



WORLD TOURISM ALLIANCE

旅游让世界和生活更美好
BETTER TOURISM, BETTER LIFE, BETTER WORLD

世界旅游发展报告

旅游促进减贫的产业植入 和 文化建设

WORLD TOURISM DEVELOPMENT REPORT
INDUSTRIAL IMPLANTATION AND
CULTURAL BUILDING IN POVERTY
ALLEVIATION THROUGH
TOURISM



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一、全球旅游和旅游减贫的新进展

1. 全球旅游业保持稳定增长

联合国世界旅游组织（UNWTO）的数据显示，2018年全球国际旅游总人次达到14亿，增长近6%；国际旅游业创造的出口达到1.7万亿美元，比上一年实际增长4%，连续7年超过商品出口^[1]。世界旅游业理事会（WTTC）的数据显示，2018年全球旅游业增长3.9%，连续8年超过了世界GDP的增长率，为世界经济贡献了创纪录的8.8万亿美元和3.19亿就业岗位，依然是全球增长最快的行业之一^[2]。

2. 发展中国家和地区旅游业发展成绩明显

根据世界旅游组织公布的数据，2018年亚太地区的入境游客人数为3.43亿，同比增长6%；非洲地区入境游客人数为6700万，同比增长7%。世界旅游业理事会称，2018年亚太地区旅游行业GDP增长率为6.4%，高于全球3.9%的平均水平，北非地区更是高达8.6%。埃塞俄比亚、圣基茨和尼维斯、埃及和土耳其等表现抢眼，其中埃塞俄比亚以48.6%的增长率被列为2018年世界旅游业增长最快的国家。中国和柬埔寨、越南、肯尼亚等其他发展中国家旅游业也实现了较高的增长率。

3. 旅游业继续充当全球减贫事业的主力军

对于很多发展中国家和地区来说，旅游业是帮助贫困人口脱贫致富最重要的行业之一。据报道，2018年柬埔寨共吸引国际游客620万人次，比上一年增长10.7%；旅游业收入达43.56亿美元，同比增长19.8%。柬埔寨首相洪森表示，旅游业为柬埔寨经济发展、创造就业、减少贫困作出了重要贡献，柬政府把旅游业视为“绿色黄金”^[3]。近年来越南旅游业发展非常迅速，2018年有1550万人次国际游客到访越南，同比增加近20%，旅游收入增长21.4%^[4]。2019年第一季度，越南接待国际游客量达450万人次，同比增长7%。越南政府提出全年力争实现接待国际游客1800万人次^[5]。旅游业是老挝五大收入来源之一，在促进经济增长、创

[1]. UNWTO: 2018年全球国际旅游人次达14亿 增速为6%，<http://www.199it.com/archives/825298.html>

[2]. 旅游业成为全球经济增长重要引擎，<https://new.qq.com/rain/a/20190429A02WFZ>

[3]. 中国成柬埔寨主要国际游客来源地，http://www.xinhuanet.com/fortune/2019-02/25/c_1124161819.htm

[4]. 越南2018年旅游收入增两成，<http://finance.sina.com.cn/roll/2019-01-11/doc-ihqhqcis5070830.shtml>

[5]. 2019年越南旅游业力争接待国际游客1800万人次，<https://cn.qdnd.vn/cid-7180/7200/nid-556408.html>

造就业机会方面发挥了重要作用，而且推动了道路、酒店、餐馆、机场等服务和基础设施的改善。2018年老挝接待国际游客人数约418万人次，比上年增长8.2%^[6]。2018年，肯尼亚旅游业创收1574亿肯先令（约合15.5亿美元），同比增长31.3%；游客总数达202.7万人次，同比增长17%^[7]，旅游业有力促进了肯尼亚经济增长。旅游业是斐济最大的外汇收入来源和最重要的产业部门。2018年，斐济共接待国际游客87万人次，旅游直接就业4万余人，旅游对GDP的贡献达40%。

全球最不发达国家和小岛屿发展中国家旅游发展情况

澳大利亚格里菲斯大学（Griffith University）全球可持续旅游研究中心对全球最不发达国家和小岛屿发展中国家旅游发展情况做了研究，指出：目前，全球约14%的人口生活在最不发达国家（Least Developed Countries, LDC）和小岛屿发展中国家（Small Island Developing State, SIDS）中，主要分布在非洲、阿拉伯国家、亚太地区、拉丁美洲及加勒比地区，大约有70个左右的国家。从1995年到2018年，这些国家和地区的旅游直接就业人数从320万增长到860万，入境旅游收入从331.72增长到739.63亿美元。2018年，旅游直接就业最多的10个国家和地区分别是：赞比亚，孟加拉，埃塞俄比亚，缅甸，坦桑尼亚，尼泊尔，乌干达，莫桑比克，马达加斯加，马拉维。入境旅游收入最多的10个国家和地区分别是：其他大洋洲岛国，多米尼加共和国，柬埔寨，波多黎各，埃塞俄比亚，古巴，牙买加，马尔代夫，巴哈马，坦桑尼亚。

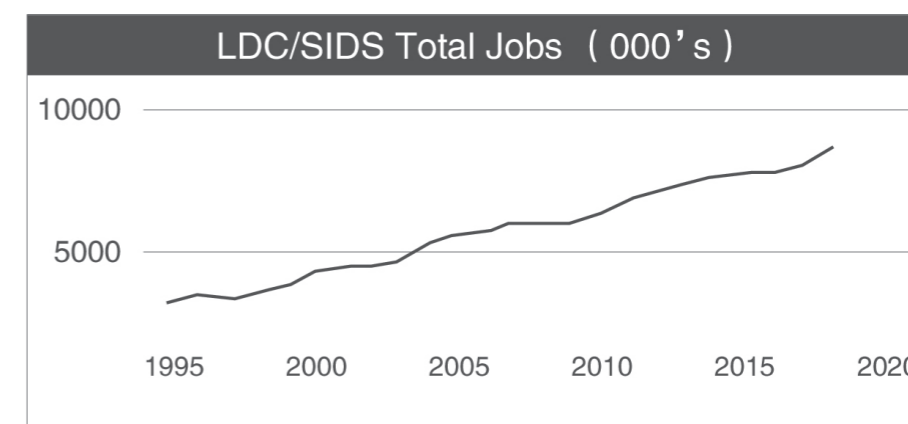


图1 LDC/SIDS 1995年至2018年就业量变化

[6]. 2019年老挝旅游业发展：收入预计将下降2.63%，<http://dy.163.com/v2/article/detail/E64RC1DN0534067W.html>

[7]. 2018年肯尼亚旅游业增长31.3%，游客总数达203万人次，<http://ke.mofcom.gov.cn/article/jmxw/201904/20190402859338.shtml>



图2 2018年全球LDC和SIDS旅游直接就业人数分布

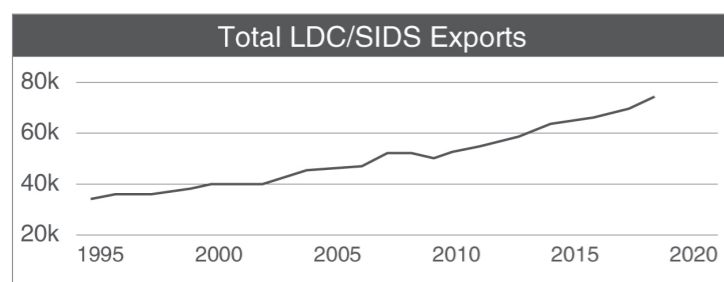


图3 2018年全球LDCs和SIDS入境旅游收入的分布

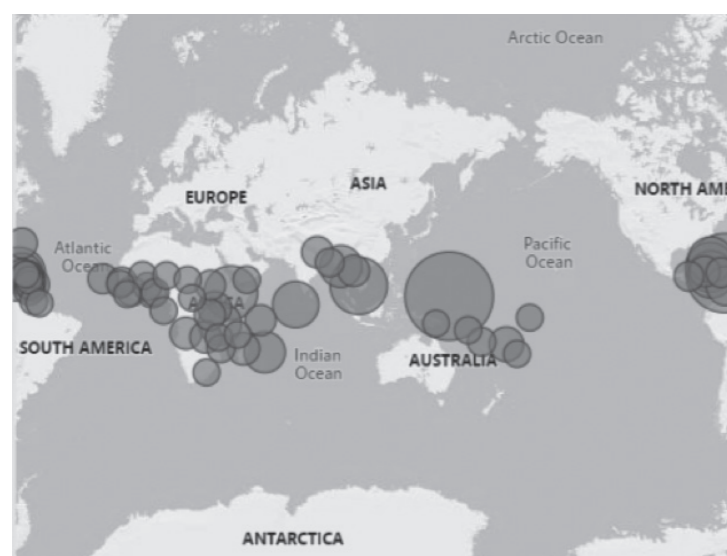


图4 LDC/SIDS 1995年至2018年入境旅游收入变化

资料来源：<https://www.tourismdashboard.org/explore-the-data/poverty-alleviation/>

4. 旅游业在中国脱贫攻坚进程中发挥了重要作用

近年来，中国全面打响脱贫攻坚战，扶贫工作取得了决定性进展，每年减贫人数均保持在1000万以上。到2018年末，农村贫困发生率已经下降至1.7%^[8]。旅游业由于发展态势好、带动作用大，在促进减贫中发挥了重要作用。中国文化和旅游部公布的数据指出，2018年全国旅游业对GDP的综合贡献为9.94万亿元，占GDP总量的11.04%；旅游直接和间接就业7991万人，占全国就业总人口的10.29%。在很多中西部省份，乡村旅游已成为推动脱贫攻坚的重要力量，成为实施乡村振兴战略的重要抓手。如贵州，2016年以来，通过旅游扶贫累计带动89万人增收；仅2019年上半年，通过旅游扶贫九项工程就带动76906人建档立卡贫困人口受益增收^[9]。

5. 产业植入和文化建设成为旅游促进减贫的关键词

随着全球旅游减贫实践的深入，长期以来以项目引进、资金扶持、个体支持等为主的旅游减贫方式其弊端日益显现出来。一是引进项目和当地文化难以有机融合。通过政府财政支持、非政府组织资助以及吸收外来资本投资建设旅游项目，是全球旅游减贫的惯常做法，也取得了不错的效果。但是有些项目由于脱胎的环境与贫困地区的实际状况存在极大差异，不仅破坏了当地的自然环境与人文环境，而且项目本身也容易“水土不服”，得不到市场认可。二是当地居民参与程度较低、受益面窄。很多引进的旅游项目较为高端和时尚，从其建设到运营过程中对人力资源的要求都较高，而贫困地区人群大多受教育程度低，就业技能少，对现代旅游业缺乏认识，因而很难介入，或者只能参与一些辅助性的、没有多少技术含量从而报酬也较低的工作岗位，从而影响到了项目在减贫中的作用。有些旅游项目就像在贫困地区中存在的“飞地”，主要利益被投资商和外来人员攫取，当地受益不大，由此还导致了项目方和所在地的冲突。三是不可持续。由于没有在贫困地区形成广泛的群众基础和文化氛围，因而很难获得长久的成功。有些减贫项目在减贫工作者离开以后就黄了，甚至帮扶的对象也返贫了。纵观近年来的旅游减贫实践，减贫效果最好的都是在产业植入和文化建设方面做得比较好。

[8]. 扶贫开发持续强力推进 脱贫攻坚取得历史性重大成就, http://politics.gmw.cn/2019-08/12/content_33072244.htm[9]. 贵州旅游实现大跨越发展 未来主要提升服务质量, <http://dy.163.com/v2/article/detail/ELDO1H5D0525NMC3.html>

二、产业植入是旅游促进减贫的新亮点

近年来旅游减贫成功案例中的一个突出现象是：将旅游业发展成为一个当地大部分人口都能参与的产业，并且通过旅游发展促进区域经济的产业化发展。本报告将其称之为旅游减贫中的产业植入。

1. 较多数量的旅游企业或旅游经营者

单个的项目可能是产业植入的先导，但是本身还不足以成为产业植入。按照一般的理解，产业是生产同类产品的企业的集合，因此只有当一个地方形成了一定数量的旅游企业或旅游经营者，这个地方才可以说是植入了旅游产业。对于贫困地区来说，更多的旅游企业和旅游经营者，也就是意味着更多的参与机会和受益可能性。

从国际旅游发展经验来看，成功的旅游目的地往往集聚了众多旅游项目、业态和经营主体。澳大利亚的黄金海岸，以绵延的海滩美景、刺激的冲浪运动闻名于世，但同时也建造了大量度假酒店、购物中心、免税店和众多富有趣味的游乐场所，其中包括 30 多个主题式游乐园、12 座热带雨林国家公园，以及 50 座以上的高尔夫球场。韩国的济州岛，岛上仅各类博物馆就有 100 余个^[10]。墨西哥坎昆旅游度假区是欠发达地区发展旅游的典型案列，其成功也离不开众多旅游项目的建设和业态的发展。在 20 世纪 60 年代，坎昆只是一个仅有 300 多人的渔村。后墨西哥政府规划在此发展旅游，通过多种渠道筹集资金，建设了大量旅游项目。到 1994 年，半岛上的旅馆已达 90 家，客房两万多间，另开发有数百家餐馆、夜总会、网球场和高尔夫球场等。现在，坎昆每年接待国际游客数百万，旅游外汇收入数十亿美元，本身也发展成为一个人口规模过百万的大城市^[11]。旅游项目、业态和经营主体的集聚极大地推动着贫困地区的发展。中国安徽省颍上县地处淮河与颍河交汇处，过去水患频发，农民“靠天吃饭”，居住环境脏乱差，因此被列为国家级贫困县。近年来在整治水利、发展经济的同时，围绕着“水”，变“水患”为“水利”，把劣势转化为优势，超前做起了旅游的大文章，不仅实现了“变废为宝”式的旅游资源开发，走上了全域旅游的“快车道”，还带动村民增收，有效实现了精准扶贫。颍上县现有“全球生态环保 500 佳”景区 2 家，5A 景区 1 家，4A 景区 2 家，2018 年全县年接待游客 690 万人次，实现旅游综合收入 50 亿元。2019 年，颍上县正式“摘帽脱贫”^[12]。

[10]. https://www.sohu.com/a/272721258_364961

[11]. http://www.360doc.com/content/19/04/12/10/9683657_828222606.shtml

[12]. 变“水患”为“水利”颍上全域旅游促精准扶贫，http://www.ah.xinhuanet.com/2019-07/02/c_1124697455.htm

支持当地居民创业和中小企业发展是丰富旅游项目、业态和经营主体的重要途径，很多旅游减贫项目对此都非常关注。如世界旅游组织等在莫桑比克伊尼扬巴内的一个项目，其内容包括为当地 21 间小型旅游企业的业主提供商业管理培训，为 9 家从事手工艺品生产、水果、蔬菜和鸡蛋供应、组织航海旅行和准备当地膳食的小型企业提供小额融资，以及为一个由 20 名工艺品生产商组成的团体提供展示空间支持^[13]。南非体育、娱乐、艺术和文化部推行的 Kwam Makana 旅游减贫试点项目，围绕每年一度的 Grahamstown 艺术和文化节，对来自 Joza 镇的 40 岁以上妇女进行培训，以使其能够为游客提供 Homestay 居家旅行服务。这些妇女以前要么失业，要么每个月的家庭收入不到 1500 卢比，现在则在居家旅行服务中扮演着经营者的角色，在提供给游客最原汁原味旅游体验的同时，也缓解了自身和家庭的贫困^[14]。中国河北省的野三坡百里峡景区，通过民宿旅游、工商资本、合作共享、龙头企业等多种资源配置方式，成立了 23 家旅游减贫合作社，新建或改建了 800 家旅游农家院，农家乐经营法人已达 2203 家，推动了景区周边旅游迅速发展，辐射带动了 71 个贫困村，有 45 个村以乡村旅游为主业，覆盖贫困人口 9094 户、17526 人^[15]。

2. 较长的旅游产业链和较大规模的旅游产业集群

旅游业是为旅游者提供旅游活动中所需产品和服务的行业的总和，具有产业链条长、关联面广和综合性等特点。发展较好的旅游目的地，必然围绕“吃住行游购娱”等旅游活动要素进行上下游的纵向拓展和差异化的横向发展，从而形成旅游产业集群。由于贫困地区大多缺少产业基础，这种围绕旅游形成的产业集群对其发展尤其具有重要意义。

20 世纪 60 年代中期，瑞典启动了北部乡村振兴计划。位于瑞典北部耶姆特兰省(Jämtland) 的奥勒村(Åre)，因具有天然的雪场资源而发展滑雪旅游。奥勒村旅游发展带动了酒店、休闲、购物等产业发展，并通过“目的地支撑战略”，加强企业与地方政府合作，推进了本地企业抱团式发展，成为北欧著名的滑雪旅游目的地^[16]。尼日尔是世界上最不发达的国家之一，从 20 世纪 80 年代开始发展旅游业，除了自然和历史遗留下来的景点外，还策划了巴黎-达喀尔汽车拉力赛、狩猎旅游、博物馆旅游、尼日尔非洲国际时装周等特色旅游项目^[17]。中国湖南省

[13]. Human Resource Development and SME Development in Inhamabane, Mozambique. <http://cooperation.unwto.org/news/2018-02-27/human-resource-development-and-sme-development-inhamabane-mozambique>

[14]. Emotional Confidence Levels and Success of Tourism Development for Poverty Reduction: The South African Kwame Makana Home

[15]. 河北野三坡带动七十一个村旅游发展. http://paper.people.com.cn/zgcsb/html/2018-09/24/content_1883738.htm

[16]. 李玉恒等，乡村振兴与可持续发展——国际典型案例剖析及其启示，《地理研究》2019 年第 3 期。

[17]. 尼日尔产业结构分析，<http://news.afindex.com/zixun/article9184.html>

的张家界景区，是著名的世界自然遗产地，近年来推出“龙头企业+基地+村集体+旅游购物+农户、特色种养村+农副产品+乡村旅游+农户、基地+农旅文旅产品+旅游购物+农户”等旅游减贫模式，通过将张家界工艺评选和包装为“张家界礼物”，开发特色旅游商品 2000 多种；把特色种养、农副产品加工和乡村旅游结合，开发“张家界茶”等一批特色农产品牌，带动 5200 名贫困户脱贫致富^[18]。

南非通过发展旅游业实现产业更新

南非很多城市基于矿业开采发展起来，1994 年，南非旅游业的产值不超过国内生产总值的 2%。进入 21 世纪以来，随着采矿业的衰落及南非对于其丰富多样的生态系统和数目众多的保护区资源的认识，旅游业被认为是具有很大潜力的行业，发展旅游成为经济增长有效的解决方案，并作为加强社区参与和资源可持续更新的工具。

Utrecht 市在 2001 年居住人口约为 5500 人，曾经是一个繁荣的煤炭开采中心。20 世纪 90 年代初，当矿业崩溃时，该地区与世界其他地方的采矿城镇一样，也承受到了过度依赖资源的后果。就业数量大幅下降，从 1980 年代初的 10000 个下降到 2002 年的 140 个。一些先前在矿区居住的矿工开始从事农业生产，大多数人家迁移到其他地区，失业率一度超过了 40%。在这种情况下，当地政府利用南非自然旅游资源丰富的优势，产生了将 Utrecht 市变为一个主题公园城市的想法。Utrecht 市在原矿区内建立游乐场发展旅游业，刺激当地就业和经济增长。同时，为了满足周围社区和人口的需要，Utrecht 市还开辟出第二块场地用于发展游乐农场和野生动物旅游。随着住宿设施的不断建设，游客数量从 2003 年开始大幅增加，大部分的周末时间可以达到 80% 的入住率，到了特殊节庆活动时则往往满房。Utrecht 市也从一个资源枯竭型城市转型为一个旅游城市。

