

Research on Ecotourism Poverty Alleviation Based on Rhb Strategy -- Taking Luhuo County as a Case Study

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Abstract: Taking the three elements Resource-Humanity-Benefit (abbreviated as RHB) to be the systematic strategic thinking for the development of ecotourism poverty alleviation, this article analyzed the current situation of ecotourism poverty alleviation in Luhuo County, pointed out the existing problems, and pertinently proposed targeted solutions.

1. Introduction

Ecotourism poverty alleviation is a concept relatively new, and there has not been a unified definition for it. Wang Junjun (2000) defined it as a strategy to solve local poverty problems through the development model of ecotourism in poor areas with rich ecological resources, based on the principle of sustainable development of ecological resources, with the purpose to maximize economic, ecological and social benefits. From the perspective of sustainable development, some scholars defined it as a model of regional economic development that adheres to the sustainable development strategy in poor areas with good tourism resources, and promotes regional economic development through eco-tourism, so as to achieve poverty alleviation and prosperity. It can be found from the two definitions that ecotourism poverty alleviation has the following characteristics: (1) Developing tourism in areas with abundant eco-tourism resources; (2) Protecting the environment under the guidance of sustainable development; (3) Benefiting the poor. On this basis, the author defines ecotourism poverty alleviation like this: guided by the concept of sustainable development, it develops tourism in areas rich in ecotourism resources and realizes social and economic development in poverty-stricken areas, and the poor people benefit from participating in ecotourism development.

Li Yongwen and Chen Yuying (2004) divided the development, utilization, distribution and effects of natural resources into three main areas, namely the resource itself, the competitors, and the principles of the rules of competition. Combining the characteristics and development of ecotourism poverty alleviation, they came to a conclusion that the most suitable tourist poverty alleviation development strategy for ecologically fragile areas is Resource-Humanity-Benefit, that is, the RHB strategy. According to the RHB strategy, resources, humans and benefits should be considered at the same time, and tourism resources should be used as the basis to promote employment and change the concept of development, so as to obtain dual development of people and economy as well as triple benefits of society, ecology and economy.

2. The Current Situation of Ecotourism Poverty Alleviation in Luhuo County

The RHB strategic thinking system is composed of three elements: resources, humans, and benefits. Each element is composed of complex factors, and they play their respective roles in the process of tourism poverty alleviation and development. Taking the RHB strategy as a guide, this article will analyze the ecotourism poverty alleviation in Luhuo County.

2.1 The Status Quo of Ecotourism Poverty Alleviation in Luhuo County Based on the Rhb Strategy

In terms of tourism resources, Luhuo County is rich in natural tourism resources and humanistic tourism resources. In terms of human resources, there is a serious shortage of tourism service management talents, and only a few tourism talents have received tourism-related education at formal colleges or above. In addition, in accordance with the requirements of the “*Plan for the Couplet-Assistance of Jinjiang District, Chengdu to Luhuo County in the Period of the ‘Thirteenth Five-Year Plan’ (2016-2020)*” and “*Tourism Poverty Alleviation Training Plan*”, relevant departments has organized and carried out training for the management and service personnel of hotels (hotels and restaurants) and “Nongjiale” (rural hotels, Tibetan houses, residential reception points, etc.) in Luhuo County, as well as tourist talents in tourism poverty alleviation villages; at the same time, tourism training and teaching activities are also carried out in Sansheng Township, Jinjiang District, Chengdu, aiming to improve the management level and service quality of the tourism industry in Luhuo County. It can be seen that Luhuo County has the basic social resources for the development of ecotourism.

People living in poverty-stricken areas, especially poor ethnic minorities, are only slightly affected by the outside world and they still maintain unique ethnic cultures. On the one hand, it is feasible to attract tourists to come and experience the cultures, and on the other hand, they can also enable the poor there to participate in the development of ecotourism at a relatively low cost, so as to improve the quality of local people and realize the sustainable development of eco-tourism poverty alleviation. This satisfies the element of H (Human) in the RHB's strategic thinking.

