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# Tourism Development Planning in Rural Areas Based on Tourism Poverty Alleviation

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## Abstract

With the rapid development of world tourism, tourism has been playing an increasingly important role in promoting regional economic development and poverty alleviation. In addition, it has become an important form of poverty alleviation in the world. However, compared with the research on tourism and poverty alleviation, the related planning research on poverty alleviation in rural tourism destination is still insufficient. This paper combines the theoretical research with the example through the overall tourism planning project of the small Nanjing village in Jinzhai County. In the actual case, through the study and analysis of the status of rural tourism destination, the planning orientation is determined in combination with the actual situation in the countryside. And from the point of view of the government, planning units, local enterprises, poor villagers and other interests, the development strategy of tourist destinations and the path of poverty alleviation are formulated. Finally, the villagers are helped to get rich and develop harmoniously, so as to meet the goal of achieving a comprehensive well-off society in small Nanjing village.

## Keywords

Tourism; development planning; poverty alleviation; rural tourism.

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## 1. Introduction

With the rapid development of world tourism, tourism has been playing an increasingly important role in promoting regional economic development and poverty alleviation. It has become an important form of poverty alleviation in the world. In order to further dig the potential of tourism poverty alleviation, experts and scholars at home and abroad have been trying to explore the effective way to combine tourism with poverty alleviation in recent decades [1]. However, compared with the studies of tourism and poverty alleviation, rural tourism destination planning of poverty alleviation is still insufficient. In the actual tourism planning process of the rural tourism destination, planners simply regard tourism planning of rural tourism poverty alleviation work equivalent to the scenic area development. The planning process copies the development model of modern scenic city to the country, which makes the village after tourism planning has various characteristics, but lacking local characteristics. In the process of tourism poverty alleviation, there is a lack of practical consideration for the local poor people. It cannot help the poor people get rid of poverty and get rich in a real sense, and the effect of tourism poverty alleviation cannot achieve the maximum [2]. Therefore, based on the problems in the process of tourism development, we make the analysis and summary of related theories at home and abroad through the consolidation of rural tourism and tourism poverty alleviation as well as practice case. Combined with the status of domestic tourism and poverty alleviation policies, we explore the basic principles and steps of rural tourism destination tourism planning, and finally draw the conclusion.

## **2. Related theory**

### **2.1 Concept of sustainable development**

The concept of sustainable development is a development theory based on protecting the ecological environment and promoting the development of social economy and improving the living standard of human beings. On this basis, the development of the tourism industry in the new period is also influenced by the view of sustainable development. The sustainable development of tourism industry is, based on ensuring the future development space. to meet the needs of tourists and people in the tourism destination. It is also required to meet the needs of economy, society and culture while maintaining social and cultural integrity and ecological balance. Its essential content is to require the development of tourism industry to coordinate with natural resources, social environment and cultural connotation. Insisting on the concept of sustainable development as the concept of development is the inevitable choice to further improve the tourism industry. The characteristics of sustainable tourism development takes economic growth as the premise and based on protecting the natural environment, so as to perfect and improve the quality of human life [3].

### **2.2 Life cycle theory of tourist destination**

The life cycle theory of tourist destination is a developmental theory that describes the evolution process of tourist destinations. Its essence is the sustainable development concept of the tourism industry, but also on the requirements on practical tourism carrying capacity. It requires absorbing as much as possible local customers, and at the same time, absorbing more foreign tourists, so as not to cause the decline of quality of the local environment and tourism experience. Among them, the development process of tourist destinations usually includes the six stages, such as exploration, participation, development, consolidation, stagnation and decline (recovery) [4]. In the rural tourism development, it is necessary to consider all kinds of factors in different stages of development and to consider the internal factors influencing rural tourism development and pay attention to external conditions. At last, it achieves the purpose of promoting rural tourism to maintain attraction, prolong development stability period, and prevent debilitating stage.

### **2.3 Definition of rural tourism**

The concept of early rural tourism originated in Europe in the 1850s. After hundreds of years of practice development, currently in the western region, the research of rural tourism has accumulated the most achievements and experience. One of the focuses of the study is to define the concept of rural tourism. The United Nations Economic Cooperation and Development Organization define rural tourism activities as tourism activities in rural areas, and consider that "rural character" is the core content of rural tourism marketing activities. This definition uses regional environmental factors as the definition criteria of the concept, emphasizing the uniqueness of the tourist destination [5]. The concept of rural tourism in Chinese academia is relatively late. There are many understandings and definitions of the concept of rural tourism activities, but most experts and scholars' understanding of the essence of rural tourism activities lies in their unique "rural character". Therefore, rural nature has also become an important symbol of defining rural tourism activities.