资料来源：Small - scale, nature - based tourism as a pro - poor development intervention: Two examples in Kwazulu - Natal, South Africa, <https://onlinelibrary.wiley.com/doi/full/10.1111/j.1467-9493.2006.00251.x>

3. 现代化的旅游生产经营方式

当前旅游业日益成为现代服务业的重要组成部分，无论是在迎合现代市场需求的新产品开发和品牌化营销，还是在现代化的企业经营以及对先进技术的运用等方面，都有了很大发展。贫困地区的旅游产业要想获得大的成功，也要积极促进旅游产品生产和经营的现代化。因此本报告将其作为现代产业植入的重要内涵。

[18]. 旅游精准扶贫的“张家界样本”. <http://travel.sina.com.cn/domestic/news/2018-10-17/detail-ihmhafis1650378.shtml>

萨摩亚曾是全球最不发达国家，后来通过发展旅游业在 2014 年摆脱了这一称号。近年来，当地旅游企业根据市场的需要，已经从吸引背包客的经营露天海滩小屋 Fales 的模式，转向面向追寻奢华旅行方式的游客提高更高端的旅游度假产品。他们还和 bodyshop (美体小铺) 品牌合作，生产和销售以椰子为基础的美容产品，拓展萨摩亚旅游发展内涵。这项旅游拓展业务不仅带动更多萨摩亚女性就业，而且增加了萨摩亚旅游与奢侈品的品牌联想^[19]。西非贫困国家塞拉利昂，原来的住宿客人都是希望在该国开采钻石、金矿、铁矿等矿产的商人，现在计划利用“只有相当勇敢的人才来塞拉利昂”的市场口号，开发旅游产品吸引全球探险游爱好者^[20]。在中国，很多乡村地区的旅游业也开始注重产品开发和市场营销。如河北省涞水县南峪村，为对接京津冀都市旅游市场的需求，近年来发展了“麻麻花的山坡”品牌高端民宿，非常受旅游者欢迎^[21]。中国陕西省的袁家村，以前是当地有名的“叫花子村”，现在不仅本地吸引了大量游客，还将袁家村作为一个商业品牌，进入西安银泰百货；同时将袁家村作为一个乡村旅游品牌，输出袁家村的管理模式和管理品牌^[22]。

现代科学技术日新月异，极大地便利了人民生活，也促进了产业发展，并给落后地区以追赶的机会。信息不畅曾经是很多贫困地区发展的重要制约因素，但以互联网为代表的科技发展，使得这一制约因素不复存在。利用网络进行营销已经是很多贫困地区旅游发展的基本手段。世界旅游组织在东帝汶合作开展的社区生态旅游营销项目，不仅组织了社区旅游营销培训研讨会，制作了关于东帝汶生态旅游的小册子，并且开发了英文旅游网站^[23]。马达加斯加虽然是世界最不发达国家之一，但为了更好地发展旅游业，在 2016 年宣布三年光缆网络计划，要打造覆盖马达加斯加全岛所有城市的光纤网络，到 2018 年已建成 9000 公里^[24]。中国非常重视互联网在减贫中的运用。2018 年，山西省文化和旅游厅与高德地图合作，开发了“山西省旅游减贫地图”^[25]。2019 年 5 月，中央网信办、国家发展改革委、国务院扶贫办、工业和信息化部联合印发《2019 年网络扶贫工作要点》，提出支持深度贫困地区发展“互联网+旅游”^[26]。很多村镇将电商和旅游结合在一起进行发展。如有着“福建第一淘宝村”之称的新罗区小池镇

[19]. <http://theconversation.com/can-tourism-alleviate-global-poverty-76581>

[20]. 塞拉利昂欲发展旅游业吸引全球探险游爱好者. <http://news.soho.com>

[21]. 师亦琪，涞水县南峪村脱贫发展研究，《合作经济与科技》2018 年第 3 期。

[22]. 从空心村到最美乡村——袁家村的乡村旅游和产业发展之路，http://www.sohu.com/a/225196929_719115

[23]. <http://cooperation.unwto.org/news/2018-02-26/two-st-ep-projects-successfully-completed-timor-leste>

[24]. 马达加斯加拟建造 11000 公里全岛光纤网络 已达 9000 公里，<http://www.soecc.org.cn/show.asp?id=12145>

[25]. 山西首发“旅游扶贫地图”，http://www.xinhuanet.com/politics/2019-03/28/c_1124296566.htm

[26]. 四部门：支持深度贫困地区发展“互联网+旅游”，http://f.china.com.cn/2019-05/07/content_74758217.htm

培斜村在几年前就着手举办慢生活文化旅游节和民俗文化旅游节^[27]。“湖北第一淘宝村”湖北省十堰市郧西县涧池乡下营村,近年来也抓紧发展乡村旅游业,建设了200亩荷塘,青石板路、古朴的吊脚小楼和现代化的淘宝一条街齐头并进^[28]。

湖南省田溪村村民通过众筹发展旅游

湖南省浏阳市的田溪村有1415户居民,共5135人,建档立卡贫困户就占了212户723人。2014年,田溪村被确定为省定贫困村,是浏阳贫困人口最多的村。过去村民没有什么经济来源,只能靠山吃山——上山砍树砍竹子,禁伐之后大量居民只能外出打工,村里十分凋零。尽管长期贫困,但田溪村生态资源却十分丰富。地处大围山国家森林公园南麓,村里有2000多亩原始红豆杉群,还有第四纪冰川地质地貌的磐石大峡谷。脱贫攻坚战役打响以来,村支两委和部分村民希望发展乡村旅游,走“旅游+扶贫”的路子。当务之急是先投钱搞建设,改善村里的容貌,但村里一穷二白,拿不出钱,而向上级争取经费的过程也非常艰难,于是田溪村党委书记李继煌想到了用“众筹”的方式解决上述问题。2015年8月,一期众筹的132万元启动资金到位,再加上广泛的宣传和发动,在干部带领下,各个年龄段的百姓们积极出工出劳,集中搞了二十多天整治村容村貌。村民们的热情和积极投入感染了上级旅游主管部门。2015年底,田溪村获得不少政策和资金支持,村里旅游基础设施逐渐完善。为增加体验项目、延长旅游产业链,村里还发动村民种植了将近300亩水果。

2018年7月,已经具备滑草场、跑马场、慢慢漂、大峡谷、红豆杉、玻璃桥、果园民宿等设施的田溪村正式开门接客,吸引了大量前来体验的游客,名气也开始变大。如今,一到节假日,村里就游人如织,甚至出现过村里民宿满房,剩余游客只能去镇上住的情况。到2018年底,田溪村212户建档立卡贫困户仅剩10户未脱贫。到2019年6月,田溪村接待游客近9万人次,门票总收入240万元,村民创收近700万元,还获评“长沙市十大最具魅力旅游乡村”,并入围“长沙市最具特色的旅游小镇”。山还是那座山,人还是那些人,但村已经不是那个村了。

资料来源:村民众筹搞旅游,贫困村变热门景区,
http://www.xinhuanet.com/2019-06/14/c_1124622889.htm

4. 当地居民参与程度较高

旅游减贫最终要落实到人上,落实到当地居民对旅游业的参与上。真正的产业植入应该是以当地居民为主体,否则就只不过是“产业殖民”。当地居民参与最直接的体现就是参与就业

[27]. “福建第一淘宝村”启动慢生活文化旅游发展, http://www.sohu.com/a/101213149_119743

[28]. 昔日避世的穷山村,如今要建“中国最美淘宝村”,
http://cnews.chinadaily.com.cn/baiduMip/2017-06/05/cd_29626450.html

和创业,但是也包括以自身拥有的房产、土地、资金等参与投资入股。作为生于斯、长于斯的原住民,他们希望深入而广泛地参与到旅游发展进程中,分享旅游发展的成果。具体地讲就是要获得充分而有质量的就业机会,提高工资收入和资产性收益,进而提高自己的生活品质和综合素质。

在2019年亚太旅游年会(PATA)峰会上,菲律宾旅游部长表示数百万菲律宾人将旅游业作为生计来源。2017年旅游业对该国的国内生产总值贡献了12.2%,对总就业人数的直接贡献为13.1%,为菲律宾人提供至少530万个工作岗位^[29]。厄立特里亚的达赫拉克群岛,被称为世界上最好的潜水和垂钓的地方之一,总共只有2500人口,传统上以捕捞鱼、龟和采集珍珠贝为主要职业的居民,现在也为国际旅游者提供旅游服务^[30]。前面提到的中国安徽省颍上县,仅2018年一年,旅游就带动全县6684人实现脱贫。中国广西壮族自治区南宁市新江镇,2015年还有4个贫困村,贫困发生率10.1%。通过发展乡村旅游,当地贫困人口就业大为增加。其中通过聘请贫困户到农家乐打工,实现就业人数100多人;优先聘请贫困户参与旅游基础设施建设工,实现就业100人左右;其他民族文化旅游所需要的表演者,也优先培训贫困户,有八音表演队、嘹啰山歌表演队等。2016年底,新江镇实现脱贫527户2199人,贫困发生率降至3.56%,降低了7.05%^[31]。中国西藏林芝地区,在发展旅游后大批农牧民从事旅舍、藏餐、客运等行业发家致富。2018年1月至4月,林芝地区接待国内外游客213.8万人次,实现旅游收入15.2亿元,与2012年同期相比分别增长93.1%和110.4%;全市参与旅游服务的农牧民群众达1358户8207人次,实现收入6122万元^[32]。

5. 旅游业和其他产业深度融合

旅游业的发展本来就是通过产业融合不断扩大其规模和范围的过程。旅游业和相关产业的融合,有利于充分发挥旅游业带动作用大的产业特性,提高旅游业发展的综合效益,因此旅游业和相关产业的融合程度可以作为判断贫困地区利用产业植入是否成功的重要标志。

前面从旅游产业链和旅游产品生产经营的角度提到了旅游业和购物、电商等的结合,从产业融合的角度来看,旅游业可以融合的产业类型非常多样,几乎没有边界。在去年发布的《世

[29]. World news. PH, China see tourism as key player in poverty alleviation,
<https://travelwirenews.com/ph-china-see-tourism-as-key-player-in-poverty-alleviation-1453922/>.

[30]. 旅游业发展有望带动厄立特里亚酒店市场开发,
<http://www.topbrain.cn/zhonghengyuance/gongsixinwen/2013-12-20/661.html>

[31]. 邓霄鹰,基于全域旅游的精准扶贫“内生式”发展研究——以南宁市新江镇为例,《南宁职业技术学院学报》2018年第2期。

[32]. 刘洪明,旅游扶贫精准破解“美丽贫困”——西藏林芝发展生态旅游助力精准脱贫,
<http://news.eastday.com/c/20180524/u1a13931126.html>

界旅游发展报告 2018——旅游促进减贫的全球进程与时代诉求》报告中，我们提到了泰国黎敦山案例，就是旅游业和咖啡、兰花种植以及手工艺等融合发展的典型案例。中国近年来提出了“旅游+”和“全域旅游”等系列概念，有力推动了旅游扶贫中的产业融合发展。海南省保亭县三道镇在 2018 年投入 409 万元，引进台湾兰花种植企业参与美丽乡村建设，帮助村民发展兰花种植和乡村旅游，实现农民不离乡、不离土、不失地，就近就地就业增收脱贫，解决了 30 户贫困户 143 个劳动力就业^[33]。福建省建瓯市的小松镇，2006 年时农民人均纯收入仅为 4768 元。2016 年，小松镇实行贫困户精准识别，引导建档立卡的贫困户发展乡村休闲旅游，帮助村民在流转土地上发展百香果等水果观光采摘园，吸引游客前来观光，使得每个贫困年增加收入近 10 万元，实现了依托现代休闲农业稳定脱贫^[34]。同时，小松镇利用生态环境好的优势，将乡村旅游与休闲体育活动结合，建设了全长约 35 公里的水美步道，沿线串联 6 个村和 1 个场，设计了自行车道、户外徒步、登山、露营、溪河漂流等多个运动项目，2017 年，小松镇被评为全国第一批运动休闲特色小镇试点，2018 年成为福建省唯一入选的“中国最美康养小镇”^[35]。重庆市万州区走的是生态保护、绿色农业和旅游发展相结合的道路。依托山水资源禀赋，万州区提出构建产业发展“581”海拔区间模式——海拔 500 米以下主要发展柑橘，海拔 800 米以上着力于生态茶叶，海拔 500 米至 1000 米则以晚熟李、早熟梨等小水果为主，适宜区域间作笋竹、花卉、木本油料。如今，万州区玫瑰香橙种植面积达到 12 万亩、茶园面积达 4.7 万亩，小水果、中药材、苗木花卉等特色农业也都迅速成长。有了这些特色农业的点染，万州的绿意更加浓郁，对游客的吸引力也与日俱增。多种形式的采摘节、踏青会让万州农村人气渐旺，村民日子日益红火^[36]。

[33]. 保亭探索以旅带农、兴旅富民，走出一条旅游扶贫之路。
http://baoting.hainan.gov.cn/baoting/ywdt/jrbt/201812/t20181210_1512204.html

[34]. “旅游+产业”精准扶贫：贫困地区摘“穷帽”的新路径，
<http://www.cien.com.cn/2018/0227/9010.shtml>

[35]. 建瓯小松成为福建省唯一入选“中国最美康养小镇”，
<http://www.mnw.cn/nanping/jianou/2082381.html>

[36]. 陈国洲，万州：风景变产业，产业化风景，《半月谈》2019 年第 8 期。

三、贫困地区旅游产业植入的动力和机制

和单纯的项目引入、资金扶持、个体支持相比，产业植入无疑要更为复杂，涉及到的利益关系更多，需要协调的主体更多，很多因素都会影响到植入效果。在一定意义上，产业植入是项目引入、资金扶持、个体支持等多种减贫手段在更大范围内的叠加和交融。

1. 政府、企业、非政府组织和旅游者分别扮演重要角色

扶贫是经济活动，但更是公益活动。旅游发展也是如此，从来就不单纯是经济行为和产业属性，而具有很强的外部性和公益属性^[37]。因而，旅游减贫往往需要政府和社会力量的共同推动。

政府是基础设施和公共服务的承担者。众多国家和地方政府为经济欠发达的旅游目的地修建了公路、铁路、机场、码头等基础设施，加强对当地人的专业培训，从而实现了旅游发展和经济起飞。柬埔寨的洞里萨湖，原本是越南难民的水上家园，一方面通过发展旅游，另一方面得益于政府对当地人就业、教育、医疗等民生项目的支持，那里的生态环境和生活质量已经有了明显的好转。中国西藏的林芝地区，近年来旅游业的迅速发展明显得益于政府对基础设施的投入。在过去 5 年间，林芝新增公路里程 1373.78 公里，通外航线增加到 6 条，使林芝成为除拉萨外游客进出西藏最重要、最便利的通道。随着国家投资修通了水泥路以后，人迹罕至的村庄日渐热闹，为农牧民开起的客栈带去丰厚收入的同时也将当地盛产的松茸等众多土特产品推向更大的市场^[38]。近年来，中国政府围绕农村发展和乡村旅游发展出台了众多政策，包括在农村地区推行“六小工程”（节水灌溉、人畜饮水、农村沼气、农村水电、乡村道路、草场围栏），重点支持乡村旅游扶贫重点村实施“三改一整”工程（即改厨、改厕、改房间、修整院落），有力改善了贫困户旅游接待条件。中国在金融政策方面也给予旅游扶贫项目倾斜。2018 年，国家旅游局办公室、国务院扶贫办综合司、中国农业发展银行办公室联合印发《关于组织推荐金融支持旅游扶贫重点项目的通知》，决定遴选推出和支持发展一批金融支持旅游扶贫重点项目，主要包括但不限于旅游景区、乡村旅游、自驾车旅居车营地、旅游小镇、旅游

[37]. 戴斌，慈善旅游是市场新潜力，也是发展新动力，
<http://www.ctaweb.org/html/2018-6/2018-6-4-14-3-98013.html>（本节多处引用，不再一一注出）

[38]. 刘洪明，旅游扶贫精准破解“美丽贫困”——西藏林芝发展生态旅游助力精准脱贫，
<http://news.eastday.com/c/20180524/u1a13931126.html>

设施设备制造、旅游住宿及旅游车船、旅游新业态等项目。在中国一些地方，政府还通过奖励或补助的方式引导旅游减贫发展。如福建省的武平县对每场乡村旅游活动补助 3 万元；漳平市对老房子改造民宿服务设施给予资金扶持，每间补助 3000–5000 元^[39]。

企业是产业发展的真正主体。贫困地区的旅游产业植入一方面需要培育发展本地的旅游企业和旅游经营者，另一方面也可以充分借助外部企业的支持。自觉承担社会责任已经成为当前企业发展的共识。在全球范围内，很多贫困地区的旅游业发展，都来自企业的积极担当和主动作为。中国很多排名前列的旅游和相关企业，近年来都有意识地将资本投向中西部，特别是老少边穷地区，通过高水平项目、高质量就业带动地方发展。中国旅游集团在四川凉山州雷波县和马边彝族自治县开展了“五个一”旅游扶贫工程，即编制一组旅游规划，培养一支旅游管理队伍，培育一条特色旅游线路，打造一个 4A 级景区，推广和开发一批旅游特色产品。万达集团基于扶贫的考虑，在贵州投资兴建了丹寨小镇。自开业以来，小镇以其丰富多彩的非物质文化遗产、苗侗文化主题广场、千亩花田、环湖慢跑道、精品客栈、街坊、酒坊、米店、会馆和酒吧、影院等文化旅游项目，吸引了众多游客的到访。当地景区往往也是旅游产业植入的重要推动者。如广西贺州钟山红花峰江生态园是一个三星级乡村生态旅游景区，它主动联系周边的贫困户，让贫困户进入生态园并入股。首批入股贫困户 38 户，每年分红一次。现在村里的贫困户不仅有了固定的收入，还有面子，有尊严，有归属感^[40]。旅行商在旅游减贫中可以发挥重要的综合带动作用。旅行商拥有强大的市场动员和游客组织能力，有利于把市场和目的地连接在一起，旅行商的到来也就意味着本地进入了消费升级的新通道。近年来，中国国际旅行社和中国旅行社等在四川省马边县、河北省康保县、内蒙古阿尔山、云南省香格里拉等开展了系列扶贫活动。携程旅行网抓住交通基础设施这一关键要素，推出“交通公益+旅游扶贫”项目，在全国推出首批 100 条扶贫旅游路线，覆盖福建、四川、重庆、山西、云南、新疆、贵州、陕西、青海、河南等近 20 个省份，近 1000 个旅游景区^[41]。

