothesis model, and shows that the impact intensity of each index

variable on the main variable is different.

5. Conclusions

5.1. Tourism-Based Poverty Alleviation Promoting Regional Economic Development

The data analysis shows that the government-oriented tourism-based poverty alleviation model can promote the development of rural economy, and the most notable is that the direct influence coefficient of economic development on economic income, industry development and employment of residents is 0.82. To be specific, it can promote the linkage development of the region and its surrounding industries; improve the employment of the surplus labor force in poor areas, especially the employment of vulnerable groups such as women and the elderly; promote the infrastructure construction in poor areas, enable the villagers to enjoy other recreational facilities on the basis that their basic living

conditions are guaranteed.

In Keyi Village, the net income per capita was 4250 yuan in 2009. After the government launched the poverty alleviation program in 2014, this village has been built into a characteristic village of ethnic minorities. The farmers in the village have become actors and tour guides and have received nearly 400,000 visitors, the net income per capita increased from 8421 yuan to 9516 yuan in 2013, up 13% from the previous year and more than doubled from 2009.

In Xinhua Village, the total income of rural economy was 110 million 120 thousand yuan in 2013, and the per capita net income of farmers was 10966 yuan. The farmer's income mainly comes from handicraft, which has facilitated the rapid development of the tourism commodity processing and marketing industry in more than 10 administrative villages, and has promoted the rapid development of the service industry of the county taking tourism as the guiding factor. The poverty alleviation project in Xinhua Village has promoted the development of Tourism, not only the labor force in the village is employed locally, for instance more than 200 villagers from Nanyi Village work in the tourist industry, it also attracts many surrounding villagers and outsiders. Tourism has directly provided more than 3000 jobs and more than 5000 indirect jobs for the society. The merchants in Xinhua Village that are engaged in processing and making traditional handicrafts of ethnic minorities, marketing tourism commodities, hotels and farmhouses employ more than 2000 people, of which women are more than 600, accounting for 50% of the female labor force of the whole village. In addition, the number of foreign apprentices in Xinhua Village is increasing every year.

In 2016, the collective resource income and the operating income of the First Village of Yi reached more than 15 million yuan, and the annual per capita net income of villagers reached more than 25,000 yuan. In 2017, 625 people of the village's 671 working-age villagers are engaged in the scenic spot tourism service industry with an annual income of about 30,000 yuan.

Therefore, tourism-based poverty alleviation has the advantages of less investment, quick return, low return rate to poverty and high efficiency etc. The tourism industry introduces funds from developed areas to undeveloped areas, which constitutes a new driving force for the economic development of poor areas and also promotes the horizontal economic combination and the opening to the outside world. Secondly, the employment of the surplus labor force in the tourism industry can appropriately reduce social insecurity factors and keep the poor areas safe and stable. As an export-oriented economy industry with special advantages, tourism also serves as a go-between to attract foreign investors to set up factories, enterprises and tourism companies while attracting foreign tourists to earn money depending on tourism resources. Consequently, poor areas develop tourism to improve the poor conditions will result in a higher level of openness than other poor areas and will obtain more significant economic benefits.

5.2. Tourism-Based Poverty Alleviation Promoting the All-round Development of Local Residents' Quality and Skills

The results of interviews and questionnaires show that the government-oriented tourism-based poverty alleviation can promote the quality and skills of residents in both directions, the direct impact of quality skills on life skills is 0.73 according to the studies. In the past, due to information block, traffic inconvenience and lack of scientific and technological factors, most of the community residents were engaged in farm work or went out for work, and lived a self-sufficient life. Until the emergency of tourism industry, planning and construction of large area, external population and technology input etc., the residents are more united than before and, from their point of view, they have more living skills and more awareness of environmental protection and cultural protection.

The rise of the tourism industry in Keyi Village has broadened the employment channels for the Axi women and brought them considerable income, and the economic returns earned by Axi women from the tourism industry has become an important supplement to the family's income. Local residents gradually discover the irreplaceability of this nation's traditional culture when enjoying the great benefits brought by Tourism, thus they eliminate the feelings of inferiority in the face of the mainstream culture. As a result, they value the traditional culture more and more, and the consciousness of protecting traditional culture is increasing constantly. In order to inherit and develop their own traditional culture, Keyi Village has established a national culture heritage association, which carries out the traditional ethnic culture knowledge lesson every week and the villagers' skills have been greatly improved.