Abundant ecotourism resources, the desire to get rid of poverty and active community participation can promote the rational and orderly development of ecotourism in these areas, achieving ecological, economic and social benefits.

Table 1 Characteristics of Tourism Resources in Luhuo County

Tourist landscape area	Characteristics of tourism resources
Northeast grassland ecosystem landscape	Located in the hilly plateau areas in Zongta, Zongmai, Upper Rocoma and northern Lower Rocoma, with an average elevation above 4000m and a relative elevation difference below 500m. The Zongta Grassland is one of the most beautiful grassland pastures in Kham. The wide grassland is endless, with grassy fields, flocks of cattle and sheep, and lots of tents. It is a good place to appreciate the grassland ecosystem and pastoral culture.
Natural ecological landscape of Alpine Canyon in the north central region	Due to the deep cutting of the river, in the Kanian area in the lower reaches of Niqu and the Nibayixian area, high mountains stand on both banks, and the valley bottom has a steep slope. The ridges are high and the valleys are narrow, presenting an awkward scenery. The Guanmen Stone scenic area is the main representative of tourism resources in the area. The Guanmen Stone is like two gates rising into the sky.
Glacier and snow peak scenic area of extremely high mountains in the southwest	It is located in the watershed area bordering Xinlong County and Ganzi County. The average altitude is above 5000m, and the relative elevation difference is 1000-2000m. The snow cover all year round makes spectacular scenery. Danduka Scenic Area is its main representative. Danduka has an altitude of 5,484m and is covered with snow all the year round. The features of high mountain landforms are extremely obvious, and it is the best place for adventure tourism and

	scientific research.
Humanistic and ecological landscape in the Kuangu Basin in the central part	Located on the banks of the Daqu and Xianshui River, this area has fertile soil, rich products, and relatively concentrated population. It is the main farming area of Luhuo County and an area where Zhanggu culture is very developed. There are many wonderful attractions, such as the Kasha Lake tourist area which is famous for its magical and beautiful natural scenery as well as religious and sarcophagus cultures, Xialatuo tourist area that is famous for its folk customs, hot springs and earthquake culture, Xindu Town which is regarded as the hometown of the “Fiery Phoenix”, and all kinds of Tibetan Buddhist temples distributed on both sides of the river valley.

Source: compiled through the *Ecological County Construction Plan of Luhuo County, Ganzi Prefecture, Sichuan Province (2011-2020)*

2.2 The Existing Results of the Development of Ecotourism Poverty Alleviation in Luhuo County

Luhuo County belongs to Ganzi Prefecture of Sichuan Province, located in the north-central Ganzi Tibetan Autonomous Prefecture. It is adjacent to Daofu County in the east and Ganzi County in the northwest. The Sichuan-Tibet Line 317 runs through the entire county from southeast to northwest, and has been the key to Qinghai and the Ancient Tea-Horse Road. Luhuo County implements a series of “7+3” poverty alleviation policies such as the “*New Village Poverty Alleviation Subsidy Policy*”, “*Poverty Alleviation and Distressed Housing Renovation Subsidy Policy of Luhuo County*”, and “*Public Welfare Job Setting Policy of Luhuo County*”, with the purpose is to encourage the masses to participate in poverty alleviation, promote the implementation of project construction, effectively solve the problem of increasing employment and income of the masses, and stimulate the endogenous motivation of the masses.

In terms of accommodation, Luhuo County has formed a comprehensive accommodation reception combining economic hotels and farmyards. In 2017, the local government launched the creation of star-rated hotels and rural folk custom households. Through the evaluation of star-rated hotels and the evaluation standards of households that meet the standards of folk customs, the quality of Luhuo tourism services will be standardized and promoted, and the development of rural tourism will be promoted through folk culture.