旅游者是旅游减贫的重要参与者。近年来客源市场已经积聚了负责任旅游的广泛共识，正在积聚慈善旅游的市场基础。游客来到一个地方，在欣赏美丽风景的同时，吃当地的食材，住社区旅馆和特色民宿，购买传统的工艺品，就是对当地旅游产业发展的支持。有些游客在旅游过程中或旅游之后，还积极为当地发展出谋划策、穿针引线、宣传推广，更是起到了重要的促

[39]. 杨倩，助推乡村振兴的路径研究——基于福建调研，《智库时代》2019 年第 2 期。

[40]. “旅游+产业”精准扶贫：贫困地区摘“穷帽”的新路径，<http://mini.eastday.com/bdmip/180227141303733.html>

[41]. 携程推百条扶贫旅游线路打造“幸福产业”，<http://news.enorth.com.cn/system/2017/10/09/033852344.shtml>

进作用。在国际上还有一种贫民窟旅游，可以看作旅游减贫的一种形式。通过发展贫民窟旅游，可以改善贫民窟居民的收入，改变人们对贫民窟内居民的看法。在 2019 年 6 月全球最大的旅游评论网站“猫途鹰”的一项评选中，孟买达拉维贫民窟击败泰姬陵被评选为印度最受欢迎的旅游景点。达拉维贫民窟之旅花费约 11.50 美元，允许一行 6 人参观贫民窟的房屋和商店，所得款项全部返给当地社区^[42]。

国际官方组织和非政府组织对贫困地区的旅游产业植入也起到了重要的推动作用。如联合国世界旅游组织在众多国家和地区开展了旅游减贫项目，不仅帮助当地建设基础设施，而且致力于扶持当地产业发展，取得了良好成效。世界旅游联盟自成立以来一直非常关注旅游减贫问题，通过收集减贫案例、发布减贫报告、组织研讨会议等提高人们对旅游减贫的认识。在柬埔寨洞里萨湖的旅游发展过程中，来自法国的非政府组织在其中起到了重要作用。在中国台湾地区，专业志愿者和驻村艺术家制度已经非常成熟。

2. 形成合理、可持续的利益机制

在贫困地区的旅游产业植入过程中，外来投资商、当地政府和当地居民之间，村镇集体和居民个体之间，以及居民个体之间，各种利益冲突时有发生，有些甚至影响到了当地旅游业的存亡。只有协调好不同利益主体的关系，形成合理、可持续的利益机制，产业植入才可能顺利进行。

从全球来看，早期贫困地区的旅游发展多为外来投资商主导，产生的利益也主要为外来投资商所获取。但这种模式很快为大家所摒弃，现在社区参与、可持续发展、负责任旅游等理念已经成为主流。在中国，上述理念也日益为人们所理解。由于企事业单位制度和土地制度等的特殊性，中国在旅游减贫利益关系的处理上也形成了一些独特的模式。如贵州省六盘水市创新扶贫治理结构，开展“资源变资产、资金变股金、农民变股东”的“三变”改革，大大激活了扶贫旅游的内生动力。重庆市石柱县将贫困户和经营主体的利益联结起来，县财政每年安排 1000 万元乡村旅游发展资金，此专项资金用于扶持乡村旅游业主，每“捆绑”1 户贫困户按两万元进行补助。吉林省舒兰市上营镇的二合雪乡，在旅游发展中形成三大利益主体的协作：一是旅游投资发展公司，代表政府进行产业运营和管理，分配客流，监督餐饮住宿。二是村集体，帮着协调租地、雇工等事宜，并参与一些项目运营。每户村民每年投入 2000 元参股分红。

[42]. 孟买达拉维贫民窟被“猫途鹰”评为印度最受好评的旅游景点，<http://www.santaihu.com/47900.html>

三是外来投资者。村民们称这种协作是“粘豆包”，“紧紧粘在一起，筷子都夹不开，又香又甜”。另外，为了防范宰客现象，二合雪乡旅游投资发展公司制定了服务和收费标准，统一收费、统一派送游客。游客单独与农家发生的饮食等消费，全村也有统一标准^[43]。

安徽省六安市的旅游精准扶贫模式

安徽省六安市位于大别山连片特困地区，2013年，六安市农村贫困人口共97.36万人，占安徽省贫困人口总数的20.28%，占全市人口的13.6%。但是六安市拥有优质的生态环境和丰富的景观资源。全市共有2A级旅游景区（区）8处，4A级旅游景区23处，5A级旅游景区2处。因此大别山特困片区从旅游资源开发入手，形成了“旅游精准扶贫模式”，其主要做法有：

一是旅游扶贫区域的精准选择。六安将贫困地区划分为可以实施旅游精准扶贫的区域和难以实施旅游精准扶贫的区域。如以天堂寨、万佛湖等景区及大别山国家风景道、刘安茶谷等精品旅游线路为代表的已开发的旅游区域，可以实施旅游精准扶贫开发项目；而如天堂寨等景区的周边乡镇，主要以种植业和养殖业为主，旅游资源贫乏，因而被列入难以实施旅游精准扶贫的区域，只能间接参与到旅游精准扶贫开发工作中，为直接实施旅游精准扶贫区域提供配套服务。

二是旅游扶贫对象的精准识别。根据旅游扶贫区域的贫困区域的贫困居民是否参与旅游发展意愿、是否有能力参与旅游发展的情况来精确识别旅游扶贫对象，具体区分为“有意愿-有能力”、“无意愿-有能力”、“无意愿-无能力”、“有意愿-无能力”，前两种类型是旅游精准扶贫开发的主要对象，而后两者则属于后期扶贫开发工作的对象，需要等到六安市旅游精准扶贫模式逐渐发展成熟，通过辐射带动作用，帮助这部分扶贫对象增强意愿和能力，进而参与到旅游精准扶贫开发中来。

三是旅游扶贫模式的精准划分。六安市划分了四种旅游精准扶贫模式，分别是：“政府主导型”旅游精准扶贫模式，以金寨八湾村八湾乡村旅游集聚区为代表，主要是充分发挥地方政府的作用，利用国家支持扶贫开发的各项政策，整合农田水利、土地整治等多种支农资金和社会资金，来推动区域整体脱贫；“公办民营型”旅游精准扶贫模式，以金寨县农村小院品牌联盟为代表，主要是通过招商引资的方式，通过市场运作的方式，让一些龙头企业帮助贫困农民解决生产、就业资产的额外收入；“社区参与型”旅游精准扶贫模式，以金寨县城郊的小南京生态农庄为代表，主要通过政府引导扶持、行业协会组织协调，推动旅游经营户，特别是住宿餐饮等旅游经营示范户和周边乡村贫困户的直接对接；“景区帮扶型”旅游精准扶贫模式，以万佛湖景区为代表，主要是景区定向精准扶贫安排，重点解决贫困户就业和自主创业问题。

大别山区安徽省六安市实施旅游精准扶贫模式最大的特点是突出发挥旅游资源在精准扶贫开发中的基础作用，将政府、景区、企业、协会、贫困户多方资源有机结合在一起，有计划、有针对性地帮助连片特困地区脱贫致富，截止2016年，六安市实现25个贫困村出列、11.5万贫困人口脱贫，超额完成安徽省核定的脱贫任务。

资料来源：李晴，可持续生计视角下我国集中连片特困地区精准扶贫模式研究，2019年南京大学硕士学位论文。

3. 通过示范带动逐步推进

中国在改革开放过程中提出了“让一部分人先富起来，最终实现共同富裕”的思想。在贫困地区的旅游产业植入进程中，通过先进地区、先进单位、先进个人进行示范带动是中国的一项重要经验。

在本世纪初，旅游扶贫试验区曾经被作为中国旅游扶贫的一项重要的工作来抓。贵州省在旅游扶贫工作方面开展较早，其编制的《贵州省乡村旅游规划》曾被印发全国各省市参考。这几年，旅游部门和农业部门又在全国开展了休闲农业与乡村旅游示范县、休闲农业与乡村旅游示范点等创建工作。通过对旅游减贫先进地区的经验总结推广，有力地推动了各地旅游减贫发展。这几年中国四处开花的古村镇、旅游演艺、民宿等，其实在很大程度上也是模仿和借鉴的结果。具体到一个地区，先行者往往也能给后来者以启发。依托北大壶滑雪场，吉林市成立了体育旅游经济开发区，通过滑雪运动带动体育、旅游产业综合发展。2018年全市共建设了11家滑雪场，总面积超过356万平方米，新雪季以来全市雪场旅游收入增长34%，带动全市宾馆冬季入住率超过70%^[44]。在很多乡村旅游目的地，往往是某个能人率先开始了旅游经营，然后带动了整村乃至更大范围内的旅游发展。如号称中国农家乐发源地的四川省郫县农科村，在徐纪元误打误撞创办第一家农家乐徐家大院并取得成功后，现在已经有120多家农家乐。浙江省湖州市德清县西部山区属于相对落后区域，2007年南非籍人士高天成在此开设了第一家“洋家乐”，带动瑞典人、韩国人、荷兰人等在此建设了一大批“洋家乐”，国人也在此建设民宿，从而把莫干山发展成了一个国际乡村旅游产业集聚区，被《纽约时报》评选为全球最值得去的45个地方之一。2018年，集聚区共接待游客260.12人次，实现直接营业收入25.01亿元^[45]。《世界旅游发展报告2018——旅游促进减贫的全球进程与时代诉求》报告中提到的

[43]. 陈俊、褚晓亮、段续，“粘豆包”式发展，火了二合雪乡，《半月谈》2019年第9期。

[44]. “化工城”吉林借冰雪运动“东风”推动新转型，<http://jl.people.com.cn/n2/2019/0307/c349771-32714775.html>

[45]. 莫干山国际乡村旅游集聚区正式认定为省级乡村旅游产业集聚区，http://test.deqing.gov.cn/art/2019/1/8/art_19_361465.html

汝亨龙布也是一个能人带动的典型案列。

当然从一定意义上说，包括世界旅游组织在内各种主体实施的很多旅游减贫项目，事实上都具有示范带动性质。

福建省赤溪村旅游减贫中的乡贤参与

赤溪村，是福建省福鼎市磻溪镇下辖的一个畲族行政村，位于世界地质公园、国家 5A 级风景名胜——太姥山西南麓，森林覆盖率达 90% 以上，自然生态保护完好。据 2018 年统计，全村总人口为 1826 人，其中畲族人口 806 人，占总人口的 44.14%。赤溪村被称为中国扶贫第一村。1984 年 6 月 24 日，《人民日报》头版刊发了一封反映赤溪村下山溪畲族村贫困状况的来信，引起党中央、国务院的关注，同年 9 月 29 日，中共中央、国务院发出《关于帮助贫困地区尽快改变面貌的通知》，在全国大规模开展扶贫工作，赤溪村也率先开始了扶贫开发的探索实践。

在赤溪村旅游扶贫的实践中，乡贤作为政府和社区的协调者积极参与到乡村旅游发展和旅游扶贫工作中。乡贤在乡民中的威望较高，可以通过其自身的知识、修养、经验等优势，发挥出特有的凝聚力和感召力来维系与乡民之间的情感，乡民较能够听取他们的意见，积极融入到乡村旅游开发中来。乡贤还作为投资人，直接参与到乡村旅游中来。当地有名的乡贤分别成立了赤溪耕乐源种植专业合作社、赤溪鱼香家园休闲农庄、畲族风情园、畲乡源发茶厂、阿德农家菜馆、鼎盛农业专业合作社、赤溪山客土特产购物驿站、畲家民宿、赤溪茶业有限公司和福鼎白茶体验园等，一定程度上完善了当地的旅游接待设施，提高了旅游接待能力，同时增加了当地的就业岗位，提高了当地村民的收入。近年来，赤溪村旅游发展迅速，旅游者人数从 2014 年的 14 万增加到 2018 年的 25 万，旅游相关产业的收入从 2011 年的 453 万元提高到 2018 年的 1700 万元。

资料来源：钟荣凤等，闽东地区乡贤参与乡村旅游的动力机制及障碍因素研究，《宁德师范学院学报（哲学社会科学版）》，2019 年第 2 期。

4. 扶贫和扶志、扶智相结合

如果不能真正提升当地贫困人口劳动技能和经营意识、不能激发当地贫困人口的主动性，任何增量的资金和项目进入都无法形成旅游业可持续性的发展动力。很多国际组织支持的项目都非常注重对当地居民的培训。如世界旅游组织在莫桑比克伊尼扬巴内支持的项目，为超过 600 名当地人（以妇女和青年为主）提供不同旅游科目的培训，包括家政、招待、食物准备和导游。在东帝汶的项目中，也实施了旨在通过课程开发和培训当地人民、促进当地旅游业就业率的计划，共有 217 名参与者从执行的各种培训方案中受益，远远超过项目开始时确定

的 195 名目标参与者^[46]。作为一个跨国企业，爱彼迎（Airbnb）在各地的发展中，也注重为当地居民提供服务、英语能力以及数字设备使用等方面培训。他们还和印度个体经营女性协会 SEWA 团队一起共同为印度乡村的弱势妇女提供了共享住宿与接待服务等方面的培训，协助他们吸引更多房客^[47]。

在中国，扶贫和扶志、扶智相结合已经成为一项基本原则。不仅政府部门对于人力资源培训非常重视，而且很多旅游企业也非常重视当地居民的自我发展。张家界景区通过“旅游企业多渠道开辟岗位+各业培训+农户”模式，开展旅游服务、实用人才技术等系列培训，仅 2017 年就完成户外旅游指导员、旅游服务员、讲解员等旅游专业培训 9200 人，指导农民就业 4000 人^[48]。万达集团在贵州丹寨的投资包括万达职业技术学院，首批开设的护理、会计和旅游管理三个专业 2017 年共收了 405 名在校生，未来可容纳 2100 名学生就读，50% 的优秀毕业生可直接被万达录用就业^[49]。北京市延庆区刘斌堡乡人民政府和隐居乡里“山植小院”共同投资建设了北方民宿学院，通过网络募集学员，每年举办 12 期集中培训^[50]。

一些地方和企业还积极吸引当地年轻人回乡创业。在安徽省颍上县，一名 90 后大学毕业生将其在大学学习到的风景园林知识运用到回乡种植花卉上，同时采用线下种苗、线上销售模式，收获了很高的人气，网红“打卡”给花圃乃至颍上县带来了巨大客流^[51]。乡伴公司则“潜入”当地农户家中，为年轻一代提供就业和锻炼机会，比如寒暑假，村民的孩子从城市回乡就可以到民宿中当兼职咖啡师。在自家的舒适环境里又有不错的收入，一些年轻人就会沉淀下来，愿意从大城市回归乡村、留在乡村、盘活乡村^[52]。

5. 旅游业和相关产业的相互促进

从区域发展的角度来说，旅游产业植入有两类不同的路径。一类是旅游业优先发展，然后带动相关产业发展。如斐济、尼泊尔等旅游发展起来之后，都带动了当地手工艺的规模化发展。

[46]. <http://cooperation.unwto.org/news/2018-02-27/human-resource-development-and-sme-development-inhamabane-mozambique>.

[47]. 世界旅游联盟，《旅游减贫案例 2018》。

[48]. 旅游扶贫的“张家界样本”，<http://mini.eastday.com/a/180920115310057.html>

[49]. 贵州万达职业技术学院开学，http://www.wanda.cn/magazine/pc/87/2398_info.html?id=2446

[50]. 北方民宿学院举办开学典礼 高端民宿成为乡村发展强引擎，<http://bj.people.com.cn/GB/n2/2017/1126/c233088-30964250.html>

[51]. 搜狐网·全域旅游：安徽颍上全域旅游带动精准扶贫，http://www.sohu.com/a/323323528_813403

[52]. 旅游“奇思”照亮乡村脱贫路，<http://www.globaltraveler.cn/info.aspx?id=25919&typeid=4>

阿根廷的马黛茶，伴随着其旅游业的发展而加速走向全世界。中国湖南省安化县是著名的“黑茶之乡”，这几年通过旅游节事活动大大提升了茶产业的价值。过去，黑茶主要以边销茶的形式销往少数民族地区。2007年，全县黑茶产值仅1亿元。但自2012年开始连续举办了几次黑茶文化节后，这一数字在2018年达到180亿元^[53]。

另一类则是借助其他产业发展旅游业。对于贫困地区来说，由于大多没有完成产业化过程，经济发展对传统农业依赖很大，这时发展旅游可以依托的重要资源就是具有优势的农业。这种将农业和旅游相结合的做法，不仅能够获得旅游收入，而且有利于提高农业生产的附加值。如新西兰的奶牛养殖场、西班牙的西红柿节等就吸引了众多游客前往。在中国北京市的延庆县，兔头火锅现在是当地旅游的一张名片。但是延庆县是先有兔子养殖，然后才有兔子火锅，再植入旅游，实现对养殖兔的就地消费（包括带走加工品）。中国很多农村地区，也都是先根据当地的地理特点和气候条件，发展自己的特色农业，如草莓、樱桃、西瓜、玫瑰等，在产业形成一定规模后，才通过采摘、节庆等活动植入旅游，最终实现特色农业和旅游业的相互促进。

当前的旅游需求复杂多样，除了农业以外，很多产业资源都可能构成旅游吸引物，包括一些产业的生产工艺和场所。旅游是促进减贫的重要途径，但是并不排斥发展其他产业。事实上，这种“产业+旅游”的模式往往是贫困地区产业植入的更好选择。如中国福建省仙游坝下村是中国红木主要产销基地，拥有30000名能工巧匠和600家工艺企业，形成了一条由工艺师、雕刻工、木材商、经销商、工艺产品等组成的产业链，现在也吸引大量游客前往参观和消费^[54]。

[53]. 白田田，热闹一两天，冷清大半年——节会经济虚热观察，《半月谈》2019年第6期。

[54]. <https://www.xzbu.com/6/view-11561511.htm>

四、文化建设在贫困地区旅游产业植入中起到了关键作用

文化是一个地方、一个民族发展的基础依托和持久动力，旅游减贫中的产业植入离不开文化建设。文化和产业植入交融在一起，共同促进贫困地区的持续发展。

1. 文化遗产是贫困地区旅游产业发展的优势资源

文化遗产是重要的旅游资源类型。世界上很多知名的旅游目的地之所以得到很好的发展都是因为其独一无二的文化遗产。贫困地区一般处于偏远地区，交通闭塞、信息不畅，很多还是少数民族地区，因而往往保留了许多古老的文物、建筑、遗址遗迹、传说故事以及独特的地方风俗、地方性知识、戏曲音乐和手工艺等。这些文化遗产对于现代旅游者来说具有浓郁的吸引力，从而可以构成当地旅游产业发展最具优势的資源之一。

独特的文化遗产是柬埔寨最重要的旅游吸引物。位于柬埔寨西北部暹粒省的吴哥考古公园于1992年被列入联合国教育、科学及文化组织（UNESCO）的世界遗产名录，是柬埔寨最受欢迎的旅游目的地。虽然同比下降了8.5%，但2019年前五个月的门票收入总和仍达5030万美元^[55]。非洲贫困国家索马里兰，尽管还没被国际社会正式认可，但拥有绘自公元前8000年的斯·吉尔洞穴壁画等文化遗产资源，被认为是非洲最重要的新石器时代岩画遗址。索马里兰计划利用这个独特的文化遗产资源，同时结合当地的野生动植物、海岸资源等发展旅游业，以减少在经济上对牲畜出口的长期依赖^[56]。尼泊尔经济落后，是世界上最不发达的国家之一。近年来利用文化遗产唐卡艺术吸引旅游者取得了很大成功。不仅在旅游区和商业街上展示唐卡制作的传统手工艺，还开发唐卡旅游商品，使之成为尼泊尔高端旅游纪念品之一。尼泊尔创立的唐卡艺术学校，甚至吸引了英国、墨西哥、日本等国年轻人慕名学艺。统计数据显示，2018年尼泊尔旅游业收入达到了643百万美元，旅游业对于GDP的贡献率达到了8.2%，旅游业成为尼泊尔最大的外汇来源^[57]。中国贵州省多山，贫困人口数量排全国各省市第一位，但贵州省同时也是“文化高地”。世居在这里的除了汉族以外，还有17个少数民族。这些年来，贵州依托其丰富的文化遗产，打造“多彩贵州”品牌，旅游业得到了快速的发展。2018

