

# Geographical Advantages and Implementation Path of Tourism Poverty Alleviation in the Context of Rural Revitalization



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**Abstract:** In the current policy context of rural revitalization, tourism poverty alleviation, as a strategy of urgency and importance, not only provides a new impetus for achieving diversified rural economic development but also injects vitality into improving farmers' income and promoting rural revitalization. Therefore, the close integration of rural revitalization and tourism poverty alleviation not only helps to realize the comprehensive construction of rural areas but also provides a feasible solution to break the traditional limitations of the agricultural economy. In this paper, through an in-depth discussion of the relationship between rural revitalization and tourism poverty alleviation, dissecting the role of geographic advantages in tourism poverty alleviation, and proposing implementation paths, we aim to inject more sustainable development power for rural revitalization.

**Keywords:** rural revitalization; tourism; poverty alleviation; geographical advantages

## Introduction

The government has increased its support for the rural economy and put forward a series of policy measures to promote rural revitalization. In this broad context, tourism poverty alleviation has become an important hand in promoting rural revitalization through its advantages of a diversified industrial chain, rich employment opportunities, and sustainable development. Rural areas are rich in tourism resources, with a long history and culture, unique natural scenery, etc. providing unique advantages for the development of rural tourism. At the same time, tourism poverty alleviation has urgency, especially at a time when the rural economic structure needs to be adjusted and the growth of farmers' income needs to be improved.

## 1. Analysis of Rural Geographical Advantages and Tourism Resources

### 1.1. Natural geographic conditions

The diversity of geomorphology provides rich landscape resources for rural tourism, mountain

ranges, rivers, lakes, and other topographical elements not only constitute a beautiful natural picture but also provide a unique place for outdoor adventure, hiking, and other activities, which satisfies the desire of modern urban residents for natural scenery, so that the natural landscape can attract tourists and promote the development of rural tourism. Climatic conditions also have a direct impact on the seasonality and experience of rural tourism, in the context of rural revitalization, rational planning, and development of four seasons of pleasant tourism products, such as spring flowers, summer heat, autumn picking, winter snow, etc., can maximize the dispersion of tourism flow, improve the profitability of tourism throughout the year (Xie et al., 2022a). At the same time, high-quality climatic conditions can also enhance the tourists' travel experience and increase their satisfaction, thus prompting them to choose the place as a travel destination again. Water resources are also an important element in the development of rural tourism, rivers, lakes, and other bodies of water not only provide a pleasant water environment for scenic spots, but also create favorable conditions for the

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development of water recreation, fishery experience, and other activities, which not only meets the demand of tourists for water recreation, but also provides local farmers with the opportunity to broaden their income channels and promotes diversified development of the rural economy. In conclusion, the differences in natural geographic conditions provide a diversified and unique resource base for rural tourism, and in the process of promoting tourism out of poverty, scientific planning and rational development of these resources, combined with the actual local situation to transform the natural geographic advantages into economic advantages, and inject new vitality into rural revitalization, which requires the government, enterprises, and residents to work together to formulate sustainable development plans and strategies to achieve rural tourism and the organic combination of poverty alleviation.

### **1.2. Cultural and geographical conditions**

Cultural and geographical conditions play a key role in rural tourism poverty alleviation, and their uniqueness and historical heritage provide rich resources for rural revitalization. First of all, historical and cultural heritage is an important attraction for rural tourism. Old buildings, traditional handicrafts, and places related to historical events constitute tourism resources with cultural depth, and by reasonably protecting, excavating, and utilizing these heritages, tourists can be attracted to experience the cultural heritage of the countryside in depth, improve the cultural connotation of tourism, and thus promote the development of the local tourism industry (Huang et al., 2022). Secondly, traditional crafts and folk culture in the countryside are important elements to enrich the rural tourism experience. The production process of traditional handicrafts and the display of folk activities can not only show the unique cultural characteristics of the local area but also provide tourists with a sense of participation and interactivity. Creating cultural experience projects with local characteristics, can not only enrich tourists' tourism experience but also promote the development of local handicrafts and cultural creative industries, thus providing more employment opportunities and economic income for

the countryside. In the practice of rural tourism for poverty alleviation, it is crucial to focus on excavating and inheriting local culture and enhancing cultural soft power. Establishing rural cultural protection institutions and strengthening the protection and inheritance of traditional crafts and local folklore can form the function of cultural dissemination and education based on tourism, and inject sustainable cultural power into the revitalization of the countryside. Considering the natural geographical conditions and cultural geographical conditions, the successful practice of rural tourism for poverty alleviation requires the comprehensive utilization of unique local natural and cultural resources to form unique tourism products and experiences to attract tourists and enhance the vitality of the local economy. Through scientific planning and comprehensive development, it is possible to realize the benign interaction between rural revitalization and tourism poverty alleviation, creating sustainable development opportunities for the countryside.