## **3. Project background**

### **3.1 General planning rules**

According to the characteristics of the existing tourism resources, scenic characteristics of tourism products, tourism development status and development trend of a small Nanjing village, combined with the development status of Lu'an city and the tourism industry in Jinzhai County, scenic characteristics of small Nanjing village are highlighted, aiming at protecting and making full use of good tourism resources of the small Nanjing village. It also expects to develop the cause of poverty alleviation, make benefit for the local people who do not get rid of poverty today. At the same time, the consumption characteristics of potential tourist market are the orientation, planning a number of key tourism projects. And with the dynamic view, we view the trend of tourism development in a small Nanjing village, promoting the economic development, social poverty alleviation benefit and

ecological benefit of small Nanjing village area that will become a world famous and well-known tourist destination. The north side of the planning scope takes Dazhu park, Gushi county in Henan for the boundary, the south with Xu Chong as the boundary, the west with Xu Chongcun as the boundary and the east has been extended to the boundary Shihe river, about 7.5 km north-south, 3.5km east-west width, with irregular shape, a total area of 22km<sup>2</sup>.

The small Nanjing village scenic area tourism development needs to make full use of ecological agriculture resources and modern agricultural science and technology resources. It takes the beautiful scenery and abundant agricultural resources as the foundation, focuses on the "rural experience", "leisure" and "agricultural technology", and forms the agricultural tourism concept of "tour villages, view countryside, enjoy the fun and have happy mood. It is necessary to reasonably arrange the construction projects, fully mobilize the enthusiasm of the poor participation in tourism development, properly solve the resettlement problems of the poor people, and actively attract poor people to participate in the development and construction of scenic spots.

### 3.2 Present situation analysis

The small Nanjing village scenic area is located in the Meishan Town of Jinzhai County, near the junction of Hubei, Henan and Anhui provinces. It is within two hours' driving distance from Hefei and Wuhan two capital cities. The small Nanjing village belongs to double radiation zone of Wuhan tourism economic circle and Hefei tourism circle. On this basis, along with the highway opening, it will also be linked more closely with the Yangtze River Delta economic circle, which will also provide a potential source for the huge development of small Nanjing village tourism poverty alleviation demonstration area. Based on the latest issued Tourist Attractions Resources Classification and Evaluation in 2003, this plan will investigate, classify and evaluate the current situation of rural tourism destinations in Nanjing. Table 1 lists three of the main classes.

Table 1 Evaluation of tourism resources in small Nanjing scenic area

The main class	The subclass	Basic types	Resource name	Grade
A Landscape architecture	AA Comprehensive natural tourist destination	AAA hilly tourist destination	Ting TA Shan	Third grade
		ACA peak	Nangang mountain	Second grade
		CAN beach	Lee Bay	Second grade
B Water scenery	BA river	BAA sightseeing and recreation river section	The West Bank of the Shihe River	Fourth grade
C Biological landscape	CA tree	CAA woodland	Phyllostachys pubescens breeding base	Second grade
		CAB trees	Tea planting base	Third grade
	CB grassland	CBB sparse forest grassland	Chuang-tzu	First grade
			Sun family enclosure	First grade
CC floriculture	CCA	Lavender garden	Second grade	

According to the national standard evaluation, the number of 57 tourist monomers in the small Nanjing Village area is divided into 6 main classes, 13 sub-classes and 26 basic types. Among them, the main resource class accounts for 75% of the national proportion, the sub class accounts for 42% of the national proportion, and the basic resource type accounts for 17% of the national proportion. The overall level of tourism resources is good in the overall level of resource abundance and composition performance. Although it lacks top-level resource dependence, the geographical advantages are great, the potential is huge, the market potential is huge and the development is good, which has the potential to become the area comprehensive tourism destination.

The small Nanjing village scenic area has 7 tourist resources, 13 tourist resources of third grade, 27 tourist resources of second grade, 10 tourist resources of first grade, as shown in table 2. The development of tourism within the planning scope started late, but the development was fast. The small Nanjing farmhouse, Jinhe Industrial Park and other agricultural products development is relatively mature, which has initially built up the image of Western Jinzhai suburb rural tourism

destination, emerging market attractiveness. With the improvement of the traffic conditions in the region, the attractiveness of the market will be greatly improved.