[55]. 今年柬埔寨吴哥窟游客下降7.3%，<https://mini.eastday.com/a/190602204526630.html>

[56]. 还没被国际社会正式认可的索马里兰，正在大力发展旅游业，<https://www.jiemian.com/article/246370.html>

[57]. <https://www.ceicdata.com/zh-hans/indicator/nepal/tourism-revenue>

年，贵州省共接待游客 9.69 亿人次，实现旅游总收入 9400 多亿元，同比分别增长 30.2%、33.1%，旅游发展带动 30.3 万贫困人口受益增收^[58]。贵州省铜仁市马岩村，将土法造纸这种传统手工技艺开发成一种旅游项目，既保护了祖先遗留下来的非物质文化遗产财富，又为游客认识传统造纸工艺创造了条件^[59]。

四川省兴文县综合利用文化遗产实现旅游减贫

四川省宜宾市兴文县，是四川省最大的苗族聚居县（在四川省内享受少数民族待遇县），也是乌蒙山片贫困区的省级贫困县。全县 15 个乡镇中有 5 个苗族乡，有着独特的苗族风情，非物质文化遗产资源十分丰富。兴文县于 1984 年发展旅游，现有兴文石海、熨王山等多家 4A 级景区。2015 年以来，兴文县把非遗保护、旅游开发和精准扶贫相融合，至 2017 年已有国家、省、市、县级非物质文化遗产共 73 项。其中国家级非物质文化遗产 1 项，即集文化艺术与宗教活动于一体的大坝高装；有省级非物质文化遗产 2 项，分别为传统美术类的贾氏微刻和传统民俗类的苗族踩山节（苗族花山节）；另外还有市级非物质文化遗产 17 项，县级 53 项。

兴文县非常注重通过节庆活动来传承非遗、发展旅游。主要有两种形式：一是依托苗族居民自发的传统节事来展示非遗，贫困人群参与展示能够获得更多奖补。如每年举办苗族花山节，以及开展苗族盛装千人巡游、祭花杆仪式、“挤芦笙”等活动。二是主动办“节”以增强非遗展示空间，兴文县每年通过举办川南非遗文化节、西南民歌邀请赛等方式，将西南地区，尤其是川南（宜宾、内江、乐山、自贡、泸州等 5 市）近 40 项非遗传承人邀请到兴文，设立非遗文化展示区，现场展示苗家刺绣、编腰等非遗项目，从而带动兴文县内非遗传承人与外部交流。兴文县还以市级非遗——苗族传统技艺猪儿粑为核心吸引物，办起“猪儿粑节”，凭借不足十万元办节费用，吸引超过二十万人次游客，产生直接经济效益一千多万元。

兴文县还在县城打造非遗特色小镇“苗族风情园”，将非遗传承人引入特色小镇，通过租金减免政策等方式，吸引非遗传承人长期从事非遗生产、传习与展示工作。作为一个固定的非遗保护、传习、展示场所。目前，非遗街区（特色小镇）已成为一个旅游目的地，正在申请国家 4A 级景区。

资料来源：何莽等，四川兴文苗族旅游扶贫情景下的非物质文化遗产保护与开发，《广西民族大学学报（哲学社会科学版）》2018 年第 6 期。

[58]. 贵州 2018 旅游总收入超 9400 亿元 带动 30 万人脱贫, http://news.cnr.cn/native/city/20190125/t20190125_524493920.shtml

[59]. 代璐等，旅游视角下的非物质文化遗产保护研究——以铜仁市马岩村土法造纸为例，《铜仁学院学报》2013 年第 5 期。

2. 特色文化构成了贫困地区重要的旅游吸引力

国家或地区独具特色的文化资源是一项重要的旅游吸引物，具有很强的旅游开发价值，这些特色文化不仅包括各种物质或非物质遗产，也包括当代文化乃至活的文化，如当地饮食、生活习俗、休闲方式等。联合国曾提出要实现减贫对象的“内生式”发展，形成基于“特色地方文化引领的减贫新模式”。亚太旅游组织做过一项关于“游客愿意支付的额外项目”的调查，发现有 60% 的人愿意为“有机会获得更多的文化体验”买单。贫困地区可以把特色旅游文化建设作为减贫的主要手段，将相应的特色文化元素融入到旅游业“吃、住、行、游、购、娱”各要素中去。

菲律宾除了开发传统上的海滨旅游资源，也将饮食文化等作为特色旅游吸引物进行开发。2018 年 12 月，菲律宾总统杜特尔特在参加菲律宾国际旅游美食节时表示，菲律宾美食文化已经成为国家旅游吸引物的一部分，菲律宾未来要成为“世界食品和美食中心”，同时，还要通过美食旅游文化活动激活菲律宾农业旅游潜力，在增加菲律宾旅游收入的同时，改善农作物销售量^[60]。2019 年 1-5 月，菲律宾接待入境游客 252 万人次，同比增长 13%，旅游收入 1066 亿比索，同比增长 14%^[61]。在印度德里地区有一条艺人街，大约 2800 户家庭处于极端贫困中。后来在 Open Eyes 的帮助下德里社区利用特色艺术活动拓展文化旅游，如将拉贾斯坦邦的民间故事用木偶剧形式展现出来，面向游客进行表演，从而为贫困地区的手艺人创造了就业机会，德里艺人街社区也建立起了医院、学校等基础设施^[62]。中国云南省的丽江市 2018 年共接待国内外游客 4643.3 万人次，同比增长 14.1%；旅游业总收入 998.45 亿元人民币，同比增长 21.48%^[63]。很多年轻的游客前往丽江，不仅是为了参观古城，而且是为了感受那种独有的酒吧文化。前面提到的中国陕西的袁家村，2016 年至 2018 年，连续 3 年每年吸引游客 300 万人次，平均年营业额超过 10 亿元。2019 年 7 月，袁家村入选了中国第一批全国乡村旅游重点村。一位游客视角的袁家村是这样的：“小巷古朴典雅，两边店铺林立。油坊中正在手工榨油，童济功茶坊里唱着秦腔，酒坊里美酒醇香，小吃铺吆喝声回荡……一幅幅近似于原生态的农家生活画面呈现眼前”^[64]。

[60]. <http://metrocebu.news/2018/12/prrd-counts-on-tourism-for-inclusive-growth-and-poverty-alleviation/>

[61]. http://travel.china.com.cn/txt/2019-07/09/content_74967749.html

[62]. Tourism as a Tool for Poverty Alleviation, <https://www.travelnewsdigest.in/2016/06/tourism-as-a-tool-for-poverty-alleviation/>

[63]. 2018 年丽江旅游业总收入 998.45 亿元, http://yn.xinhuanet.com/nets/2019-01/31/c_137789863.htm

[64]. 什么是“袁家村”模式，袁家村为什么会成功? https://www.sohu.com/a/238530540_801793

3. 文化建设拓展贫困地区旅游业发展空间

通过有意识地发展教育、科学、文化艺术、新闻出版、广播电视和建设博物馆、文化馆、图书馆、书店等，不仅可以提高贫困地区人民的文化素养，而且可以进一步丰富旅游发展的场所、内容和形式。

南非政府在 2011 年推出了支持文化创意及旅游等融合的国家战略“姆赞希金色经济”，利用南非当地的特色文化资源创办了多个节庆活动，如国家艺术节、开普敦国际爵士音乐节、北开普省喀拉哈里沙漠节、普马兰加活力节等，既刺激了当地旅游经济发展，又为艺术家和当地居民提供了收入和经济保障^[65]。2018 年，南非旅游业产出达 4260 亿兰特，成为非洲旅游业规模体量最大的国家^[66]。在坦桑尼亚的达累斯萨拉姆市，坦桑尼亚国家博物馆、村庄博物馆、中坦艺术中心等均是游客最常选择的一些景点。

中国近年来非常注重通过文化建设来促进贫困地区的旅游发展。目前，中国建有乡镇一级的文化站 3 万多个，农家书屋 60 万家，基本覆盖全国所有的行政村。这些文化设施既是当地居民举行文化活动的场所，现在也成为旅游者了解当地文化、参与当地文化活动的空间。2019 年以来，重庆市九龙坡区以“文旅融合”为契机，将农家书屋功能融入旅游，在农家乐、景区、酒店、企业等开设具有地方特色的图书流通点和农家书屋外借点，构建起农村“半小时文化服务圈”，让旅游者和当地居民一起，能够在闲暇之时享受阅读的快乐^[67]。现在很多乡村地区也建设有博物馆，并受到了旅游者的欢迎。大邑是成都的一个郊县，原本就是一个农业县，近年来大力发展文博产业，现建有 78 个博物馆，其中包括中国最大民间博物馆聚落建川博物馆，拥有 1000 余万件藏品。在博物馆的带动下，2018 年全县各旅游景区（点）共接待国内游客 1947.35 万人次，实现旅游综合收入 633477.82 万元；接待境外游客 83580 人，旅游创汇 3624.03 万美元^[68]。设计减贫也得到了中国政府的重视。2018 年，工信部发布了《设计减贫三年行动计划（2018-2020 年）》，提出到 2020 年底，面向贫困地区提供不少于 1000 件产品设计方案，开展不少于 3000 人次设计培训，组织不少于 50 次设计师走进贫困地区访问活动，实施不少于 50 个乡村风貌或公共设施改观设计方案^[69]。湖北省大冶市茗山乡，一直是

当地最贫困落后的乡。通过设计减贫行动，该乡一个经营困难的传统玫瑰种植园被改造成了集芳香种植、工业生产、旅游服务为一体的综合园区，获得国家 3A 级旅游景区和省级风景名胜区称号^[70]。

红色文化是中国文化的重要组成部分，中国有很多红色文化建设和旅游业融合发展的例子。山西省武乡县是原八路军总部所在地，总人口 21 万，其中农业人口 17.8 万，是国家级贫困县。从 20 世纪 80 年代开始，武乡县陆续建设了八路军太行纪念馆、八路军文化园等红色文化项目。随着红色旅游发展，武乡县又着手培育了八路军游击战法体验、八路军文化精品演艺、八路军文化旅游节、八路军系列纪念品等文化旅游品牌，建设了武乡红色印象扶贫购物中心。2018 年，武乡全县累计接待游客 541.63 万人次，旅游综合收入累计达 52.14 亿元，被列为国家全域旅游示范区、山西省党性教育基地以及全国首批“中国红色地标”^[71]。

4. 文旅融合促进贫困地区的可持续发展

贫困的根源在很大程度上是人口素质不高和精神上的贫乏。在贫困地区推进文化和旅游融合发展，一方面可以提高当地居民的文化自豪感，使他们更加热爱自己的家乡，更愿意保护和发扬当地优秀的传统文化；另一方面可以带来各种知识和观念，促进当地居民文化素质的提高，增强他们的发展意识，这两方面都有利于贫困地区的可持续发展。

毛利人是新西兰的土著民族，随着第一批欧洲人来到新西兰，当地的毛利文化面临着强烈的冲击。后来在《指环王》电影等的带动下，作为电影拍摄外景地的新西兰迎来了旅游业的热潮，毛利人开始寻找着利用土著文化的优势，改变自己的经济状况，包括发展毛利村落文化体验、进行毛利战舞表演等。新西兰南岛的小城凯依库拉周围海域是海豚和鲸经常出没的地方，历史上这里的毛利人曾以捕鲸为业。但随着环保政策的出台和旅游业的发展，目前，观鲸业已经成为凯依库拉当地主要产业之一。现在凯依库拉已经形成了一个生态旅游中心，随着就业率的大幅提高，当地毛利人的生活状况也得到了很大的改善^[72]。

中国河南省洛阳重渡沟村在旅游开发前全村人均收入不足 500 元，“失学儿童多，光棍汉多，赊欠贷款多，聚众赌博多，酗酒滋事多，信教的多”等“六多”现象十分突出，久治不愈^[73]。

[65]. 国外文化精准扶贫案例之南非利用文化资源扶贫，<http://www.istis.sh.cn/list/list.aspx?id=10627>

[66]. 南非旅游业规模位居非洲之首，http://www.sohu.com/a/303212472_778452

[67]. 羡慕！别人的村里有免费书屋，https://www.cqcb.com/manxinwen/manxinwen/2019-06-12/1680668_pc.html

[68]. 2018 年 1—12 月全县旅游接待情况，<http://gk.chengdu.gov.cn/govInfoPub/detail.action?id=2223492&tn=2>

[69]. 工信部印发《设计扶贫三年行动计划（2018-2020 年）》http://www.sohu.com/a/256997933_283830

[70]. 设计如何推动扶贫？关注“设计扶贫”的十大模式，http://www.sohu.com/a/286273946_295626

[71]. 扶贫案例：小米县长扛起武乡小米产业扶贫大旗，http://www.sohu.com/a/132301503_121155

[72]. 指环王救了新西兰旅游业 毛利人文化重新繁荣，<http://news.sohu.com/2004/01/10/68/news218306847.shtml>

[73]. 实施旅游扶贫 助力全面小康，http://www.xinhuanet.com/travel/2015-11/06/c_128400951.htm

1999年重渡沟村开始了乡村旅游开发，并大力进行文化建设，村民的经济条件和精神面貌都大为改善。2018年，重渡沟景区共接待游客91万人次，家庭宾馆接待过夜游客73.5万人次，重渡沟村民人均收入从1999年的400多元增长到2018年的4.63万元，户均旅游纯收入超过15万元^[74]，成为了“景区带村”旅游扶贫的示范项目。中国福建省屏南县龙潭村，原来有120多栋明清建筑，由于贫困拆除了很多栋古建筑，全村1400多人口因为贫困只剩不到200人常住。2017年，龙潭村实施文创计划与旅游扶贫计划，组建民间工程队对60余栋古宅进行修复，同时对乡村文化进行恢复，建设了公益画室、四平戏博物馆、黄酒博物馆、咖啡屋、图书馆等旅游服务及文化休闲设施，成为了节假日游客爆满的“网红村”。2018年，龙潭村有近10万人前来观光，沉寂的古村迎来了“文艺复兴”^[75]。

[74]. 河南重渡沟民宿群：破茧重生，<http://www.chnlib.com/wenhua/dongtai/2019-07/1102204.html>

[75]. 福建屏南龙潭村：一个古村的“文艺复兴”，<http://fj.people.com.cn/n2/2019/06/14/c181466-33039531.html>

五、以产业植入和文化建设推动旅游减贫深入发展

在现行标准下目前全球仍有数以亿计的人口处于贫困当中，甚至没有解决基本的温饱问题。旅游业作为全球最大且仍处于上升阶段的产业之一，有责任在减贫事业中扮演更加重要的角色。特别是要通过旅游产业植入和文化建设的融合，推动有条件的贫困地区可持续、高效的发展。这也是精准扶贫、造血式扶贫、有尊严的扶贫和可持续扶贫的应有之义。

1. 进一步提高对旅游减贫的认识

贫困地区的发展不是一蹴而就的，深化对旅游减贫长期性和复杂性的认识非常有其必要。要鼓励开展旅游减贫研究，积累更多的案例，寻找更好的理论阐释。要鼓励不同国家和地区、不同民族和肤色、不同学科和领域的人们就旅游减贫进行多视角、多层面的交流。要打破政产学研的界限，让更多的人坐在一起讨论旅游减贫问题，促进理论和实践的互动。

2. 推动贫困地区的旅游产业植入

产业植入是旅游减贫的战略方向。要发挥先行者的示范带动作用，致力于使更多的市场主体参与到贫困地区的旅游发展中来，促进当地旅游业的规模化和现代化发展。要致力于构建更加合理的利益分享机制，努力提高当地居民在旅游发展中的参与程度和获得感。要充分发挥旅游业关联带动作用强的产业优势，促进旅游业和农业、手工业、文化创意产业、体育产业、健康产业等的融合发展，不断寻找新的结合点。

3. 促进文化建设和旅游产业植入的融合

文化建设事关旅游减贫的可持续发展。既要充分尊重当地的文化传统，又要考虑到当地居民的发展愿望，在此基础上实现引进开发项目和当地文化的有机融合。审慎对待当地的文化遗产，用积极的方式加以利用。鼓励在继承中创新，在创新中发展，通过发展实现当地人口素质的提升和发展意识的提高。

4. 政府、企业和非政府组织各尽其能

产业植入和文化建设需要政府做好基础设施和公共服务，需要企业去投资运营，需要非政府组织去协调沟通。每一类主体都可以发挥自身的优势，在贫困地区的旅游产业发展中贡献自己的力量。

5. 鼓励更负责任的旅游

旅游是生活方式的分享。支持更多的人到贫困地区去旅游，但请平等对待行程中遇见的每一个人。给予彼此的差异以必要的理解、包容和尊重，是主客双方都应当共同遵守的旅游伦理。旅行的责任还包括善待一切弱势群体，以及每一份需要保护的自然而文化遗产，尽我们力所能及的力量去帮助他们。当且仅当，受助者愿意接受，帮助者以不会引起别人身体和心理不快的方式实施时，客人对于主人的帮助才会有效实施。

6. 推动年轻人更多参与

一个地方的发展最重要的是要有人才，特别是要有年轻人的参与，他们代表着未来。要通过培训、挂职、投资孵化等方式，持续提升年轻人的市场意识和专业能力，推动旅游领域的创新创业深下去、留下来、传得开。要通过地方商业环境的完善、生活品质的升级、产业体系的优化和教育、科技、文化氛围的提升，吸引年轻人留下来，出去的人回来，外地人进来。

《世界旅游发展报告 2019——旅游促进减贫的产业植入和文化建设》课题组

学术指导：

戴 斌 中国旅游研究院 院长

组长：

宋子千 中国旅游研究院 首席战略研究员 / 政策与科教所所长

成员：

刘 宇 北京联合大学旅游学院 教授

蒋艳霞 中国旅游研究院政策与科教所 博士、助理研究员

辛安娜 中国旅游研究院政策与科教所 博士后

张 琳 中国旅游研究院研究助理 / 中央财经大学硕士研究生

张 杰 中国旅游研究院研究助理 / 北京石油化工学院学生

（北京联合旅游学院学生周亚平、龚天楠、石玉琪和 Jackline Mafuwe 等也在资料收集和文稿校对方面做了大量工作，特此说明并致谢。）

I. Further progress in global tourism and poverty alleviation through tourism

1. Global tourism industry maintains stable growth.

According to the World Tourism Organization (UNWTO), worldwide international tourism arrivals in 2018 increased nearly 6% to 1.4 billion; exports generated by international tourism grew 4% year-on-year to reach 1.7 trillion; for seven years in a row, tourism exports grew faster than merchandise exports^[1]. The World Travel & Tourism Council (WTTC) reported that the global Travel & Tourism sector grew by 3.9% in 2018 to contribute a record 8.8 trillion dollars and 319 million jobs to the world economy, a growth rate higher than that of the world GDP for the eighth consecutive year and one of the fastest growing sectors in the world^[2].

