

Targeted poverty alleviation model of rural tourism under the background of cultural and tourism integration

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Abstract: Culture is the most precious property of our human beings, and each nation has its own characteristics and charm. With the rapid development of society, the quality of people's quality of life has been greatly improved, from the original material enjoyment to spiritual needs, and the discussion of different cultures is also a pursuit of spiritual civilization. At present, travel has gradually become a common way of entertainment. However, most people only regard it as a daily way of entertainment. Nowadays, the integration of culture and travel makes it become a spiritual pursuit and relaxation. With the comprehensive start of poverty alleviation work in rural areas in China, rural areas, as the main battlefield of poverty alleviation, have played a huge role in promoting their economic development. The rural tourism combining culture and tourism can combine the specific national conditions to achieve the purpose of "precision". Based on the above research, this paper systematically expounds the impact of "cultural and tourism integration" rural tourism on the targeted poverty alleviation of "cultural and tourism" from two theoretical and empirical levels, and verifies it in practice, thus providing a theoretical basis for the targeted poverty alleviation of "cultural and tourism combination" rural tourism.

1. Introduction

In recent years, with the release of a series of documents such as the Guiding Opinions on Promoting the Combined Development of Culture and Tourism and The State Council on Promoting the Integrated Development of Cultural Creativity and Design Services and Related Industries, the "opportunity" in rural areas appeared, and more and more people began to pay attention to the "opportunity". This paper comprehensively analyzes it from the dual perspectives of "culture" and "tourism". In the construction of rural culture, to achieve the integration of "tourism and countryside", the key is to adhere to the people-oriented thought, grasp the unique cultural resources of a region, especially based on the local culture, regional culture and historical culture, to achieve the unity of protection and use, so that every village has its own cultural label. With the implementation of the strategy of "combining culture and tourism", many emerging economic forms have emerged in rural areas, such as "tourism +" and "culture +". This innovation is a factor that cannot be ignored in promoting the development of poor areas." Targeted poverty alleviation" is the "root" to solve the problems of "agriculture, rural areas and farmers"^[1]. As the key point, hot

spot and difficulty of China's poverty alleviation, China's ethnic characteristics are very prominent, and the mining and utilization of ethnic culture and tourism resources are of great practical significance for the realization of poverty alleviation and targeted poverty alleviation.

2. Overview of rural tourism

Rural tourism began in Europe in the mid-19th century, and only in Spain in the 1960s. However, China's theoretical and practical exploration is still in the initial stage. As for the meaning of "rural tourism", Chinese scholars have discussed from many aspects, most of them define it as "rural tourism", which is a kind of recreational behavior in rural areas.⁽¹⁾ Taking "rural" tourism charm "as the starting point, Du Jiang and some other experts studied a series of" rural culture charm "from different tourists from" rural culture ", " ecological environment ", " agricultural activities "and" folk culture "^[2].⁽²⁾ Based on the analysis of the concepts of "agricultural cultural landscape" and "agricultural ecological environment", "farming" and "traditional folk customs", Wang Bing put forward the concepts of "agricultural cultural landscape" and "agricultural ecological environment".⁽³⁾ according to the research results of XiaoYouXing, from regional space, from the attraction structure, demand type, relatively complete defines the connotation of rural tourism, and on this basis, in view of the rural unique productive, folk, life, local style, local dwellings, local culture, urban and rural differences as guidance, tourism, sightseeing, entertainment, leisure, vacation, shopping, and other forms of tourism activities.

3. Problems existing in the process of rural tourism development

At present, whether from the level of economic development, or from the perspective of human resources, relevant policies, there is a certain imbalance. For example, the overall development degree of rural tourism products and projects is not high, the high degree of homogenization of products and projects, and the lack of innovation, etc. Such problems have become the bottleneck of the development of rural tourism.

3.1 The tourism type is single, and the product homogenization problem is prominent

Since last July, 22 provinces have launched operations to develop small towns, now more than 1,500. Of these cities, more than 700 have "distinctive culture and tourism". It is predicted that by 2023, there will be more than 1,200 distinctive tourist and cultural towns, including 2,000, including those provinces and autonomous regions that are still under creation. For example, Shanxi Province has to create 300 "characteristic towns" in three years. In the face of so many scenic spots, how to give full play to its own characteristics has become an important topic for the long-term development of the scenic spots^[3].

3.2 Product replacement speed is slow, the creative power and ability is insufficient

According to Dr. Vernon's theory at Harvard, the life cycle of any commodity can be divided into four periods: introduction, growth, maturity, and decline. In essence, due to the limitations of market demand, external competition and the characteristics of the enterprise itself, the production cycle of the enterprise is also different. Due to the accelerated technological renewal and the increased competition in the market, its life span has been greatly reduced. Tourism is a very key factor in the process of transforming the industrial structure and realizing poverty alleviation in many rural tourism areas. In the academic papers related to "rural tourism", the quantity distribution of various disciplines shows that due to the lack of sufficient financial support, rural tourism areas

lack the motivation and ability to innovate, so there are some old, constantly updated and difficult to meet the diversified market needs.