### **1.3. Socio-geographical conditions**

Socio-geographical conditions play an important role in poverty eradication through rural tourism, especially in the organization of rural communities and the cultivation of a sense of community. The countryside often has a relatively small community size, and the connection between residents is closer, in the process of rural tourism development, the establishment of a healthy sense of community can promote the active participation of residents in the development of tourism, the formation of a win-win situation, through rational planning and guidance, can allow rural residents to better participate in the tourism industry, to share the dividends brought by the tourism industry, and to improve the overall level of social well-being (Xie et al., 2022b). Secondly, the success of rural tourism depends not only on the attractiveness of the natural landscape and cultural heritage but also on the service attitude and humanistic qualities of rural residents. By training and improving the service level of residents, they can better adapt to and cater to the needs of tourists, thus enhancing the overall image of rural tourism. Investing in improving humanistic qualities and

service levels not only attracts more tourists but also helps to form a word-of-mouth effect and enhance the competitiveness of rural tourism. In practice, rural revitalization and tourism poverty eradication need to focus on the integration of socio-geographical conditions, establish community organizations and cooperation mechanisms for rural tourism development, and strengthen the cultivation of a sense of participation and integration among residents, which will help to form a community and better promote the goal of rural tourism poverty alleviation. In addition, encouraging rural residents to participate in relevant training to improve their service level and reception capacity not only helps to enhance the tourism experience but also can create more local employment opportunities (Chang, 2022).

## **2. The Implementation Path of Tourism Poverty Alleviation in Rural Revitalization**

### **2.1. Industrial structure adjustment and optimization**

Industrial structure adjustment and optimization is an important link in the implementation path of rural tourism poverty alleviation, and its successful practice can draw on the case of Lijiang City in Yunnan Province. Lijiang City is located in the northwestern part of Yunnan Province, known for its unique Naxi culture and beautiful natural scenery. Under the guidance of the rural revitalization strategy, Lijiang City has deeply explored the local natural and cultural resources and has successfully created a new economic system dominated by rural tourism by adjusting the industrial structure. Firstly, Lijiang City has formed a four-season pleasant tourism product line by planning and integrating local natural geographic conditions, such as Jade Dragon Snow Mountain, Lijiang Old Town, and other scenic spots, and this advantage has enabled Lijiang City to realize stable income from tourism throughout the year, effectively coping with seasonal fluctuations in the traditional agricultural industry. Secondly, Lijiang City focuses on excavating and promoting local Naxi culture in its industrial restructuring and integrates traditional culture into rural tourism through the construction of guesthouse and the promotion of handicrafts, which not only provides tourists with a

unique cultural experience but also prompts residents to participate in the tourism industry, realizing the goal of increasing farmers' income. Lijiang City also encourages rural residents to participate in the processing of agricultural products and the promotion of rural cuisine through government guidance and support, forming a diversified industrial chain based on agriculture, this adjustment of industrial structure not only improves the added value of agricultural products, but also promotes the sustainable development of the rural economy.

### **2.2. Policy support and guidance**

To effectively promote rural tourism out of poverty, the government needs to adopt a series of targeted policies to guide and stimulate the enthusiasm of the relevant subjects. The government should formulate flexible and reasonable policies in land use and planning to ensure that there is enough land space for the development of rural tourism, and provide the necessary support for the development of rural tourism through the scientific planning of land resources to ensure the sustainable development of the project, and for the actual situation in different regions, differentiated policies can also be introduced to encourage the development of tourism in rural areas that have the conditions to improve the residents' income level (Zhong & Lu, 2022). Secondly, the government should actively promote the construction of infrastructure to provide reliable basic support for rural tourism, which includes the improvement of infrastructure such as roads, water, electricity, communications, etc., to improve the convenience and attractiveness of rural tourism, and the government can encourage enterprises to participate in the construction of infrastructure using financial support and tax incentives, to form a synergy between public and private capital. In addition, the government should formulate financial support policies conducive to the development of rural tourism. To solve the financing problems in rural tourism poverty alleviation, it can set up specialized financial support institutions to provide financial services such as low-interest loans and risk sharing, to encourage and guide investors to invest in rural tourism projects. The government can also reward rural tourism enterprises with excellent