2. Developing economies make remarkable achievements in tourism development.

According to the UNWTO, Asia and the Pacific recorded 343 million international tourism arrivals in 2018, up 6% year-on-year; data from Africa pointed to a 7% increase in 2018, reaching an estimated 67 million arrivals. WTTC said the Travel and Tourism sector grew 6.4% in Asia and the Pacific, higher than the global average of 3.9%, and as much as 8.6% in North Africa. Ethiopia, Saint Kitts and Nevis, Egypt and Turkey had eye-catching growth in the past year. In particular, Ethiopia stood out as the world's fastest growing travel economy, up by 48.6% in 2018. China and its fellow developing countries such as Cambodia, Viet Nam and Kenya also realized robust growth in their tourism sector.

3. Tourism remains a major force in the global poverty alleviation endeavor.

For many developing economies, tourism is one of the most important sectors to help the poor get rid of poverty and realize prosperity. It is reported that Cambodia attracted 6.2 million international visitors in 2018, up 10.7% over the previous year, with 4.356 billion dollars tourism revenue, a year-on-year increase of 19.8%. Cambodian Prime Minister Hun Sen gives credit to tourism for economic growth, job creation and poverty reduction in Cambodia and the Cambodian government regards tourism as “green gold”^[3]. Viet Nam sees rapid growth in its tourism sector in recent years, as international tourism arrivals totaled 15.5 million in 2018, up

[1]. UNWTO: worldwide international tourism arrivals increased nearly 6% to 1.4 billion, <http://www.199it.com/archives/825298.html>

[2]. Tourism has become a major engine of world economic growth, <https://new.qq.com/rain/a/20190429A02WFZ>.

[3]. China Becomes a Major Source of International Tourists for Cambodia, http://www.xinhuanet.com/fortune/2019-02/25/c_1124161819.htm.

nearly 20% year-on-year, with tourism revenue growth at 21.4%^[4]. In Q1 2019, international tourism arrivals hit 4.5 million, a year-on-year increase of 7%. The government in Viet Nam has set the target of 18 million international tourists for 2019^[5]. In 2018, the Laos received about 4.18 million international visitors, up 8.2% over the previous year^[6]. In 2018, tourism revenue in Kenya reached 157.4 billion shillings (about 1.55 billion US dollars), a year-on-year increase of 31.3%; tourists totaled 2.027 million, a year-on-year increase of 17%^[7], delivering a strong boost to economic growth in the African country. Tourism is the largest foreign exchange earner and most important sector in Fiji. In 2018, it received 870,000 international visitors, which has directly created more than 40,000 jobs and contributed 40% to its GDP.

Tourism in the Least Developed Countries and Small Island Developing States

Global Sustainable Tourism Dashboard of Griffith University, Australia conducted a research on the least developed countries (LDC) and small island developing states (SIDS) around the world and found about 14% of the global population lived in about 70 such countries in Africa, Middle East, Asia and the Pacific, Latin American and the Caribbean. From 1995 to 2018, the number of people directly employed in the tourism sector increased from 3.2 million to 8.6 million and inbound tourism revenue from 33.172 billion and 73.963 billion US dollars. In 2018, the top ten countries by the number of job directly created by the tourism sector are Zambia, Bangladesh, Ethiopia, Myanmar, Tanzania, Nepal, Uganda, Mozambique, Madagascar and Malawi. The top ten countries/regions by inbound tourism revenue are other Oceanian Islands, the Dominican Republic, Cambodia, Puerto Rico, Ethiopia, Cuba, Jamaica, Maldives, the Bahamas and Tanzania.

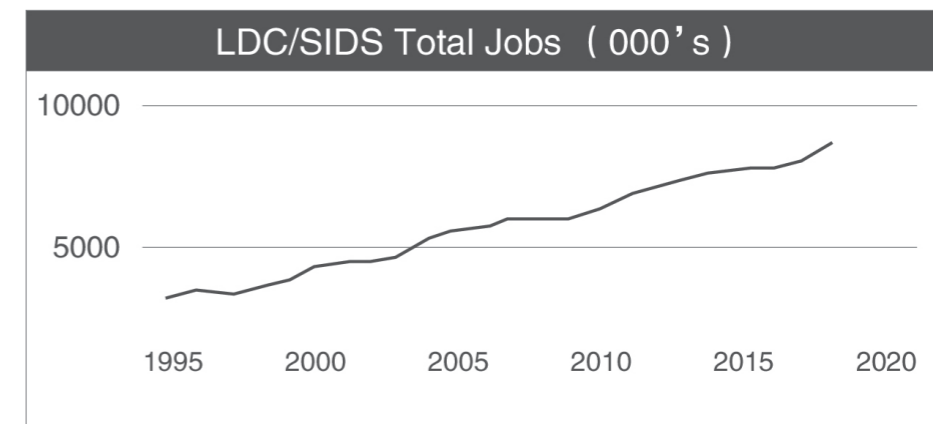


Figure 1. Changes in Total Jobs in LDC/SIDS 1995-2018

[4]. 2018 Tourism Revenue up 20% in Viet Nam, <http://finance.sina.com.cn/roll/2019-01-11/doc-ihqhqcis5070830.shtml>.

[5]. Tourism Sector in Viet Name for 18 Million Tourists in 2019, <https://cn.qdnd.vn/cid-7180/7200/nid-556408.html>.

[6]. Tourism in the Laos 2019: Revenue to Decline by 2.63%, <http://dy.163.com/v2/article/detail/E64RC1DN0534067W.html>.

[7]. 2018 Kenya Tourism Industry up 31.3%, with Tourists Totalling 2.03 million, <http://ke.mofcom.gov.cn/article/jmxw/201904/20190402859338.shtml>

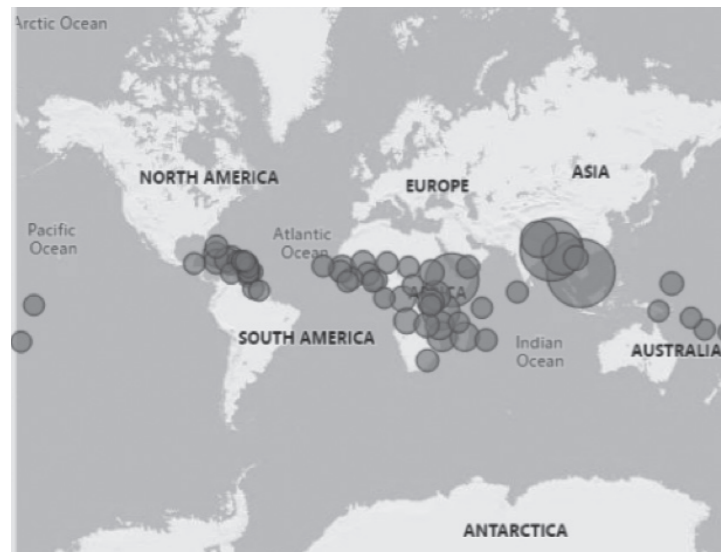


Figure 2. Jobs Directly Employed by Tourism in LDC/SIDS

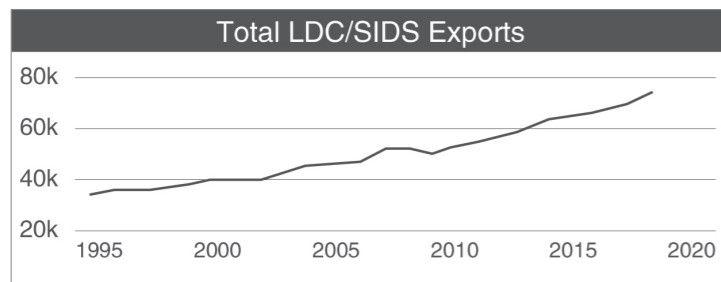


Figure 3. Inbound Tourism Revenue of LDC/SIDS in 2018

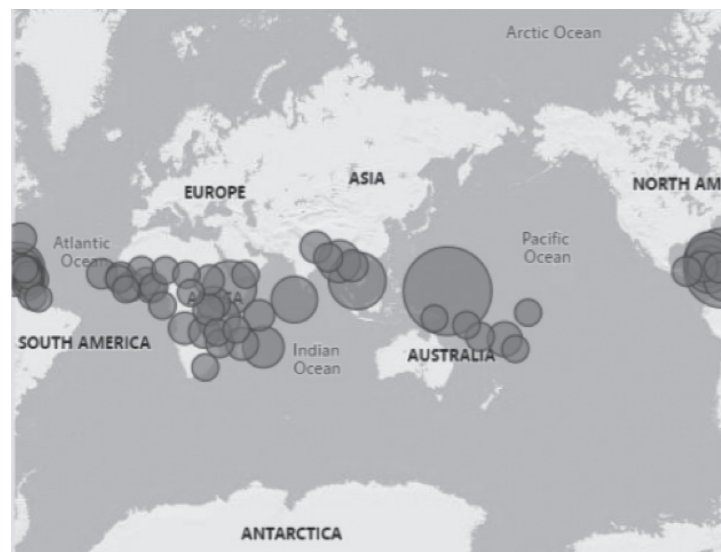


Figure 4. Changes in Inbound Tourism Revenue of LDC/SIDS 1995-2018

Source: <https://www.tourismdashboard.org/explore-the-data/poverty-alleviation/>

4. Tourism plays a major role in China's poverty alleviation process.

In recent years, China has launched a comprehensive campaign against poverty and made decisive progress by lifting more than 10 million people out of poverty annually. By the end of 2018, the rural poverty rate has fallen to 1.7%^[8]. Due to its robust growth and leveraging role, the tourism sector has played an important role in promoting poverty alleviation. According to the data released by China's Ministry of Culture and Tourism, the overall contribution of tourism to GDP in the year 2018 was 9.94 trillion yuan, accounting for 11.04% of China's total GDP. The sector also created 79.91 million jobs directly and indirectly, accounting for 10.29% of the total employed population in China. In many central and western provinces, rural tourism has become an essential force to promote poverty alleviation and an important starting point for implementing the rural revitalization strategy. For example, in Guizhou province, since 2016, tourism poverty alleviation has helped 890,000 people to increase income. Just in the first half of 2019, the province's nine projects for tourism poverty alleviation have helped 76,906 registered poor residents to increase income^[9].

5. "Industrial implantation" and culture building hold the key to pro-poor tourism

As the efforts to promote poverty alleviation through tourism continue globally, we can identify many drawbacks in the traditional tourism poverty alleviation model that features attracting projects, providing financial support and supporting projects on case by case basis. First, it is difficult to integrate the projects attracted with local culture. It is a common global practice for pro-poor tourism to reduce poverty through government financial support, NGO funding and foreign investment to build tourism projects. Good results are achieved in some cases. However, in some projects, due to the significant gap between the fundamental environment required for projects' development and the actual circumstances of the poverty-stricken areas, we may find them detrimental to the local natural and cultural environment and difficult to adapt and succeed in market. Second, it is not easy for local residents to participate and benefit. Many tourism projects are relatively high-end and fashionable, with high threshold for human resources in their development and management. However, most residents in the poverty-stricken areas are in lack of high education, employment skills and understanding of the modern tourism sector and therefore find it difficult to participate. They may only take some auxiliary jobs with low requirement for skills and low income. This restrains the poverty alleviation results of those projects. Some tourism projects are therefore seen as "enclaves" in poverty-stricken

[8]. *Development for Poverty Alleviation Is A Relentless and Strong Engine for Achieving Historical Success in the Poverty Alleviation Campaign*, http://politics.gmw.cn/2019-08/12/content_33072244.html

[9]. *The Tourism Sector of Guizhou Achieves Leapfrogging Development and Will Mainly on Quality Improvement in the Future*, <http://dy.163.com/v2/article/detail/ELDO1H5D0525NMC3.html>

areas, which benefit investors and outsiders much more than local communities and even lead to conflicts between project owners and local communities. Third, some projects are not sustainable. In the absence of broad support from local people and cultural atmosphere in the poverty-stricken areas, it is difficult for some projects to achieve long-term success. In some cases, after the departure of poverty alleviation officials, projects went south and some residents even returned to poverty. By reviewing the tourism poverty alleviation practices in recent years, it is evident that the best examples are those with more efforts on “industrial implantation” and culture building.

II. “Industrial implantation” – new highlight in pro-poor tourism

In recent years, one evident feature of success stories of poverty reduction through tourism is developing tourism into an industry in which most of the local population can participate and promotes the cross-industry development of regional economy through tourism development. This report refers to it as the “industrial implantation” in poverty reduction through tourism.

1. A large number of tourism companies/tour operators

A single project may serve as the precursor to industrial implantation, but is not able to achieve industrial implantation alone. As per general understanding, an industry is a group of firms that produce similar products. Therefore, only with the presence of a certain number of tourism companies or tourism operators, can one place take credit for its industrial implantation of tourism. For poverty-stricken areas, more tourism companies and tour operators also mean more opportunities for participation and benefits.

Based on the experience of global tourism development, successful tourist destinations often host many tourism projects, business formats and entities. Australia’s Gold Coast is known for its stretches of beaches and exciting surfing, and also boasts a large number of resort hotels, shopping centers, duty-free shops and amusement sites, including more than 30 themed amusement parks, 12 tropical rainforest national parks and more than 50 golf courses. On Jeju Island in South Korea, there are more than 100 museums^[10]. The Cancun tourist resort in Mexico is a typical case of tourism development in underdeveloped regions. Its success is also attributable to the development of many tourism projects and business formats. In the 1960s, Cancun was a fishing village with just over 300 people. Thanks to the Mexican government’s tourism development plans and funds raised through various channels, a large number of tourism projects were developed. In 1994, there were 90 hotels on the peninsula offering more than 20,000 rooms, and hundreds of restaurants, nightclubs, tennis courts and golf courses. Nowadays, Cancun receives millions of international tourists and earns billions of dollars every year. It has grown into a large city with a population of over one million^[11]. The agglomeration of tourism projects, business formats and entities can significantly promote the development of poverty-stricken areas. Yingshang County, Anhui Province, China is located at the intersection

[10]. https://www.sohu.com/a/272721258_364961

[11]. http://www.360doc.com/content/19/0412/10/9683657_828222606.shtml

of the Huaihe River and the Weihe River and consequently prone to floods. As the county was vulnerable to natural disasters and notorious for its dirty and chaos living conditions, it was listed as national poor county. In recent years, in addition to improving water conservancy and developing the economy, the county has focused on water and turned "water vulnerability" into "water benefits" and transformed such disadvantage into an advantage. As a pioneer in tourism development, it has "turned liability into asset" through the fast development of all-for-one tourism, and also effectively achieved targeted poverty reduction by helping villagers to increase their income. Today, it is home to two scenic areas awarded the "Top 500 of the Global Ecological Protection", one 5A rated scenic area and two 4A rated scenic areas. In 2018, the county received 6.9 million tourists and registered tourism income of five billion yuan. In 2019, the county officially graduated from poverty^[12].

Supporting local residents' entrepreneurship and SME development is an important way to enrich tourism projects, business formats and entities. Many tourism poverty reduction projects pay particular attention to this. For example, in a project in Inhambane, Mozambique, the UNWTO provided training on business management to 21 owners/managers of small tourism enterprises. Further, the project also provided micro finance to nine small enterprises dealing with handicrafts production, supply of fruits, vegetables and eggs, organization of sailing tours. A group of 20 handicraft producers was supported by providing a space where they can sell their souvenirs to tourists^[13]. The Kwam Makana pilot project for promotion of tourism home-stays, launched by the Department of Sports, Recreation, Arts and Culture of South Africa, aims to train women over the age of 40 from Joza Town by focusing on the annual Grahamstown Arts and Culture Festival, to enable them to provide home-stay accommodation for tourists. These women used to be unemployed or had a family income of less than 1,500 Rands per month. But now they operate home-stay service to provide tourists with the most authentic tourist experience and also alleviate the poverty of their own and family^[14]. In the Bailixia Scenic Area of Yeshanpo in Hebei Province, China, there are 23 tourism poverty reduction cooperatives established through mobilizing the resources of home-stay tourism, industrial and commercial capital, cooperation and sharing and champion enterprises. 800 tourism farmhouses have been newly built or renovated. 2,203 farmhouse entities have promoted the rapid development of tourism around the scenic areas and promoted the development of 71 poor villages, among

[12]. *Yingshang County Achieves Precision Poverty Alleviation through the All-for-one Tourism and Turning "Water Vulnerability" into "Water Benefits"*, http://www.ah.xinhuanet.com/2019-07/02/c_1124697455.htm

[13]. *Human Resource Development and SME Development in Inhambane, Mozambique*. <http://cooperation.unwto.org/news/2018-02-27/human-resource-development-and-sme-development-inhambane-mozambique>

[14]. Emotional Confidence Levels and Success of Tourism Development for Poverty Reduction: The South African Kwame Makana Home

which there are 45 villages taking rural tourism as the main industry, covering 9,094 households and 17,526 people^[15].

2. Longer tourism industry chain and larger tourism industry cluster

Tourism is the aggregation of the industries that provide tourists with the products and services needed for tourism activities. It features long industrial chain, wide connection and comprehensiveness. To develop a good tourist destination and a tourism industry cluster, we must seek the vertical development of the upstream and downstream and the differentiated horizontal development by focusing on the elements of tourism activities such as catering, accommodation, transportation, sight-seeing, shopping and entertainment. As most of the poor areas lack the industrial base, such industrial cluster formed around tourism is particularly important for their development.

In the mid-1960s, Sweden launched its Northern Rural Revitalization Plan. Åre is a municipality in Jämtland County in northern Sweden. It developed ski tourism with its natural snowfields, contributing to the development of hotels, leisure facilities and shopping centers. Under the "Destination Support Strategy", Åre also strengthened the cooperation with enterprises and promoted local enterprises as cluster. Today, it is a famous ski destination in Northern Europe^[16]. Since the 1980s, Niger, one of the world's least developed countries, has made efforts to develop tourism. In addition to the natural and historical sites, it has also planned the Paris-Dakar rally, hunting tours, museum tours, the African International Fashion Festival and other featured tourism projects^[17]. Zhangjiajie Scenic Area in Hunan Province, China, is a renowned world natural heritage site. In recent years, it has launched tourism poverty reduction models such as "champion enterprises + bases + village collectives + tourism shopping + farmers", "characteristic breeding villages + agricultural and sideline products + rural tourism + farmers" and "bases + agricultural and cultural tourism products + tourism shopping + farmers". By selecting and advertising Zhangjiajie handicrafts as "Zhangjiajie gifts", it has developed more than 2,000 characteristic tourism products. By combining special breeding, agricultural and sideline products processing and rural tourism, it has developed a number of specialty agricultural products such as "Zhangjiajie Tea" and lifted 5,200 poor households out of poverty^[18].

[15]. *Yeshanpo of Hebei Province Leverages the Tourism Development of 71 Villages*, http://paper.people.com.cn/zgcsb/html/2018-09/24/content_1883738.htm

[16]. Li Yuheng et al., "Rural Revitalization and Sustainable Development – Study on International Cases and Their Inspirations", *Geography Research*, No.3, 2019.