The development of tourism industry has a profound impact on improving the quality and strengthening the capacity construction of the poor people. In poor areas, people's cultural literacy is generally low, and their thinking and lifestyle are backward. They seldom contact with new types of science, technology, and production models, and lack the overall outlook on products, markets, technology, etc. Therefore, it has positive significance for improving the quality and skills of the residents to develop tourism in the region. On the one hand, while promoting regional economic development, tourism will also increase investment in human capital through education, technology and other means. On the other hand, tourism is also an open industry, ethnic regions bring in modern civilization through tourism, so that all kinds of advanced lifestyles can be spread to the poor areas continuously. In tourist attractions, the information and lifestyle of visitors from all over the world play a good demonstration effect for local residents to a certain extent, and make them produce a strong desire to get rid of poverty. The combination of this internal motivation and the improving skills of anti-poverty lays a solid foundation for poverty elimination from the construction of the people's own desire.

5.3. Tourism-Based Poverty Alleviation Focusing on and Protecting Ecological Benefits

The study shows that the direct impact of community environment on ethnic culture is 0.83, indicating when other conditions remain unchanged, if the "community environment" latent variable increases per unit, the "national culture" will increase 0.83 unit correspondingly. In the prophase planning of a tourist area, the primary consideration is the sustainable development of environment, and this is especially important in developing tourism in poor areas, because the area to be developed is not only a tourist area, but also a residential place. Therefore, the three factors of "traffic congestion", "noise interference" and "national culture" are particularly selected from the survey, hoping that the residents will measure whether tourism brings bad effects on the local environment according to their own feelings. According to the results of the questionnaire and interviews with VIPs, the government pays great attention to environmental protection during the development of tourism, regularly cleans up the garbage in scenic spots and lakes, and every day there are people responsible for maintaining the environmental safety of the scenic area. Even in the presence of certain external interference, the unique culture of ethnic minority areas has not been destroyed. The government has invested more than 40,000,000 yuan since 2000 to carry out the Caohai wetland restoration project of Xinhua Village and the construction project of Caohai agricultural wetland protection area, aiming to protect water resources and optimize the ecological environment.

The rich tourism resources of China's poverty-stricken ethnic minority areas provide a good realistic foundation and development premise for the development of tourism industry. Tourism has attracted great attention of the government because of its small ecological damage, obvious economic benefits and other features, and the tourism development poverty alleviation strategy has gained consensus among people. To carry out tourism-based poverty alleviation via the government-oriented model not only can increase the economic income of local people, but also can facilitate the protection of the local ecological environment, and guarantee the long-term poverty alleviation of the poor people in ethnic areas through the sustainable development strategy of tourism industry.

5.4. Tourism-Based Poverty Alleviation Expanding Community Communication with the Outside World

The path coefficient from social communication to popularity is 0.85, showing that the social communication brought by developing tourism plays a significant role in promoting regional popularity. Developing tourism in poor areas can promote the communication between local residents and the outside world, as well as the learning of new knowledge and technology. During the visit, it is found that the knowledge and cultural communication between tourists

and villagers is also an important factor affecting the vision and concept of the residents. The so-called poverty to be reduced through tourism cannot be limited to material subsidies, but more important, the ideological poverty. Besides the economic level, the contribution of tourism to poor areas should involve many fields such as the cultural and spiritual aspects. In poor areas, the people's cultural literacy is generally low and most of them are junior middle school or below, their ideas and lifestyle are obviously behind developed cities. They rarely have access to modern developed science and production techniques, and lack control over products, markets and other concepts.

The development of tourism has a great influence on the quality improvement and technology transfer of local residents, on the one hand, with the development of tourism, the local economy continues to grow and the investment in human capital through education, technology and other means is also increasing; on the other hand, as an open industry, tourism brings new products and crowds to break the original closed state, it causes the mass flow of population, environment, science and technology, culture and commodities, and promotes the communication and interaction between the poor areas and the developed areas, so that all kinds of advanced lifestyles can be spread to the poor areas continuously. In fact, the introduction of disintegrating knowledge, technology and culture through the development of tourism can change the backward ideas of the people in poor areas, this is the poverty alleviation investment that any other poverty relief fund cannot compare. Lastly, combine the tourism-based poverty alleviation with the network, information poverty alleviation in poor areas, solve the problem of information poverty in tourism development through the promotion of information technology and the development of information activities, actively carry out technology import, information transfer, technology popularization and scientific and technological services, which all contribute to enhancing the awareness of the scientific and technological information and cultural quality of the tourism service staff and the residents, and promoting the development of the local tourism industry and speed up the development.

References

- [1] Organization W T. Countryside tourism: A Solution for Employment, Local Development and Environment, Israel, 19 June 1996, [J]. Tourism Research, 35-37.
- [2] Arie Reichel, Oded Lowengart, Ady Milman. (2000). Countryside tourism in Israel: service quality and orientation [J]. Tourism Management, 21: 451-459.
- [3] Bill Bramwell, Bernard Lane. Countryside tourism and Sustainable Rural Development [M]. UK Channel View Publications, 1994.
- [4] Richard Sharpley, Deborah Jepson. Rural tourism [J]. Annals of Tourism Research. 2010, 1.