performance through an incentive system to promote the enthusiasm of the industry. Finally, the government should also strengthen its policy support in talent cultivation and training, and encourage and guide rural residents to improve their own service level and management ability by setting up training institutes and providing scholarships, etc. The government can also cooperate with colleges and universities to offer specialized courses related to rural tourism management, to cultivate more rural tourism practitioners.

### **2.3. Cultivate talents and improve service level**

Cultivating talents and improving service levels are the core links of the implementation path of tourism poverty alleviation in rural revitalization, which is related to the sustainable development of rural tourism. Taking Zhangjiajie City in Hunan Province as an example, Zhangjiajie City guides residents to actively participate in the tourism industry by establishing a training mechanism for tourism service talents. Through government-led training programs, Zhangjiajie provides various training courses for rural residents, including tour guides, waiters, etc., which not only improves the professionalism of the residents but also stimulates their enthusiasm to join the tourism service industry. Secondly, the government cooperates with universities to promote the cultivation of tourism professionals, and through the establishment of relevant professional courses, cultivates tourism practitioners with professional knowledge and service skills, which not only improves the overall quality of rural residents but also introduces more practitioners with professional backgrounds into the rural tourism industry, providing strong support for the enhancement of service levels. In terms of improving the service level, Zhangjiajie City also focuses on motivating service personnel through the selection mechanism and reward system. By establishing a service quality assessment system and recognizing and rewarding individuals and teams with excellent service, a service competition mechanism is formed, which not only stimulates the motivation of practitioners to improve the quality of service but also improves the overall level of rural tourism services.

### **2.4. Marketing and branding**

Effective marketing strategies and brand building can make rural tourism better attract tourists and increase its popularity, thus realizing the goal of poverty alleviation. Taking Xijiang Thousand Households Miaozhai in Guizhou Province as an example, Xijiang Thousand Households Miaozhai actively utilizes the Internet platform to expand its market through innovative marketing means and realizes rapid dissemination of information and publicity through the construction of the official website, social media accounts, and so on. Through the online platform, Xijiang Chifu Miaozhai can directly interact with tourists, release the latest tourism information, promote special activities, and attract more tourists to pay attention to and participate in them. This new marketing method effectively expands the popularity of Xijiang Chifu Miaozhai and attracts more tourists to come and visit. Secondly, Xijiang Thousand Households Miao Village focuses on brand building and creates a unique cultural tourism brand, forming a unique rural tourism brand by excavating and displaying the traditional culture of the Miao people, handicrafts, local cuisine and other characteristic elements, which not only lets the tourists experience the unique cultural atmosphere of the local area in the process of traveling but also enhances the image of Xijiang Thousand Households Miao Village in the hearts of tourists and forms a deep cultural impression. In addition, Xijiang Thousand Households Miaozhai also launches diversified tourism products through cooperation with related organizations and travel agencies. Through packages containing elements such as tour guide services, special experiences, and local cuisine, it provides tourists with a full range of tourism services. This mode of cooperation not only expands sales channels, but also provides a more comprehensive service for rural tourism, and improves tourists' satisfaction and return rate.

## **3. Problems and Countermeasures of Rural Revitalization and Tourism Poverty Eradication**

### **3.1. Environmental protection and sustainable development**

To realize the goal of poverty alleviation,

measures must be taken to ensure that the development of rural tourism will not damage the natural environment and can sustainably contribute to the local economy. First of all, a sound environmental protection system and regulations should be established, and the government needs to clarify the boundaries and standards of rural tourism development using laws and regulations, to ensure that the impact of the project on the natural environment is minimized during the development process (Fan & Ao, 2022). At the same time, strict environmental management measures should be formulated, and behaviors involving environmental damage should be regulated and punished to maintain ecological balance. Secondly, an environmental impact assessment should be carried out and a scientific and reasonable tourism development plan should be formulated based on the assessment results. In the planning stage, factors such as the fragility of the ecosystem, vegetation cover, and water resource utilization need to be considered to ensure that the development of rural tourism is coordinated with the protection of the natural environment, and the well-designed plan can minimize the adverse impact on the environment and safeguard the stability of the ecosystem. In addition, the practice of green technology and sustainable development should be promoted by adopting environmentally friendly technology and clean energy, reducing the carbon footprint of rural tourism, reducing the over-exploitation of local resources, and encouraging the use of renewable energy sources to promote the greening of rural tourism facilities to improve the sustainability of the industry as a whole.