[17]. *Analysis on the Industrial Structure of Niger*, <http://news.afrindex.com/zixun/article9184.html>.

[18]. *The "Zhangjiajie Example" of Precision Poverty Alleviation through Tourism*. <http://travel.sina.com.cn/domestic/news/2018-10-17/detail-ihmhafis1650378.shtml>

South Africa achieves industrial renewal through the development of tourism

The development of many cities in South Africa was based on mining. In 1994, tourism accounted for less than 2% of South Africa's GDP. Since the beginning of the 21st century, with the decline of the mining industry and South Africa's awareness of its rich and diverse ecosystems and numerous protected areas, tourism has been deemed as an industry with great potential. Tourism has become an effective solution to economic growth and a tool to enhance community participation and maintain sustainable resource.

In 2001, the city of Utrecht was home to approximately 5,500 residents. It used to be a prosperous coal mining center. In the early 1990s, when the mining industry collapsed, the region, like many other mining towns in the rest of the world, suffered the consequences of over-reliance on resources. The number of jobs has fallen sharply from 10,000 in the early 1980s to merely 140 in 2002. Some miners who previously lived in the mining area began to engage in agricultural production, and most of them moved to other regions. Its unemployment rate once exceeded 40%. In this case, the local government took advantage of the rich natural tourism resources of South Africa and proposed to turn Utrecht into a theme park city. By building an amusement park in the previous mining area, the city started to develop the tourism industry, which stimulated local employment and economic growth. At the same time, in order to meet the needs of the surrounding communities and residents, the city also opened a second site for the development of farmhouse home-stay and wildlife tourism. With the continuous construction of accommodation facilities, the city witnessed significant growth of visitors since 2003. Its occupancy rate can reach 80% at most weekends and even 100% during festivals and special events. The city has transformed from a resource-exhausted city to a tourism city.

Source: Small-scale, nature-based tourism as a pro-poor development intervention: Two examples in Kwazulu-Natal, South Africa, <https://onlinelibrary.wiley.com/doi/full/10.1111/j.1467-9493.2006.00251.x>

3. Modernized models in tourism development and management

Nowadays, the tourism industry has become an increasingly important part of the modern services industry, with significant progress achieved in developing, branding and marketing new products to meet the needs of modern market, managing enterprises in modern ways and applying advanced technology. In order to achieve remarkable successes in developing tourism in poor areas, we must modernize tourism product development and management. Therefore, this report regards it as an integral part of implanting modern industries.

Once as one of the world's least developed countries, Samoa graduated from this category in 2014 through tourism development. In recent years, in response to the needs of the market, local tourism companies have shifted from the fales model—open-air and backpacker-oriented beach lodge—to providing higher-end tourism and holiday products for tourists looking for luxury travel experience. It also collaborated with Bodyshop to produce and sell coconut-based beauty products to diversify Samoa's tourism development, which has not only created more jobs for

Samoa women, but also increased the brand association between Samoa's tourism and luxury goods^[19]. Sierra Leone, a poor country in West Africa, used to host mainly business visitors for diamonds, gold, iron ore and other minerals in the country. Today, it plans to use the marketing statement "Sierra Leone for brave visitors" to develop tourism products for adventurers from all over the world^[20]. In China, tourism in many rural areas has also begun to focus on product development and marketing. For example, to meet the needs of the Beijing-Tianjin-Hebei urban tourism market, Nanyu Village, Laishui County, Hebei Province has in recent years developed the high-end home-stay brand "Mamahua Hillside", which is very popular among tourists^[21]. Yuanjia Village in Shaanxi Province, China, used to be a notorious "beggars' village". Now it not only attracts a large number of domestic tourists, but also builds the commercial brand of Yuanjia Village and presenting it in the Xi'an Yintai Department Store. In addition, it has also developed the rural tourism brand of Yuanjia Village to export its management model and management brand^[22].

Modern science and technology is advancing with each passing day, which has greatly facilitated people's life, promoted industrial development, and provided opportunities to under-developed areas to catch up. Poor flow of information had been a critical constraint to the development of many poor areas. However, the development of science and technology represented by the Internet has removed this barrier. Internet marketing has become the basic means of tourism development in many poor areas. The community-based ecotourism marketing program, jointly organized by the UNWTO with other partners in East Timor, delivered training seminars on the marketing of community-based tourism, produced a brochure on East Timor ecotourism, and developed a tourism website in English^[23]. Madagascar is one of the least developed countries in the world. In order to develop tourism, it announced a three-year cable network plan in 2016 to build a fiber-optic network covering all cities in the country. By 2018, it has completed 9,000 kilometers^[24]. Internet development is high on China's agenda of poverty alleviation. In 2018, the Shanxi Provincial Department of Culture and Tourism cooperated with Amap to develop the "Map on Tourism Poverty Reduction of Shanxi Province"^[25]. In May 2019, Cyberspace Administration of China, the National Development and Reform Commission, the

[19]. <http://theconversation.com/can-tourism-alleviate-global-poverty-76581>

[20]. *Sierra Leone Develops Tourism to Attract World Adventurists*. <http://news.soho.com>

[21]. Shi Yiqi, "Study on the Poverty Alleviation and Development of Nanyu County, Laishui County", *Cooperative Economy and Technology*, No.3, 2018.

[22]. *From Hollow Village to the Most Beautiful Village - Yuanjia Village's Path of Rural Tourism and Industrial Development*, http://www.sohu.com/a/225196929_719115

[23]. <http://cooperation.unwto.org/news/2018-02-26/two-st-ep-projects-successfully-completed-timor-leste>

[24]. *Madagascar to Build 11,000-km Fiber-Optic Network and 9,000-km already Completed*, <http://www.soecc.org.cn/show.asp?id=12145>

[25]. *Shanxi Publishes the First "Map on Poverty Alleviation through Tourism"*, http://www.xinhuanet.com/politics/2019-03/28/c_1124296566.htm

State Council Leading Group Office of Poverty Alleviation and Development, and the Ministry of Industry and Information Technology jointly issued the “Key Points for Network Poverty Alleviation in 2019” and proposed to support the development of “Internet + Tourism” in deep poverty-stricken areas^[26]. Many villages and towns have combined e-commerce and tourism. For example, Peixie Village, Xiaochi Town, Xinluo District, which is known as “the No.1 Taobao Village in Fujian”, launched the Slow Life Cultural Tourism Festival and the Folk Culture Tourism Festival a few years ago^[27]. Jianchi Village, Yunxi County, Shiyan City, Hubei Province, known as “the No. 1 Taobao Village in Hubei”, has also developed rural tourism in recent years, and built 20 hectares of lotus ponds. It is today featured with the combination of bluestone roads, traditional suspended buildings and modern style Taobao street^[28].

Villagers in Tianxi Village, Hunan Province, develop tourism through crowdfunding

Tianxi Village, Liuyang City, Hunan Province, is home to 5,135 people from 1,415 households. Among them, there were 212 registered poor households and 723 register poor villagers. In 2014, Tianxi Village was identified as a poverty-stricken village, with the largest poor population in Liuyang City. In the past, with no viable income source, the villagers could only rely on and take advantage of natural resources by cutting trees and bamboos. Due to the logging ban, a large number of villagers had to go out to seek jobs, leaving the village half empty. Despite its protracted poverty, Tianxi Village is located in the south of Dawei Mountain National Forest Park and rich in ecological resources. There are more than 130 hectares of primitive yew group in the village, and also the Panshi Grand Canyon with the metrological features of the Quaternary Glacier. After launching the campaign against poverty, the village officials and some villagers hoped to promote rural tourism and adopt the model of “tourism + poverty alleviation”. Despite the urgency to invest in and improve its infrastructure, the village was too poor and hesitant to go through the complicated process to apply for financial support from higher authorities. However, Li Jihuang, the village’s party committee secretary, came up with the idea to solve this problem through “crowdfunding”. In August 2015, 1.32 million yuan was raised in the first phase of the crowdfunding. Coupled with extensive publicity and mobilization and led by the village officials, the villagers of all ages worked relentlessly for more than 20 days and significantly improved the village’s appearance. The passion and participation of the villagers impressed the superior tourism authorities. At the end of 2015, Tianxi Village received policy and financial support, which improved its tourism infrastructure more quickly. In order to add more experience project and extend the tourism industry chain, the village also encouraged villagers to plant nearly 20 hectares of fruit.

In July 2018, Tianxi Village officially opened its door to tourists. With plenty of facilities and sites such

[26]. *Four Ministries Support Deep Poverty Areas to Develop “Internet + Tourism”*, http://f.china.com.cn/2019-05/07/content_74758217.htm

[27]. “No.1 Taobao Village in Fujian” Launched Slow Life Cultural Tourism, http://www.sohu.com/a/101213149_119743

[28]. *An Once Mountain-locked and Poor Village Aims to Be “the Most Beautiful Taobao Village in China”*, http://cnews.chinadaily.com.cn/baiduMip/2017-06/05/cd_29626450.html

as skiing, racetrack, slow river drifting, Grand Canyon, yew trees, glass bridge, orchard home-stay, etc., it attracted a large number of visitors to experience and enjoy, and started to build up its reputation. Nowadays, the village is always full of visitors on holidays and festivals. In case of full occupancy at the village’s home-stays, some visitors even have to stay in the town. At the end of 2018, out of the 212 registered poor households, only 10 remained below the poverty line. By June 2019, the village has received nearly 90,000 tourists, with a total ticket income of 2.4 million yuan, and villagers earning nearly seven million yuan. It was also awarded the “Top Ten Most Attractive Tourism Villages in Changsha City” and shortlisted in the award of “the Most Distinctive Tourist Town in Changsha City”. With the same mountain and same villagers, we can see a totally different village today.

Source: *Crowdfunding by Villagers Transformed A Poor Village into A Popular Scenic Area*.
http://www.xinhuanet.com/2019-06/14/c_1124622889.htm

4. High level of participation by local residents

The implementation of tourism poverty reduction shall be people-oriented and ensure local residents’ participation in the tourism industry. The genuine “industrial implantation” should count on local residents, otherwise it will be “industrial colonization”. The most evident manifestation of local residents’ participation is their employment and entrepreneurship. They can also invest in shares with their own properties, land and fund. Local residents are born and raised up in their home villages. They are willing to get deeply involved in the tourism development process and share the fruits of tourism development. Specifically, they want to obtain adequate and decent employment opportunities, improve wage income and asset dividends, and thus improve their quality of life and overall competency.

At the Asia Pacific Tourism Annual (PATA) Summit in 2019, the tourism secretary of the Philippines recognized that millions of lives depend on tourism as a source of livelihood. In 2017, the tourism sector in the Philippines contributed 12.2 percent of the country’s GDP and 13.1 percent of the country’s total employment, providing at least 5.3 million jobs to Filipinos^[29]. The Dahlak Archipelago of Eritrea, known as one of the best diving and fishing spots in the world, only has a total population of only 2,500, who traditionally work on fishing, turtles catching and pearls collecting. It is now also a travel destination providing travel services to international tourists^[30]. As mentioned above, Yingshang County, Anhui Province, China, in the year of 2018

[29]. *World news. PH, China see tourism as key player in poverty alleviation*, <https://travelwirenews.com/ph-china-see-tourism-as-key-player-in-poverty-alleviation-1453922/>.

[30]. *Tourism Development Is Expected to Boom the Hotel Market in Eritrea*, <http://www.topbrain.cn/zhonghengyuan/gongsixinwen/2013-12-20/661.html>

alone, lifted 6,684 people out of poverty. In Xinjiang Town, Nanning City, Guangxi Zhuang Autonomous Region, China, there were four poverty-stricken villages in 2015, with a poverty rate of 10.1%. Through the development of rural tourism, it has created a lot of jobs for poor villages. Among them, more than 100 people are employed by farmhouses; with priority given to poor households, about 100 people are employed to build tourism infrastructure; some poor villagers are also employed and trained with priority to perform in cultural tourism performance teams, such as Bayin Performance Team and Liaoluo Mountain Singing Team. By the end of 2016, Xinjiang Town has lifted 259 households and 2,199 people out of poverty and reduced the poverty rate by 7.05% to 3.56%^[31]. In the Linzhi area of Tibet, China, thanks to tourism, a large number of farmers and herdsmen have made their fortunes in running the businesses of hostels, Tibetan food catering, passenger transport and other industries. From January to April 2018, the Linzhi area received 2.138 million domestic and international tourists and registered tourism income of 1.52 billion yuan, representing an increase of 93.1% and 110.4% respectively compared with the same period in 2012. In Linzhi, there are 1,358 households and 8,207 farmers and herdsmen providing tourism services, making income of 61.22 million yuan^[32].

5. Deep integration of tourism and other industries

Tourism development is in essence a process of expanding scale and scope through industrial integration. Such integration is conducive to giving full play to the tourism industry's leveraging effect and increasing the comprehensive benefits of tourism development. Therefore, the degree of this integration can be used as an important yardstick to judge whether the industrial implantation in poor areas is successful.

The combination of tourism, shopping and e-commerce is analyzed from the perspectives of tourism industry chain and tourism product development and marketing. From the perspective of industrial integration, the types of industries that tourism can integrate with are very diverse and there are almost no boundaries. In the *World Tourism Development Report 2018—Tourism Promotes Poverty Alleviation: Global Progress and Demands of the Era*, which was released last year, we looked at Doi Tungin of Thailand, which is a typical case of integrating tourism, coffee, orchid cultivation and handicrafts production. In recent years, China has put forward a series of concepts such as “tourism +” and “all-for-one tourism”, which have effectively promoted industrial integration in developing pro-poor tourism. In 2018, Sandao Town, Baoting

County, Hainan Province invested 4.09 million yuan to help villagers to start orchid cultivation and develop rural tourism. It also attracted orchid plantation enterprises from Taiwan to join in the efforts of building beautiful villages. Thanks to such efforts, 143 villagers from 20 poor households were employed in their hometown. They can increase their income and get rid of poverty without leaving their hometown and land nor losing any land benefits^[33].

In Xiaosong Town, Jian'ou City, Fujian Province, the per capita net income of farmers in 2006 was only 4,768 yuan. In 2016, the town adopted a system to accurately identify poor households, under which registered poor households were guided to develop rural leisure tourism and develop sightseeing and fruit picking gardens such as passion fruit gardens. By developing tourism and attracting tourists, poor households witnessed their annual income increased by nearly 100,000 yuan on average, which permanently lift them out of poverty thanks to modern leisure agriculture^[34]. In addition, the town also leveraged its environmental endowments by combining rural tourism and leisure sports activities. Alongside a 35-kilometer riverside walking trail, there are six villages and one forest farm where multiple sports projects are developed, such as bike trails, outdoor hiking, mountaineering, camping, and rafting. In 2017, the town was listed as one of the first batch of national pilot towns for sports and leisure tourism. In 2018, it became the only one in Fujian province that was honored as one of “China's Most Beautiful and Healthy Towns”^[35]. Wanzhou District of Chongqing City embarked on the path of combining ecological protection, green agriculture and tourism development. Relying on natural endowments, it developed an industrial development strategy named “581” altitude model, which aimed to promote citrus fruit cultivation below the altitude of 500 meters, eco-tea cultivation above the altitude of 800 meters, and the cultivation of late-maturing *Prunus salicina*, early-maturing pears and other fruitlets between the altitude of 500 meters and 1000 meters, with scattering cultivation of bamboo shoots, flowers, and wood oil plants in suitable areas. Today, the district is home to 80,000 hectares of rose orange plantations, 31,000 hectares of tea gardens, and rapidly growing characteristic plantations of fruitlets, Chinese herbal medicines, seedlings and flowers. As embellished by these characteristic plantations, Wanzhou is a greener place today and increasingly attractive to tourists. With farm picking festivals and diverse outing events, it is getting more popular and the villagers can live a better life^[36].

[31]. Deng Xiaoying, “Study on the Indigenous Development of Precision Poverty Alleviation Through the All-for-one Tourism – in case of by Xinjiang Town of Nanning City”, *Journal of Nanning Vocational and Technical College*, No. 2, 2018.

[32]. Liu Hongming, “Alleviate “Beauty Poverty” through Tourism – Ecotourism in Linzhi Promotes Precision Poverty Alleviation”, <http://news.eastday.com/c/20180524/u1a13931126.html>

[33]. *Baoting County Explores A Path of Tourism Poverty Alleviation Featuring Cooperation and Common Prosperity of Tourism and Villagers*, http://baoting.hainan.gov.cn/baoting/ywdt/jrbt/201812/t20181210_1512204.html.

[34]. *Precision Poverty Alleviation Model of “Tourism + Industries”: A New Path for Poor Areas to Graduate*, <http://www.cien.com.cn/2018/0227/9010.shtml>

[35]. *Xiaosong Town of Jian'ou City, The Only One in Fujian Honored as One of “China's Most Beautiful and Healthy Towns”*, <http://www.mnw.cn/nanping/jianou/2082381.html>

[36]. Chen Guozhou and Wan Zhou, “Scenery Becomes an Industry and Is Getting Industrialized”, *China Comment*, No.8, 2019.

III. The motivation and mechanism for industrial implantation in tourism development in poverty-stricken areas

Compared with the traditional model only featuring attracting projects, providing financial support and supporting individual projects, industrial implantation is undoubtedly more complicated, involving more interests, more stakeholders to be coordinated, and many factors that may affect the implantation outcome. In a sense, the industrial implantation is the overlaying and blending of multiple poverty alleviation tools including attracting projects, providing financial support and supporting individual projects, but to a greater extent.

1. Governments, enterprises, NGOs and tourists playing important roles respectively.

Poverty alleviation is an economic activity, and even more a public welfare endeavor. Likewise, tourism development is not just economic activity nor constrained by its industrial attributes, but also with strong externalities and public welfare attributes^[37]. Thus, pro-poor tourism often requires the joint efforts by governments and social forces.

It is a governmental undertaking to build infrastructure and deliver public services. Many national and local governments have constructed infrastructure such as roads, railways, airports, and port terminals for underdeveloped tourist destinations, and strengthened professional training for local people, thus achieving tourism development and economic takeoff. The Tonlé Sap Lake in Cambodia was originally a floating home for Vietnamese refugees. Thanks to tourism development and governmental support for local employment, education, medical care and other livelihood projects, the area witnessed evident improvement in ecological environment and quality of life. In the Linzhi region of Tibet, China, the rapid development of tourism in recent years has clearly benefited from public investment in infrastructure. In the past five years, Linzhi has newly built 1,373.78 kilometers of highway and increased the number of flight routes to six, making it the second most important and convenient gateway for tourists to visit Tibet after Lhasa. Thanks to state investment on constructing cement roads, many inaccessible villages began to receive visitors, bringing in sizable income to the inns opened by farmers and herders, and also pushing many local products such as pine mushrooms to a broader market^[38]. In recent years, the Chinese government has adopted many policies for rural

[37]. Dai Bin, "Charity Tourism Is Both A New Potential and Engine of Market", <http://www.ctaweb.org/html/2018-6/2018-6-4-14-3-98013.html> (repeated references in this section is not cited)

[38]. Liu Hongming, "Alleviate "Beauty Poverty" through Tourism – Ecotourism in Linzhi Promotes Precision Poverty Alleviation", <http://news.eastday.com/c/20180524/u1a13931126.html>

development and particularly rural tourism development, including "six small projects" (water-saving and irrigation, human and livestock drinking water, rural biogas, rural hydropower, rural roads, pasture fences) in rural areas, and "the project of three renovations and one rehabilitation projects" (ie, renovate kitchen, lavatories, rooms, and rehabilitate courtyard), which significantly improved poor households' tourism reception capabilities. China has also supported tourism poverty alleviation projects with favorable financial policies. In 2018, the General Office of the National Tourism Administration, the General Department of the State Council Leading Group Office of Poverty Alleviation and Development, and the General Office of the China Agricultural Development Bank jointly issued the *Circular on Recommending Key Projects in Tourism Poverty Alleviation to Receive Financial Support*, to select, identify, support and develop a number of key projects in tourism poverty alleviation with financial support available. It mainly includes but is not limited to tourist attractions, rural tourism, self-driving and recreational vehicles' camps, tourist towns, tourism facilities and equipment manufacturing, tourist accommodation, tourism vehicles and boats, and new tourism formats. In some regions of China, governments also guide pro-poor tourism by incentives or subsidies. For example, in Fujian Province, Wuping County subsidizes 30,000 yuan for each rural tourism activity; Zhangping City provides financial support for converting old houses to home-stay facilities, with a subsidy of 3,000-5,000 yuan for one room^[39].