3.3 Cultural and creative products have a low level, and the derivative driving impact effect is limited

The statistical results of The Development of Chinese Culture and Tourism in 2023 show that at present, the cultural and creative products of most domestic scenic spots are mainly popular, and a few are "intangible cultural heritage" and folk customs, which are expensive and not practical, which is a kind of low frequency consumption. Although some scenic spots have formed a batch of cultural and creative products, but have not formed a ladder pricing system, not popular to tourists; from the development of cultural creativity, most scenic spots still stay in the cultural creativity 1.0 period, "crowd", "follow the trend", high degree of homogeneity^[4]. On the whole, its degree of development is not high, and the industrial chain is not long.

3.4 The quality of the employees is not high, and the lack of lasting power for creative development

As an extension from the primary industry to the tertiary industry, rural tourism has far higher requirements for operation and service than those of simple agriculture and animal husbandry, while the practitioners in rural tourism are mainly local farmers, with low cultural level and lack of professional training. In the long-term production and life, rural residents have formed a loose, free and unfettered state, with weak service awareness and low level of management, which is far from the requirements for tourism reception services.

4. Creative development path of rural tourism under the background of cultural and tourism integration

In the era of "experience economy", the pursuit of "creativity" is an inevitable phenomenon. In the new era of the unity of "people" and "land", "people" is its main content, and the creativity of "people" is the internal power of "land".

4.1 We will innovate the development model of rural tourism and promote the transformation and upgrading of rural tourism

From the perspective of China, according to the different factors it relies on, it can be divided into three development modes: "experience leading", "life experience leading" and "comprehensive development". From a world perspective, there are five main models: the first model is Korea and Romania; the "government + company" model, Britain is the "company + peasant household" model, represented by Italy; the "company + cooperative + peasant household" model of the United States; and the way to develop private agriculture in France. In China, due to the large number and diverse types of rural tourism, we should learn from the experience of other countries, combine the resources and development of various regions, take the needs of tourists, cultural innovation as the driving force, characteristic projects as the support and local characteristics as the basis. In addition, in order to complete the transformation and upgrading of tourism forms, it is necessary to base itself on the differences of regional culture, respond to the changes of market demand, and make innovations in the concept and means of expression. For example, in 2007, the rural tourist attractions with the theme of "Four Seasons Zhouzhuang" increased their ticket revenue and guest room income, which greatly increased their popularity and influence.

4.2 Deep integration of cultural and tourism, expand new areas of rural tourism

The word "village" contains very broad cultural connotations, including from traditional architecture to characteristic industries, from rural texture to People's Daily life. At present, in China, there are four main ideas of combining rural tourism with cultural tourism: First, reorganize the rural history and culture, summarize and refine them, and create them twice to develop new rural tourism products that can meet the market demand and attract more tourists. Second, it is to use high-tech means to integrate a variety of cultural elements to develop more distinctive and interesting new rural tourism products, for example, to carry out vivid performances in major tourist attractions across the country. Third, give full play to the role of various ethnic customs and festivals, so that local people actively participate in the local folk customs, local specialties, food show to visitors. Fourth, the introduction of new factors, according to the characteristics of different regions, timely introduction of new factors, so that these factors integrate with each other, so as to generate new power. For example, Taiwan's "Nine Nationality Cultural Village", based on the original folk tourism elements and children's play, can not only show the characteristics of folk tourism, but also drive the development of local economy.

4.3 Explore the rural land context and context, and build the rural tourism brand IP

On this basis, the regional characteristics of each village are dug out, and it is turned into a unique IP to form the favorable conditions for sustainable development. For example, Disney has more than 3,000 authorized agents worldwide and sells more than 100,000 Disney cartoon image products. In the construction of rural tourism IP, a unique factor system should be established on the basis of local resources, and be combined with the corresponding derivative products to form an overall value chain system. According to the characteristics of "situational consumption" and "impulse consumption" in scenic spots, the author believes that the core of tourist attractions is the "personal experience" and "experience" of tourist attractions. For example, the capital letters, after a series of planning, plus the excellent tour guide's explanation, so that the visitors gradually into the "world to the highest" consumption realm^[5].

4.4 We will build cultural and creative platforms to promote continuous innovation and upgrading of rural tourism

Today, with the rapid development of technology and information technology, the life cycle of a new product is gradually shrinking. The new product that could still be used for 5-10 years on the market can only be used for 3-5 years now. Build a platform for creative travel to attract outstanding travel talents and create an atmosphere of creative travel. With the support of national policies, we have carried out in-depth cooperation with local universities, scientific research institutions and enterprises, established a series of rural tourism innovation blocks and innovation studios, created an open, inclusive and diversified cultural innovation ecology, and provided endless impetus for the development of rural tourism. Jijiadun in Kunshan is a demonstration project of "New Village 4.0" and "rural regeneration, new village construction" in Kunshan. Through the KAB Incubation Center of Young makers, urban and rural coordination NGO public welfare platform, Folk Industry Alliance and International Leisure Industry Association, resources are introduced to realize urban and rural interaction.

5. Conclusion

Therefore, the study of "rural tourism", "insufficient innovation" and "insufficient experience"

can not only effectively solve the problem of "homogenization" in the current development of rural tourism, but also effectively improve people's pursuit of "rural artistic conception", which plays a positive role in promoting the sustainable development of rural areas. Therefore, the deficiencies in the integration of rural tourism and cultural innovation can be improved from the six perspectives of food, housing, transportation, travel, shopping and entertainment, so that it can better play its development potential and economic benefits.

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