- [5] He Jingming, Li Lihua. An analysis of the concept of countryside tourism [J]. Journal of Southwestern Normal University (Humanity and Social Science Edition), 2002, 28 (5): 125-128.
- [6] Wang Bin. Viewing the future of countryside tourism in China from the comparison of the present situation of Chinese and foreign countryside tourism [J]. Tourism Tribune, 1999, 5: 38-42.
- [7] Ma Bo. Modern tourism culture [M]. Qing Dao: Qing Dao Press. 1998.
- [8] CHEN Jia, ZHANG Liqiong, YANG Xinjun, LI Gang. The Impact of Tourism Development on Changes of Households'livelihood and Community Tourism Effect: A Case Study Based on the Perspective of Tourism Development Mode [J]. Geographical Research, 2017, 36 (09): 1709-1724.
- [9] Baoren Su. (2010). Rural tourism in China [J]. Tourism Management, 6.
- [10] Park D B, Lee K W, Choi H S, et al. Factors influencing social capital in rural tourism communities in South Korea [J]. Tourism Management. 2012.
- [11]Matthew J. Walpole, Harold J. Goodwin. Local Economic Impacts of Dragon Tourism in Indonesia [J]. Annals of Tourism Research, 2000, 27 (3): 559-576.
- [12]Gao Shunli. A preliminary study of tourism-based poverty alleviation in Tourism [J]. China Public Administration, 1997, 7: 22-24.
- [13]Zhou Xinhong. Focusing on the core issues of tourism-based poverty alleviation [J]. Tourism Tribune, 2002, 17 (1): 17-21.
- [14]Guo Qing-xia. ee the Characteristics of PPT Strategic from the Hubei PPT Practice [J]. Journal of Hubei University (Philosophy and Social Science), 2003, 5: 110-113.
- [15]Li Zhiwei. On the Pro-poor Tourism Strategy Mode in Taihang Mountain Area [J]. Journal of China Institute of Industrial Relations, 2015, 29 (06): 103-106.
- [16]Zhang Qiao. Study on the Mode and Effect of Tourism Poverty Alleviation—Analysis based on the Survey Data about Hainan Province Poor Areas [J]. Technoeconomics & Management Research, 2016, 11: 124-128.
- [17]Zhang Jun, Jiang Huang-zhen-yuan, Shi Pengfei. Research on the Mode and Effect of Tourism Poverty Alleviation from the Perspective of Beautiful Countryside in Zhangwan Area in Shiyan City of Hubei Province [J]. Hubei Social Sciences, 2017, 06: 60-68+115.
- [18]Pratiwi S. Understanding Local Community Participation in Eco-tourism Development: A Critical Analysis of Select Published Literature [M]. Beacon: Boston, 2000, 140-145.
- [19]Yang Xinjun, Cui Fengjun, Li Jiancheng. Study on the practice of poverty alleviation through tourism development —Creative planning for tourism development in Ninggang county, Jiangxi Province [J]. Tropical Geography, 1998, 18 (4): 327-332.
- [20]Cai Xiong, Chen Daopin. Function and mode of tourism-based poverty alleviation in Anshun [J]. Theory and Contemporary, 1999, 7: 34-36.
- [21]Hu Xiru. Three modes of tourism-based poverty alleviation in Yunnan [J]. Inquiry into Economic Issues, 2003, 5: 109-111.
- [22]Li Guoping. Analysis of Guangdong's three dimensional tourism poverty alleviation model based on policy practice [J]. Tourism Tribune, 2004, 19 (5): 56-60.
- [23]Zhao Xia. The Discussion of Poverty Alleviation Strategy of Tourism Development in Poor Areas in Qinghai Province [J]. Research on Development, 2006, 03: 84-86.
- [24]Chen You-hua. New Thinking on Transformation and Upgrading of China's Pro — poor Tourism Mode [J]. Resource Development & Market, 2014, 30 (06): 717-721.
- [25]Matthew J Walpole, Harold J Goodwin. Local Economic Impacts of Dragon Tourism in Indonesia [J]. Annals of Tourism Research, 2000, 27 (3).
- [26]Renard Y. Practical Strategies for Pro-poor Tourism: A Case Study of the St. Lucia Heritage Tourism Programme [J]. Tourism Research, 2001, 32-37.
- [27]Fleischer. A, Felsenstein D. Support for Countryside tourism [J]. Annals of Tourism Research, 2000, 4: 1007-1024.