Enterprises are the main engine of industrial development. To achieve industrial implantation in the tourism development of poverty-stricken areas, we need to foster local tourism enterprises and tourism operators and may also fully leverage the support from external enterprises. Performing social responsibility has become the consensus of enterprises nowadays. On a global scale, tourism development in many poor areas is attributable to enterprises' active engagement and responsible investment. Many of China's top-ranking tourism and related companies have invested in the central and western parts of China in recent years, especially in former revolutionary base areas, areas inhabited by ethnic minority groups, remote and border areas and poverty-stricken areas. Quality projects and decent employment have contributed to local development. China National Travel Service Group launched the "Five-One" tourism poverty alleviation initiative in Leibo County and Mabian Yi Autonomous County, Liangshan Prefecture, Sichuan Province, which aims to prepare one tourism development plan, train one tourism management team, develop one special tourist route, create one 4A rated scenic area, develop and promote one series of tourism specialty products. For poverty alleviation, Wanda Group invested in Danzhai Township in Guizhou. Since its opening, the town has attracted many tourists to experience and visit its rich intangible cultural heritage, Miao and Dong thematic

[39]. Yang Qian, "Study on the Path of Promoting Rural Revitalization – Based on Fujian's Research", *Thinktank Times*, No.2, 2019.

cultural square, thousands of acres of flower fields, jogging track around lake, boutique inns, traditional neighborhoods, wineries, rice shops, clubs and bars, cinemas and other cultural tourism projects. More often than not, scenic areas are also important promoters of industrial implantation in tourism development. For example, the Honghuafeng River Ecological Park, located in Zhongshan County, Hezhou City, Guangxi, is a three-star rural eco-tourism scenic spot. It engaged poor households leaving nearby and invited them to make equity investment. In the first phase, 38 poor households invested in shares and are eligible for annual dividends. Now the poor households in the village not only have a fixed income, but also have a sense of honor, dignity and belonging^[40]. Travel agencies can play an important and comprehensive role in leveraging tourism poverty alleviation. With strong marketing and visitor mobilization capabilities, they can connect market with destination. The arrival of travel agencies means that the region has entered a new phase of consumption upgrade. In recent years, China International Travel Service and China Travel Service have carried out a series of poverty alleviation activities in Mabian County of Sichuan Province, Kangbao County of Hebei Province, Arxan of Inner Mongolia, and Shangri-La of Yunnan Province. Ctrip has focused on transport infrastructure as a key element and launched the “Transport Public Welfare + Tourism Poverty Alleviation” project. The first batch of 100 poverty alleviation tourism routes spread across the country, including 20 provinces such as Fujian, Sichuan, Chongqing, Shanxi, Yunnan, Xinjiang, Guizhou, Shaanxi, Qinghai and Henan, and nearly 1,000 tourist attractions^[41].

Tourists are important players in tourism poverty reduction. In recent years, the tourist market has reached a broad consensus on responsible tourism and is forming the market base of charity tourism. Coming to a place to enjoy the beautiful scenery, taste local cuisines, live in community hotels and home-stays, and purchase traditional crafts, tourists are supporting local tourism industry. During or after their visits, some tourists would even share development ideas, introduce resources and help with tourism marketing, which have played an important role to promote local development. Slum tourism can be seen as a type of pro-poor tourism globally. Developing slum tourism can improve the income of slum dwellers and change outside perceptions of slum dwellers. In June 2019, in an award by TripAdvisor, the world’s largest travel review site, the Dharavi slum in Mumbai became India’s favorite tourist destination, beating the Taj Mahal. The Dalavi slum trip cost about 11.50 dollars, allowing a group of six people to visit slum houses and shops, and all proceeds are returned to the local community^[42].

[40]. *Precision Poverty Alleviation Model of “Tourism + Industries”*, <http://mini.eastday.com/bdmip/180227141303733.html>.

[41]. *Ctrip Launches 100 Pro-poor Tourism Routes to Build A “Happiness Industry”*, <http://news.enorth.com.cn/system/2017/10/09/033852344.shtml>.

[42]. *The Dharavi Slum in Mumbai Is Awarded by TripAdvisor as India’s Favorite Tourist Destination*, <http://www.santaihu.com/47900.html>.

International organizations and NGOs have also played an important role in promoting tourism industry in poverty-stricken areas. For example, the UNWTO has carried out tourism poverty alleviation projects in many countries and regions, not only helping local infrastructure construction, but also contributing to the development of local industries, with good results achieved. Since its establishment, the World Tourism Alliance has been paying close attention to tourism poverty alleviation. It has raised the awareness of tourism poverty reduction by collecting poverty reduction cases, publishing poverty reduction reports, and organizing seminars. NGOs from France played an important role in the tourism development of Tonlé Sap Lake in Cambodia. In Taiwan, China, there are many professional volunteers and a mature system of employing resident artists for villages.

2. Forging a reasonable and sustainable interest mechanism

In the process of industrial implantation in tourism development in poverty-stricken areas, various conflicts of interest occur occasionally between foreign investors, local governments and local residents; between village collectives and individual residents; and among individual residents. In some cases, such conflicts may even endanger the survival of local tourism industry. Only by coordinating the relations between different stakeholders and forging a reasonable and sustainable interest mechanism can “industrial implantation” be carried out smoothly.

Globally, early tourism development in poverty-stricken areas was mostly dominated by external investors, who were also the principal beneficiaries. But this model has quickly been abandoned. Today, the concepts of community participation, sustainable development, and responsible tourism have become the mainstream and been increasingly accepted in China. Due to its special systems of enterprises and institutions administration and land ownership, China has formed unique models in coordinating interests in tourism poverty reduction. For example, Liupanshui City in Guizhou Province has adopted an innovative poverty alleviation framework by carrying out the “three conversions” reform that aims to “convert resources to assets; funds to shares and famers to shareholders”, which has greatly activated the endogenous motivation of poverty alleviation tourism. Shizhu County of Chongqing City has linked the interests of poor households and business entities. The county finance department allocates 10 million yuan annually for rural tourism development, to subsidize rural tourism businesses owners with 20,000 yuan for each “link” with one poor household. Erhexue County, Shangying Town, Shulan City, Jilin Province, has formed the cooperation mechanism of three major stakeholders in tourism development. First, the tourism investment and development companies, on behalf of the government, are responsible for industrial operation and management, distribution of passenger flow, and supervision of catering and accommodation. Second, village collectives are responsible for assisting the coordination of land leases, employment and other matters,

and participating in some project operations. Each villager invests 2,000 yuan annually and is eligible for dividends. Third, external investors. The villagers describe such collaboration as “sticky steamed buns” that “tightly stick together, cannot be separated with chopsticks and are yummy and sweet.” In addition, in order to deter any attempt to rip off tourists, the Erhexue County Tourism Investment and Development Company has developed standards for service and rate, so that tourists are served and charged by the same standards. For tourists spend directly at farmhouses like catering, the county also has prepared a unified standard^[43].

Tourism Precision Poverty Alleviation Model in Lu'an City, Anhui Province

Lu'an City, Anhui Province is located in the contiguous deep poverty area of the Dabie Mountains. In 2013, there were 973,600 poor villagers in Lu'an City, accounting for 20.28% of the provincial poor population and 13.6% of the city's population. Meanwhile, Lu'an has a high-quality ecological environment and many beautiful landscapes. There are eight 2A-level tourist attractions (areas), 23 4A-level tourist attractions and two 5A-level tourist attractions. Therefore, the Dabie Mountains contiguous deep poverty area started by developing tourism resources and formed the “tourism precision poverty alleviation model”. Its main practices are as follows.

First, the precise selection of areas for tourism poverty alleviation. Lu'an divides poverty-stricken areas into areas where tourism can be developed to alleviate poverty and those in the opposite. For example, in the scenic areas represented by Tiantangzhai, Wanfo Lake and other scenic spots such as Dabie Mountains' National Scenic Trail and Lu'an Tea Valley, tourism precision poverty alleviation development projects can be implemented; while villages and towns close to Tiantangzhai and other scenic spots mainly focus on crop and aquaculture industry, and are in lack of tourism resources, and therefore cannot be included in the areas for tourism precision poverty alleviation. They can only participate indirectly by providing supporting services.

Second, the precise identification of tourism poverty alleviation targets. Based on poor villagers' willingness and capability to participate in the tourism development, the city divides them into four categories, including “willing and capable”, “unwilling but capable”, “unwilling and incapable”, and “willing and incapable”. With this precise identification of tourism poverty alleviation targets, the city gives priority to the villagers in the first two categories in participating tourism precision poverty alleviation development, while the latter two are the targets in later phases. As the city's tourism precision poverty alleviation model gradually develop and mature and through radiation effect, the city will help those villagers to enhance their will and ability and bring them to participate in the tourism precision poverty alleviation development.

Third, the precise differentiation of tourism poverty alleviation models. There are four models that the city uses for tourism precision poverty alleviation. Under the “government-led” model, represented by the Bawan Rural Tourism Cluster Area in Bawan Village of Jinzhai, local governments are given a full role

to play. By leveraging national pro-poor policies and various public and private funds for farmland water conservancy and land treatment, local governments have promoted the overall poverty alleviation of the region. Under the “public-private” model, represented by Brand Alliance of Farmhouses in Jinzhai County, local governments attract champion enterprises on market terms to help poor villagers to solve production problems and achieve income increase. Under the “community-based participation” model, represented by the Small Nanjing Ecological Farm in the suburbs of Jinzhai County, with the support and guidance by local governments and coordination by industry associations, tourism businesses, especially those demonstration businesses in accommodation and catering service, are encouraged to establish direct connection with the surrounding rural poor households. Under the “supporting scenic areas” model, represented by the scenic area of Wanfo Lake, by focusing on the precise orientation of the scenic area, efforts are made to help poor households find jobs and start their own businesses.

The most distinctive feature of implementing the tourism precision poverty alleviation model in Lu'an City, Anhui Province, is to highlight the basic role of tourism resources in precision poverty alleviation, and to integrate the resources of the government, scenic areas, enterprises, associations and poor households. Thanks to targeted and planned efforts to help the contiguous areas of deep poverty areas to get rid of poverty, as of 2016, Lu'an City has lifted 25 poverty-stricken villages and 115,000 poor people out of poverty, exceeding the poverty-stricken objectives approved by Anhui Province.

Source: Li Qing, *Research on the Precision Poverty Alleviation Model in China's Concentrated Contiguous Areas of Poverty-Stricken Areas from the Perspective of Sustainable Livelihoods*, Master's thesis of Nanjing University, 2019.

3. Promoting gradual progress through demonstration

In the process of reform and opening up, China put forward the idea of “allowing some people get rich first and eventually achieve common prosperity.” In the process of implanting tourism industry in poverty-stricken areas, it is an important experience for China to promote progress through demonstration projects carried out by outstanding regions, entities and individuals.

At the beginning of this century, the tourism poverty alleviation pilot areas were important tasks for China's tourism poverty alleviation. Guizhou Province was a pioneer in this regard and its *Rural Tourism Plan* was issued for reference by provinces and cities nationwide. In recent years, the tourism and agriculture administrative authorities have also promoted the establishment of demonstration pilot counties and projects of recreational agriculture and rural tourism throughout the country. By summarizing and promoting successful experience, they have effectively promoted the development of tourism poverty reduction in various regions. In recent years, the traditional villages and towns, tourism performances, and homestays have boomed in China, which is in fact an outcome of imitation and reference. Specifically, in one region, the first mover can often give inspiration to the latecomers. Relying on the Beidahu Ski Resort, Jilin City

[43]. Chen Jun, Chu Xiaoliang, and Duan Xu, Development of “Sticky Steamed Buns” Style has Boomed Erhexue County, *China Comment*, No.9, 2019.

has established a sports tourism economic development zone to promote the comprehensive development of sports and tourism industry through skiing sport. In 2018, the city has built 11 ski resorts with a total area of more than 3.56 million square meters. Since the new snow season, the city's snowfield tourism revenue has increased by 34%, driving the city's hotel occupancy rate to exceed 70%^[44]. In many rural tourist destinations, it is often the case that one able villager may take the lead in starting a tourism operation, and then drive the development of tourism throughout the village and beyond. For example, Nongke Village of Jixian County, Sichuan Province, which is known as the birthplace of Chinese farmhouse business, has more than 120 farmhouses today following Xu Jiyuan's coincidental success in opening the first farmhouse named Xujia Courtyard. The western mountainous area of Deqing County, Huzhou City, Zhejiang Province was a relatively underdeveloped area. In 2007, Gao Tiancheng, a South African national, opened the first "foreign house", which led Swedish, Korean, and Dutch nationals to build a large number of "foreign houses". As Chinese businessmen followed to build homestay facilities there, Moganshan has become an international rural tourism industry cluster, which was selected by the *New York Times* as one of the 45 places worth visiting in the world. In 2018, the cluster area received a total of 2.6012 million visitors, achieving direct operating income of 2.501 billion yuan^[45]. In the *World Tourism Development Report 2018—Tourism Promotes Poverty Alleviation: Global Progress and Demands of the Era*, Ruheng Longbu is also a typical able villager that leads others to develop tourism.

In a sense, many tourism poverty alleviation projects implemented by various entities, including the UNWTO, also in fact serve as demonstration projects.

Participation of respected villagers in the tourism poverty alleviation in Chixi Village, Fujian Province

Chixi Village is a She ethnic village under the jurisdiction of Panxi Town, Fuding City, Fujian Province. It is located in the southwest of Taimu Mountain, a world geopark and a national 5A scenic area with forest coverage rate over 90% and intact natural ecological protection. According to statistics in 2018, the village is home to 1,826 people, of which 806 are She ethnic people, accounting for 44.14% of the total population. Chixi Village is known as the "No.1 village for poverty alleviation in China". On June 24, 1984, the front page of the *People's Daily* published a letter telling the poverty situation of the village, which aroused the attention of the CPC Central Committee and the State Council. On September 29 of the same year, the CPC

[44]. Jilin, A "Chemical Industry City", Achieves New Transformation with the "Winter Wind" of Snow Sports, <http://jl.people.com.cn/n2/2019/0307/c349771-32714775.html>

[45]. Moganshan International Rural Tourism Cluster Area Is Officially Designated as A Province Level Rural Tourism Industry Cluster Area, http://test.deqing.gov.cn/art/2019/1/8/art_19_361465.html

Central Committee and the State Council issued the *Circular on Helping Poverty-stricken Areas to Timely Improve Appearance*, and thereby started the large-scale poverty alleviation campaign in the country. Chixi Village also took the lead in the exploration and practice of poverty alleviation and development.

In the village's practice of tourism poverty alleviation, respected villagers, as the coordinators of local governments and communities, actively participated in the rural tourism development and tourism poverty alleviation. With a high prestige among the villagers, they can take the advantage of their knowledge, competency, and experience to exert unique cohesiveness and appeal to maintain the emotional connection between the villagers. The villagers were willing to listen to their advice and participated in the rural tourism development. As investors, respected villagers also directly engaged in rural tourism development. Some of them established the Chixi Gengle Garden Planting Cooperative, Chixi Yuxiangjiayuan Leisure Farm, She Ethnic Garden, Shexiang Yuanfa Tea Factory, Ade Rural Family Restaurant, Dingyu Agricultural Professional Cooperative, Chixi Shanke Local Specialty Shopping Website, She Ethnic Homestay, Chixi Tea Company and Fuding White Tea Experience Park, which have improved the local tourist reception facilities to a certain extent and the tourism reception capacity, and increased local employment and villagers' income. In recent years, tourism in Chixi Village has developed rapidly, and the number of tourists has increased from 140,000 in 2014 to 250,000 in 2018. The income of tourism-related industries has increased from 4.53 million yuan in 2011 to 17 million yuan in 2018.

Source: Zhong Rongfeng et al., "Research on The Motivation Mechanism and Obstacle Factors of Respected Villagers Participating in Rural Tourism Development in the Eastern Part of Fujian", *Journal of Ningde Normal University (Philosophy and Social Sciences Edition)*, No. 2, 2019.

4. Combining poverty alleviation with building people's confidence in their ability to lift themselves out of poverty and helping them access the education they need

If we fail to improve employment skills and business sense of local poor villagers and stimulate their passion, any incremental capital or project will not be able to ensure the sustainability of tourism development. Many projects supported by international organizations are highly focused on training local residents. For example, the UNWTO project in Inhambane, Mozambique, delivered training for more than 600 local residents, mainly women and youth, in different tourism subjects, including housekeeping, hospitality, catering and tour guides. In East Timor's project, a plan was also implemented to develop and train local people through the curriculum and promote local tourism employment. A total of 217 participants benefited from various training programs, far exceeding the project's initial target of 195 participants^[46]. As a multinational company, Airbnb is also focused on providing local residents with trainings in service delivering, English language proficiency and digital equipment operation. It also worked

[46]. <http://cooperation.unwto.org/news/2018-02-27/human-resource-development-and-sme-development-inhamabane-mozambique>.

with the Self Employed Women's Association (SEWA) of India to train disadvantaged women in rural India on shared accommodation and hospitality services to help them attract more tenants^[47].

In China, it is a cardinal principle to combine poverty alleviation with building people's confidence in their ability to lift themselves out of poverty and helping them access the education they need to do so. In addition to the importance attached by governments to human resource training, many tourism companies also make great efforts to improve local residents' employment skills. The Zhangjiajie scenic area has carried out a series of trainings on tourism services and employment skills through the model combining "diverse jobs created by tourism enterprises + trainings in all industries + farmers". In 2017 alone, 9,200 people received tourism skill training in the jobs of outdoor tourism instructors, tour attendants and narrators, with 4,000 villagers being employed^[48]. Wanda Group's investment in Danzhai, Guizhou includes Wanda Vocational and Technical College. The first three departments of nursing, accounting and tourism management received 405 students in 2017. In the future, the college will enroll 2,100 students, and 50% of the graduates may join Wanda Group^[49]. The People's Government of Liubinbao Town, Yanqing District, Beijing, and the "Shanzha Courtyard" under the Nalada group jointly invested and built the Northern Home-stay School to enroll students on the Internet and hold 12 onsite trainings each year^[50].