### **3.2. Socio-cultural conflict and integration**

Socio-cultural conflict and integration is an issue that needs to be seriously faced. As villages often have unique socio-cultural backgrounds, the introduction of tourism may bring about conflicts between different cultural values, so a series of countermeasures are necessary to achieve harmonious socio-cultural integration. Firstly, an open communication platform should be established to promote understanding and respect among different cultures. During the planning and promotion of rural tourism, adequate communication

should be actively carried out with residents and stakeholders from all parties, and through symposiums, forums, and other forms, all parties should be able to express their views, expectations, and concerns, to find a more balanced and harmonious win-win point (Liao, 2021). Secondly, promote education and training for cultural integration, through cultural exchange activities and training courses, to increase rural residents' understanding of different cultures and improve cultural literacy, which not only helps to reduce the occurrence of cultural conflicts but also provides residents with more opportunities to participate in the tourism industry and promotes the sharing of cultural resources. At the same time, encourage and support community participation in the decision-making process of rural tourism development, through the establishment of cooperatives, cultural organizations, and other forms, so that community residents can participate more directly in the decision-making and management of the tourism industry, in this way can allow residents to better protect and pass on the local culture, to alleviate the cultural conflict and achieve social and cultural integration. In addition, to establish a cultural protection mechanism to safeguard the inheritance and development of rural culture, the Government should strengthen its efforts to protect rural culture and clarify the rights and interests of cultural resources and the authority to use them through the formulation of relevant policies and regulations, which will help to safeguard the uniqueness of the culture of rural societies and prevent it from being subjected to over-commercialization and external cultural shocks.

### **3.3. Benefit distribution and social equity**

When promoting the development of rural tourism, the government should formulate clear policies and stipulate the principles and standards for the distribution of proceeds to ensure that the interests of residents, farmers, enterprises, and other parties are balanced, to avoid the proceeds from being mainly concentrated in the hands of a few, which will lead to social unfairness. Secondly, the monitoring and assessment mechanism for social equity should be strengthened, and a third-party assessment organization should be established to

monitor and assess the distribution of proceeds from rural tourism, ensure the reasonable distribution of proceeds through regular reviews of social equity, and identify and resolve potential unfairness promptly, which will help to form a transparent and fair mechanism for the distribution of proceeds and improve social equity. At the same time, promotes community self-governance and co-governance by enhancing the opportunities for residents to participate in decision-making. The government can encourage the establishment of representative organizations for rural residents, so that residents can participate more directly in the planning and decision-making of rural tourism, and this participatory decision-making model can help to ensure social fairness and prevent a few people from obtaining excessive benefits. In addition, education and training should be strengthened to improve the skill level and employment opportunities of farmers and residents, and through the provision of relevant training, residents can be better integrated into the tourism industry and share the dividends of development, to achieve greater social equity in the distribution of benefits (Ma, 2021).

### Summarize

In summary, geographic advantages, as a key factor in promoting rural revitalization, provide abundant resources for tourism poverty alleviation, and the reasonable integration of local culture, scientific and technological innovation, and social participation in the implementation path is the key to promoting rural revitalization and tourism poverty alleviation to promote each other. Only with the joint efforts of the whole society and the maximum guarantee of fair distribution of benefits can we truly achieve sustainable rural revitalization and open up a broader space for farmers to develop, on this path of development, we expect to witness more rural areas become prosperous due to tourism and wealthy due to revitalization.

### Conflict of Interest

The author declares that she has no conflicts of interest to this work.

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**How to Cite:** Tian, X. (2024). Geographical advantages and implementation path of tourism poverty alleviation in the context of rural revitalization. *Journal of Global Humanities and Social Sciences*, 05(01), 47-52.  
<https://doi.org/10.61360/BoniGHSS242015660109>