Table 2 Grade division of tourism resources

Grade	Fifth grade	Fourth grade	Third grade	Second grade	First grade	Total
Landscape architecture	0	0	1	2	0	3
Water scenery	0	1	0	0	0	1
Biological landscape	0	0	1	2	2	5
Construction and facilities	0	3	5	10	0	18
Tourist products	0	2	5	9	4	20
Human activities	0	1	1	4	4	10
The total	0	7	13	27	10	57

## 4. Project planning

### 4.1 Spatial layout and zoning planning

The overall layout of the small Nanjing village scenic tourist zoning is "one center, two axis and six areas". One center means the comprehensive service center of now built Jinhe leisure farm, Anhui Agriculture University Anhui comprehensive experimental station and village level public service center as the main body. Two axis suggests based on the two main roads in the demonstration area, which is the axis of function area layout in demonstration area and demonstration area landscape. In addition, it is also the industrial development axis of radiation surrounding areas after the establishment of demonstration area. Six areas refer to rural folk experience area, photovoltaic farm sightseeing area, mountain leisure area, ecological health resort, four seasons pastoral area and boutique industry tour area six tourism areas, as shown in figure 1.

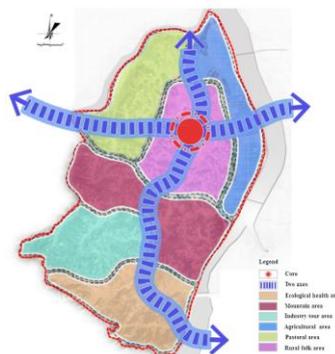


Figure 1 Functional partition diagram

### 4.2 Tourism product planning

According to the resource base and market orientation, the small Nanjing village scenic area should highlight the theme characteristics, combine the development principles of serialization and individuation, and combine characteristic tourism with mass tourism products. At the same time, relying on the small Nanjing village scenic area natural conditions, the agricultural culture and ecological leisure culture are taken as the main cultural connotation, guided by the market, with achieving the tourism as the basic goal. Starting from strengthening the appeal to the tourism scenic spots, we improve the pertinence and participation and enrich the tourism activities contents. Moreover, we focus on building tourism, leisure, vacation and experience and other tourism products, and strive to build a set of comprehensive tourism product system integrating ecological tourism, farming experience and entertainment as one.

### 4.3 Management system guarantee of poverty alleviation and development

In order to guarantee the final practice of Nanjing village tourism poverty alleviation objectives, we should strengthen organizational leadership and coordination at all levels of tourism related departments, fully mobilize local governments, enterprises, non-governmental organizations, residents' enthusiasm and participation and establish official regional coordination mechanism. In the

meanwhile, in tourism management, we should adhere to the management principle of "unified coordination and independent operation", establish scenic tourism development companies, and systematically manage the daily work of scenic spots. In addition, the scenic management work should also be combined with local enterprises, use the group company's mode of operation, establish a system of standardized management mode and set up corresponding subsidiary projects companies. According to the specific problems in the process of tourism poverty alleviation, we should communicate and negotiate, further develop tourism cooperation scheme and ensure the smooth development of tourism poverty alleviation work from the management system, as shown in figure 2.

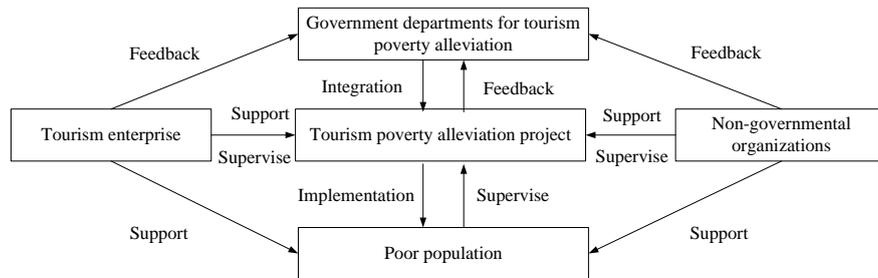


Figure 2 Schematic diagram of management system guarantee

## 5. Conclusion

Taking the small Nanjing village in Jinzhai County domain general situation and the tourism resources situation as the basis, we put forward the planning and idea for tourism overall planning of small Nanjing village based on the tourism poverty alleviation background. From the space layout, division planning, tourism products and so on aspects, we propose the tourism planning design scheme and discusses the contents of the poverty alleviation development model, poverty alleviation guarantee conditions and so on. The rural tourism destination planning under the background of tourism poverty alleviation must properly handle the interests relationship among the governments at all levels, the poor people and the tourism developers, and establish a sound tourism poverty alleviation system, so as to ensure the effectiveness of tourism poverty alleviation.

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