Luhuo County develops ecotourism with Kasha Lake, Zongta Grassland, Yirigou, Danduka, and Xialatuo as the core. By deeply exploring the natural tourism resources and unique Zhanggu culture and red tourism resources of Luhuo County, the county has vigorously developed the tourism industry with a distinctive physical frame, covering a center (Xindu Town), five tourist areas (Kasha Lake Tourist Area, Xialatuo Tourist Area, Zongta Grassland Tourist Area, Yirigou Tourist Area, and Dandugou Tourist Area), one main line (the old Sichuan-Tibet line that runs through the county), and two radiating lines (one is Xindu Town-Niba-Seda-Malkang, namely the northern part of the 317 line, and the other is Xindu-Kanang-Ganzi).

3. Problems in the Development of Ecotourism Poverty Alleviation in Luhuo County

3.1 Insufficient Investment in Tourism and Lack of Financial Support

This is the primary issue for the development of ecotourism in Luhuo County. Due to financial constraints in Luhuo County, the investment in ecotourism is very limited. At the same time, this county has low fund-raising capability and few funding channels, which results in a little start-up funds for ecotourism development, thereby affecting the level and quality of product development.

3.2 Insufficient Ability of Poor People to Participate

Two factors can influence the effect of ecotourism poverty alleviation: one is the willingness of the poor to participate, and the other is the ability of them to participate. The willingness of the poor to participate is a prerequisite for them to become the target group for tourism poverty alleviation, and the ability of them to participate is an important aspect that distinguishes the targeted tourism poverty alleviation from other forms of poverty alleviation. For poverty alleviation forms that rely on the tourism industry, the opportunities for participation are limited, and participation in poverty alleviation by tourism requires the poor people to have the corresponding conditions, including funds, knowledge, skills, etc. Therefore, the threshold for tourism poverty alleviation is relatively high. In Renda Township and Simu Township, which are adjacent to Xianshuihe National Forest Park, poor people are more willing to participate in tourism poverty alleviation projects, but they lack corresponding systematic training.

4. Suggestions on Ecotourism Poverty Alleviation Based on the Rhb Strategy

4.1 Clarify the Nature and Goal of Ecotourism Poverty Alleviation

It should be clarified that ecotourism poverty alleviation is not only the pursuit of tourism development and overall economic growth in poverty-stricken areas, and its goal is poverty alleviation, guided by the concept of sustainable development. On the premise of protecting the ecological environment, it is necessary to ensure the benefit and development of the poor, so as to promote the comprehensive development of poverty-stricken areas. Tourism poverty alleviation is centered on the development of the poor, while tourism development is only a means to achieve goals.

4.2 Improve the Quality of the Poor and Their Ability to Participate

Part of the special funds should be allocated from tourism development funds to support community basic education, vocational training and technical exchanges. From a long-term perspective, professional tourism training programs should be organized for the poor, including not only service training but also tea art and bartending for those who have interests. At the same time, it is significant to introduce new ideas and concepts in the training and gradually strengthen the community's professional philosophy, so that the poor can get rid of ideological poverty.

4.3 Conduct Multi-Channel Fund-Raising to Improve Fund Support Capabilities

Funding is a prominent problem commonly faced by the development of tourism poverty alleviation in poor areas. Without sufficient capital investment, tourism development cannot be carried out, and the goal of poverty alleviation cannot be achieved. In addition to obtaining funds for tourism poverty alleviation from governments at all levels, Luhuo County should also seek financial assistance from outsiders, including international aid funds.

5. Conclusion

Takes Luhuo County in Sichuan Province as a study case, the author drew on the RHB strategic system constructed by related scholars, and analyzed the ecotourism poverty alleviation in Luhuo County. In terms of development conditions, Luhuo County contains a provincial-level nature reserve, and the surrounding Sichuan Province and Chongqing City have sufficient tourist sources and relatively complete infrastructure. Based on the current situation of the characteristics, spatial distribution and development of the ecological resources in Luhuo County, the ecotourism poverty

alleviation project should be developed around a center, a main tourist line, two radiating lines and five tourist areas. In the future, it is necessary to improve the ability of poor people to participate and raise funds to promote the development of ecotourism poverty alleviation in the region.

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