

Rural Tourism Development and Overseas Transmission under the Background of the Rural Revitalization Strategy

-- A Case of Liangshan Yi Autonomous Region

Li Jiang, Jia'ao Zhao, Mengxiao Zang, Qianyu Cao*

School of Foreign Languages, Chengdu University of Information Technology, Chengdu
610036, Sichuan, China

*cqy@cuit.edu.cn

Abstract

With the strategy of rural revitalization, poverty alleviation through tourism has become one of the important strategies and ways of national poverty alleviation. As a key poverty alleviation area in Sichuan, Liangshan Yi Autonomous Region has actively responded to the call of the state and become an important sample of local characteristics tourism. This article will analyze the sources and channels of tourism development in Liangshan Yi Autonomous Prefecture, and explore the new variables and ways of characteristic tourism and overseas communication.

Keywords

Rural Tourism; Liangshan Yi Autonomous Prefecture; Tourism.

1. Important Factors Causing the Backwardness of Liangshan Yi Autonomous Prefecture

1.1. Geography

Liangshan Prefecture is located in the southwest of Sichuan Province, reaching the Jinsha River in the south, the Dadu River in the north, the Sichuan Basin in the east, and the Hengduan Mountains in the west. The terrain in the territory is complex, causing inconvenient transportation. And every summer is the frequent period of debris flow, mountain floods, hail and other natural disasters. This is the main reason for Liangshan Yi autonomous region's backwardness.

1.2. Culture

Due to the closed geographical environment and backward educational conditions, people there generally receive low education degrees, and the language is different from the outside world, resulting from communication difficulties, which aggravates the closure of Liangshan area.

2. The Current Situation

The prefecture has achieved rural tourism revenue of about 12 billion yuan, 22 poverty-stricken villages have been lifted out of poverty, set up 29 villages through tourism, 246 homestay meet the standards, and held more than 80 rural tourism sessions. Liangshan reached 376 million yuan on tourism income in 2018, and the poverty incidence decreased from 31.8% to 18.1%. This article will analyze the reason of Liangshan Yi Autonomous Prefecture's success from multiple angles.

3. Policy Promotion

Poverty alleviation is a decision-making strategy at the national level of the Communist Party of China. The 19th China National Congress proposed the concept of "targeted poverty alleviation". Liangshan Prefecture, as a key area of poverty alleviation in the western region, should earnestly develop characteristic industries according to its situation, create internal impetus and achieve the goal of poverty alleviation.

Liangshan Tourism Bureau issued a number of preferential policies to implement subsidies to local tourism, urge the locals to start the business. The government encourages labor forces to return to their hometowns to find employment and implement employment subsidies, which greatly promote the flow of talents into the area.

Poverty alleviation through education is one of the prerequisite policies for poverty alleviation. Liangshan Prefecture is located in southwest Sichuan Province, with rugged terrain, many mountains, and a closed environment, so the educational conditions relatively fall behind. The state has improved educational facilities, renovated and expanded 475 boarding schools, and built 158 new schools. At the same time, the government published a special project on talent cultivation in the western region. It has vigorously introduced western talents to teach in less developed areas, so as to improve the cultural literacy of residents. It also enhances the external image of Liangshan Prefecture and indirectly realizes the image of poverty alleviation.

At the same time, through education, the problem of the language barrier between the local people and the outside world is solved, and it lays a good foundation for the development of tourism and personnel communication.

Meanwhile, the state has implemented the relocation policy, focused on planning residential areas, improving living conditions, building infrastructure, national roads, transportation, thus realize the connection between the inside and external world. For example, 611.9 kilometers of 11 national and provincial trunk projects have been completed, fully achieving the goal of unimpeded trunk highways from Xichang to the county, providing a foundation for the development of tourism.

The concept of targeted poverty alleviation is the symmetry of extensive poverty alleviation. Given different regions and different poor households, existing conditions to achieve targeted poverty alleviation targets. Liangshan Yi Autonomous Region is the largest Yi nationality settlement in China, so the local ethnic minorities have remarkable cultural characteristics and have more red tourism resources.

Liangshan Yi Autonomous Prefecture has unique cultural resources, attracts foreigners with distinctive ethnic characteristics, and makes deep use of ethnic characteristics.

The area has the largest ethnic category and the largest minority population in Sichuan province, with a total of 14 ethnic groups, in which the Yi population accounts for 50%. The customs of the Yi nationality is one of the obvious characteristics of the region.

Therefore, the country vigorously advocates tourism, developing homestay, characteristic cultural experience to strengthen the local attraction. According to the targeted poverty alleviation policy, the state sends professionals to guide the development of local tourism, forestry, and animal husbandry, Realizing the coordinated development of upstream and downstream industries and the overall strength of Liangshan Prefecture.

4. Development and Publicity Channels

At present, there are 8 red tourism quality lines in Liangshan Prefecture, which directly plan tourism routes for tourists. The area can realize the long-term sustainable development of tourism sites by resonating the patriotic feelings of Chinese people, which is also conducive to shaping a unique culture different from other regions.

At the same time, China Central Television filmed a documentary called "Labor Without remorse", citing the popular "Cliff Village" popular in 2016. The children of "Cliff village" shuttled back and forth between the cliffs with school bags. The situation was compared with that of the village today in the region, and it truly records the great changes in the Yi region. The TV series "Yi Red" and "Soma Blossoms" impressed the audience with the cultural customs and scenery of the Yi Autonomous region area.

Since the 18th CPC National Congress, the country has been committed to building Liangshan into a "world Yi cultural and tourism center". Liangshan has held four "Silk Road International Poetry Week" as well as the Qionghai Lake International Sailing Race, upholding its publicity through overseas communication.

5. Variable Analysis and Corresponding Measures

Due to the impact of the epidemic, China's tourism industry has been hit down and has gradually picked up in 2021. But the tourism mode has changed. According to the business intelligence network analysis, since the outbreak of Covid-19, tourists prefer small group travel, self-driving travel, as well as short travel mode and related product chain, so the tourism in Liangshan Yi Autonomous region should make a response to the change, reduce large collective activities project, launch personalized customization service, small group tourism plan, and even pay attention to the attraction of tourists in the surrounding areas. The aim is to strengthen the network publicity.

With the increase of the middle-class population and upholding living standards, Chinese tourism tends to be quality tourism, focusing on the sense of experience. So as the third industry, Liangshan Yi Autonomous region tourism should improve the service level, including infrastructure, transportation, accommodation, etc. Meanwhile, the area should avoid the problem of single tourism resources, cooperating with the surrounding areas to build a joint tourism belt and integrated service, and playing the pioneer effect to increase economic benefits.

The area needs to adapt to the development of the times to increase network publicity, such as using virtual, high-tech technology, big data to carry out systematic management of tourism services, deepening the tourism experience.

It's needed to extending the industrial chain, build the "tourism plus" industrial structure, driving other industries with tourism. Through business tourism, we can dig the unique resources of Liangshan, or influence each other. For example, Liangshan Prefecture is rich in water resources, and the domestic water resources can be developed by 6,387 watts, accounting for 15% of the whole country. Therefore, the region can build reservoirs to develop hydropower resources, and open tourism viewing services so that tourists can enjoy the reservoir and learn knowledge about power generation.

6. Conclusion

Through national policy support and strong publicity, Liangshan area has attracted many tourists with its unique cultural characteristics. With the support of national policies, local governments should quickly adapt to the changes of The Times, catalyze endogenous driving forces, realize independent development, attach importance to overseas communication, explore markets, dig deep into development channels and expand new directions.

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