Some local governments and companies also make efforts to attract local young people to start businesses back in their hometown. In Yingshang County, Anhui Province, a university graduate in 20s majored in landscape architecture started his flower cultivation business. By adopting an online sales model for seedlings, his business gained a high popularity online and attracted many visitors to his garden and even the county^[51]. "Xiangban" companies "sneaked into" the local farmers' homes to provide employment and internship opportunities for the young people during winter and summer breaks. So that they can work part-time as baristas at home-stays when they come back from cities, with good income and the comfort of staying in their own home. Consequently, some young people will settle down and choose to return to the countryside from metropolitans, live in their home village and contribute to its vitality^[52].

[47]. World Tourism Alliance, *WTA Best Practice in Poverty Alleviation through Tourism 2018*.

[48]. *The "Zhangjiajie Example" of Precision Poverty Alleviation through Tourism*, <http://mini.eastday.com/a/180920115310057.html>

[49]. *Opening of Wanda Vocational and Technical College*, http://www.wanda.cn/magazine/pc/87/2398_info.html?id=2446

[50]. *Northern Home-stay School Holds Opening Ceremony, High-end Home-stay Becomes the Engine of Rural Development*, <http://bj.people.com.cn/GB/n2/2017/1126/c233088-30964250.html>

[51]. *All-for-one Tourism: All-for-one Tourism Promotes Precise Poverty Alleviation*, Sohu Website, http://www.sohu.com/a/323323528_813403

[52]. *"Marvelous Ideas" on Tourism Light the Path for Villages' Poverty Alleviation*, <http://www.globaltraveler.cn/info.aspx?id=25919&typeid=4>

5. Mutual promotion of tourism and related industries

From the perspective of regional development, there are two different paths to implant tourism industry. One is that the tourism industry is given priority to develop and then drives the development of related industries. In the cases of Fiji and Nepal, their tourism development was followed with the scale development of local handicrafts. Thanks to the development of tourism industry, Argentina's mate tea was able to quickly explore the global market. Anhua County, Hunan Province, China, renowned as the "hometown of black tea", has significantly uplifted its tea industry through tourism and festival activities. In the past, black tea was mainly sold to ethnic minority areas as a marginal product. In 2007, the output value of black tea in the county was only 100 million yuan. However, since the black tea culture festival has been held several times in succession since 2012, this figure reached 18 billion yuan in 2018^[53].

The other path is to develop tourism by leveraging other industries. For the poor areas, most of them have not completed the industrialization process, and their economic development relies heavily on traditional agriculture. The important resources that can be relied upon to develop tourism are competitive agriculture. This combination of agriculture and tourism not only provides tourism revenue, but also contributes to the added value of agricultural production. New Zealand's dairy farms and the Spanish Tomato Festival have attracted many tourists. In Yanqing County, Beijing, China, rabbit head hot pot is now a signature delicacy for local tourism. However, in Yanqing County's case, the rabbit breeding industry was developed prior to the rabbit head hot pot popularity. By implanting tourism, the county has realized local consumption of farmed rabbits (including takeaways of processed products). Many rural areas in China are also developing their own characteristic agriculture based on their geographical and climate conditions, such as strawberries, cherries, watermelons, roses, etc. After the industry has reached a certain scale, tourism may be implanted through activities such as picking events and festivals. Eventually, mutual promotion of characteristic agriculture and tourism will be achieved.

The current tourism demand is complex and diverse. In addition to agriculture, many industrial resources may serve as attractions in tourism term, including the production processes and workshops of some industries. Tourism is an important way to promote poverty reduction, but it does not exclude the development of other industries. In fact, this "industry + tourism" model is often a better choice for industrial implantation in poor areas. For example, Baxia Village, Xianyou City, Fujian Province, China is a major production and sales trade for Chinese mahogany. It has 30,000 skilled craftsmen and 600 craft companies, with an industrial chain consisting of craftsmen, engravers, timber merchants, distributors, and craft products. It is now also a destination for tourists to visit and buy products^[54].

[53]. Bai Tiantian, "Lively for A Day or Two, Shattered for Half A Year - The False Prosperity of The Festival Economy", *China Comment*, No.6, 2019.

[54]. <https://www.xzbu.com/6/view-11561511.htm>

IV. Culture building—the key to the implantation of tourism industry in poverty-stricken areas

Culture is the foundation and long-lasting driving force for the development of a region and a people. The industrial implantation in tourism poverty alleviation is inseparable from cultural building. The two are combined to jointly promote the sustainable development of poverty-stricken areas.

1. The auspicious resource of cultural heritage for tourism development in poverty-stricken areas.

Cultural heritage is an important type of tourism resources. The successful development of many well-known tourist destinations in the world is owed to their unique cultural heritage. Poverty-stricken areas are generally located in remote areas with challenging transport condition and access to information. Many of them are ethnic minority areas, with preservation of many ancient cultural relics, buildings, ruins, legends and unique local customs and knowledge, opera, music and handicrafts. These cultural heritages have a strong appeal to modern tourists and thus constitute one of the most auspicious resources for the development of the local tourism industry.

The unique cultural heritage is Cambodia's most important tourist attraction. The Angkor Archaeological Park in Cambodia's northwestern province of Siem Reap was listed on the UNESCO World Heritage List in 1992 and is Cambodia's most popular tourist destination. Although 8.5% lower year-on-year, the total ticket sales for the first five months of 2019 still reached 50.3 million USD^[55]. Somaliland, a poor country in Africa not yet officially recognized by the international community, has cultural heritage resources such as the Laas Geel cave paintings dated to 8000 BC and considered to be the most important Neolithic rock painting site in Africa. Somaliland plans to use this unique cultural heritage resource to develop tourism in conjunction with local wildlife, coastal resources, etc., to reduce long-term economic dependence on livestock exports^[56]. Nepal is one of the least developed countries in the world with an underdeveloped economy. In recent years, by attracting tourists with cultural heritage Thangka art, it has achieved great success. It not only displays traditional handicrafts made by Thangka in tourist areas and commercial streets, but also develops Thangka tourism products,

[55]. *Angkor Registers 7.3% Decrease in Number of Visitors This Year*, <https://mini.eastday.com/a/190602204526630.html>

[56]. *Somaliland Plans to Develop Tourism Although Yet to Be Officially Recognized by The International Community*, <https://www.jiemian.com/article/246370.html>

making it a high-end tourist souvenir in Nepal. The Thangka Art School founded by Nepal has even attracted young people from Britain, Mexico, Japan and other countries. Statistics show that Nepal's tourism revenue reached 643 million dollars in 2018, contributing 8.2% of GDP and being the country's largest source of foreign exchange^[57]. Guizhou is a mountainous province with the largest poor population in China. But it is also a "cultural highland". In addition to the Han people, there are 17 ethnic minorities living there. Over the years, Guizhou has relied on its rich cultural heritage to create the "colorful Guizhou" brand, and its tourism industry has developed rapidly. In 2018, Guizhou Province received a total of 969 million tourists and achieved a total tourism income of more than 940 billion yuan, representing an increase of 30.2% and 33.1% respectively against 2017. Tourism development has also helped 303,000 poor people to increase income^[58]. Mayan Village, Tongren City, Guizhou Province, developed the traditional papermaking skills into a tourism project, which not only protected the intangible cultural wealth inherited from the ancestors, but also helped tourists to understand the traditional papermaking process^[59].

Comprehensive Utilization of Cultural Heritage by Xingwen County, Sichuan Province to Realize Tourism Poverty Reduction

Xingwen County, Yibin City, Sichuan Province is the largest Miao ethnic county in Sichuan Province, eligible for minority preferable policies in the province and a provincial poverty-stricken county in the poverty-stricken area of Wumeng Mountain. There are five Miao ethnic towns in its 15 towns, which have unique Miao customs and rich intangible cultural heritage resources. Xingwen County started to develop tourism in 1984, and now boasts many 4A-level scenic areas such as Xingwen Stone Sea and Bowang Mountain. Since 2015, the county has achieved integration of intangible cultural heritage protection, tourism development and precision poverty alleviation. By 2017, there were 73 intangible cultural heritages at the national, provincial, municipal and county levels. Among them, one national intangible cultural heritage, that is, *Daba Gaozhuang*, a folk dance on elevated stages with a combination of culture, art and religious activities; there are two provincial intangible cultural heritages, namely the Jia Family's micro-carving of traditional art and the traditional folklore of Miao people's mountain dance festival (Miaohua Huashan Festival); there are also 17 municipal intangible cultural heritages and 53 county-level ones.

Xingwen County pays great attention to passing on intangible cultural heritage and developing tourism through festivals. There are two main ways. First, intangible cultural heritage is displayed through traditional festivals of the Miao. Poor villagers participating in the display can get more rewards and compensation. For

[57]. <https://www.ceicdata.com/zh-hans/indicator/nepal/tourism-revenue>

[58]. *Tourism Revenue in Guizhou Exceeded 940 Billion Yuan and Lifted 300,000 out of Poverty*, http://news.cnr.cn/native/city/20190125/t20190125_524493920.shtml

[59]. Dai Lu, et al., *Research on the Protection of Intangible Cultural Heritage from the Perspective of Tourism—Taking the Traditional Paper-making of Mayan Village in Tongren City as an Example*, *Journal of Tongren College*, No.5, 2013.

example, the Miao Huashan Festival is held every year, in addition to activities such as the Miao people's 1,000-person parade, the festival of flower ceremonies, and the "squeezing the reeds". The second is to take the initiative to hold "festivals" to increase the display opportunities. By holding the southern Sichuan intangible cultural heritage festival, southwestern china folk song competition and other events every year, the county invites inheritors of nearly 40 pieces of intangible cultural heritage of the southwest region, especially the southern Sichuan (Yibin, Neijiang, Leshan, Zigong, Zhangzhou, etc.) to display Miao embroidery, waist dressing and other skills in the designated display area and exchange ideas with inheritors in the county. The county has also taken the municipal-level intangible cultural heritage of making Zhuerpa delicacy as a core attraction and started the "Zhuerpa Festival" with a cost less than 100,000 yuan, and attracted more than 200,000 tourists bringing direct economic benefit of more than 10 million yuan.

The county is also developing an intangible cultural heritage town named "Miao Ethnic Compound". It will provide rent reduction and exemption incentives to attract inheritors of intangible cultural heritage to practice, teach and display their heritage in the park on a long-term basis, thus making the compound a permanent site to preserve, teach and display intangible cultural heritage. The compound has become a tourist destination and is applying to be qualified as a national 4A level scenic spot.

Source: He Man et al., "Preservation and Development of Intangible Cultural Heritage under the Sichuan Xingwen Miao Ethnic County's Tourism Poverty Alleviation Scenario", *Journal of Guangxi University for Nationalities (Philosophy and Social Sciences Edition)*, No. 6, 2018.

2. Unique culture constitutes an important tourist attraction in poor areas

The cultural resources uniquely owned by a country or region is an important tourist attraction and has a strong tourism development value. Such culture includes not only various tangible or intangible heritage, but also contemporary culture and even living culture, such as local diet, lifestyle, leisure, etc. The United Nations has proposed to achieve the "endogenous" development of poverty reduction targets and to form "a new model of poverty reduction based on unique local culture". The Asia-Pacific Tourism Organization has conducted a survey on "additional expense that tourists are willing to make" and found that 60% of respondents are willing to pay for "the opportunity to get more cultural experience". In poverty-stricken areas, the building of unique tourism culture can be regarded as the main means of poverty reduction, and the corresponding characteristic cultural elements can be integrated into the various elements of tourism such as catering, accommodation, transportation, touring, shopping and entertainment.

In addition to traditional development of coastal tourism resources, the Philippines has also developed food culture as a special tourist attraction. In December 2018, the Philippine President Duterte said at the Philippine International Tourism Food Festival that the Philippine food culture has become a part of the national tourism attraction and the Philippines would become the "world food and gourmet center" in the future. Gourmet tourism and cultural activities activate

the potential of agricultural tourism in the Philippines and increase the sales of crops and the income of the Philippines^[60]. From January to May 2019, the Philippines received 2.52 million inbound tourists, representing an increase of 13% year-on-year, and tourism revenue of 106.6 billion pesos, representing an increase of 14% year-on-year^[61]. There is an artisan community in Delhi, India, where approximately 2,800 families are in sheer poverty. With the help of Open Eyes, the community held special art activities to develop cultural tourism, such as performing for tourists the folktales of Rajasthan in the form of puppet shows, thus creating employment opportunities for artisans in this poor area. The community has also established infrastructure such as hospitals and schools^[62]. In 2018, Lijiang City, Yunnan Province, China, received a total of 46.433 million domestic and foreign tourists, registering an increase of 14.1% year-on-year; received total tourism revenue of 99.845 billion yuan, registering an increase of 21.48% year-on-year^[63]. Many young tourists travel to Lijiang not only to visit the ancient city, but also to enjoy its unique bar culture. Yuanjia Village in Shaanxi Province mentioned above, attracted 3 million tourists annually for three consecutive years, from 2016 to 2018 with an average annual turnover of more than 1 billion yuan. In July 2019, the village was included in the first batch of national key rural tourism villages in China. One tourist described Yuanjia Village in his eyes as "with alleys of primitive simplicity and elegance and bustling shops on both sides of alleys. In the oil mill, the oil is being hand-squeezed. The Tongjigong tea house is lingered with the tunes of Qinqiang opera. You can smell mellowness in the winery and will be amazed with the sizzling shouts in a snack shop... It presents you with a picture of the farm life close to its primitive pattern^[64]."

3. Cultural building enhancing the potentials for tourism growth in poverty-stricken areas

By boosting the development of educational, scientific, cultural and art, press and publishing, and broadcasting industries, as well as building museums, cultural centers, libraries and bookstores, it could not only enrich the cultural life of the people in the poverty-stricken areas, but also diversify the scopes, contents and forms of tourism.

Launching the national strategy "MGE-Mzansi Golden Economy" in 2011 to support the integration of the cultural creative industry and the tourism industry, the South African government has made full use of local cultural resources to organize a number of celebration

[60]. <http://metrocebu.news/2018/12/prrd-counts-on-tourism-for-inclusive-growth-and-poverty-alleviation/>

[61]. http://travel.china.com.cn/txt/2019-07/09/content_74967749.html

[62]. *Tourism as a Tool for Poverty Alleviation*, <https://www.travelnewsdigest.in/2016/06/tourism-as-a-tool-for-poverty-alleviation/>

[63]. *Lijiang Registered Total Tourism Revenue of 99.845 Billion Yuan in 2018*, http://yn.xinhuanet.com/nets/2019-01/31/c_137789863.htm

[64]. *What is the "Yuanjia Village Model"? Why Did It Succeed?* https://www.sohu.com/a/238530540_801793

activities, namely, the National Art Festival, the Cape Town International Jazz Festival, the Northern Cape Kalahari Desert Festival, and the Mpumalanga Vigorous Festival. This has not only boosted the development of local tourism and economy, but also provided income and economic guarantee for local artists and inhabitants^[65]. In 2018, with an output of 426 billion rands, South Africa ranked the first among African countries in terms of tourism scale^[66]. In Dar es Salaam of Tanzania, the National Museum of Tanzania, the Village Museum and the China-Tanzania Art Center are popular destinations for tourists.

China is committed to the tourism industry in poverty-stricken areas by promoting cultural development. So far, over 30,000 cultural stations and 600,000 rural libraries have been established at the township level, almost covering all the administrative villages nationwide. As venues for cultural activities of local people, those cultural facilities also act like windows for tourists to understand local cultures and take part in local cultural activities. Since the beginning of 2019, by integrating the rural library function into tourism, the Jiulongpo District of Chongqing has set up book circulation and lending posts at farmhouses, scenic spots, hotels and companies, enabling both tourists and local residents to enjoy the happiness of reading^[67]. Many rural areas have also established museums which are very popular among tourists. Dayi, formerly an agricultural suburban county of Chengdu, has made great efforts in developing the museum sector. 78 museums have been built, among which the Jianchuan Museum, China's largest folk art museum complex, houses about 10 million exhibits. Driven by the museum sector, the scenic areas in the county received 19.4735 million of domestic tourists with an overall revenue at 6.3347782 billion yuan, and 83,580 foreign tourists with foreign exchange revenue at 36.2403 million dollars^[68]. The Chinese government also makes efforts in reducing poverty by developing the designing industry. In 2018, the Ministry of Industry and Information Technology issued the *2018-2020 Action Plan for Poverty-Reduction by Boosting the Designing Industry*. According to this action plan, by the end of 2020, the following goals needs to be met: no less than 1,000 designing plans for poverty-stricken areas, designing training for no less than 3,000 people, organizing no less than 50 visits for designers to poverty-hit areas, and implementing no less than 50 designing plans for improving the landscapes or the public facilities of countryside^[69]. The Mingshan Village of Dazhi City in Hubei province was once the

[65]. A case study of South Africa by using cultural resources to alleviate poverty, <http://www.istis.sh.cn/list/list.aspx?id=10627>

[66]. South Africa ranks the first among African countries in terms of tourism scale, http://www.sohu.com/a/303212472_778452

[67]. Envious! That village has free library! , https://www.cqcb.com/manxinwen/manxinwen/2019-06-12/1680668_pc.html

[68]. Statistics of Tourism in Dayi County from January to December in 2018 <http://gk.chengdu.gov.cn/govInfoPub/detail.action?id=2223492&tn=2>

[69]. The Ministry of Industry and Information Technology issued the 2018-2020 Action Plan for Poverty-Reduction by Boosting the Designing Industry. http://www.sohu.com/a/256997933_283830

poorest village in that area. Thanks to the action of reducing poverty by designing, a traditional rose plantation, which always faced difficulty in operation, has been transformed into a comprehensive park of aromatic planting, industrial production and tourism services. It has been listed as a 3A Tourist Scenic Spot and a provincial scenic area^[70].

Since the “red culture” is an integral part in the Chinese culture, there goes a long list of examples of integration between the development of the red culture and tourism. As the former Eighth Route Army headquarter, Wuxiang County of Shanxi province has a population of 210,000, 178,000 of whom are rural residents. It was once a national poverty-stricken county. Since 1980s, Wuxian County has built a number of red culture projects, namely, the Taihang Museum in Memory of the Eighth Route Army, and the Cultural Park of the Eighth Route Army. Based on the red culture tourism, it continues to develop many cultural tourism brands, namely, the experience tour of the guerrilla war of the Eighth Route Army, the Eighth Route Army cultural performance, the Eighth Route Army Cultural Tourist Festival, and the Eighth Route Army souvenirs. Besides, a red culture shopping center for poverty-relief has also been established. In 2018, the county received 5.4163 million tourists, with overall revenue of 5.214 billion yuan. It has been listed as a demonstration zone for all-for-one tourism, a Shanxi provincial base for education of Party members, and among the first group of “China's Red Landmarks”^[71].

4. Integration of cultural and tourism development for sustainable development of poverty-stricken regions

One of the main reasons for poverty is poor educational and cultural undernourishment of the local population. Therefore, it will be helpful to combine the cultural and tourism development in the poverty-stricken areas. On the one hand, more proud of their local culture and love their hometown more, the local people will be more willing to protect and promote local traditional cultures. On the other hand, the new knowledge and concepts could improve their educational and awareness to actively seek development. All these will help the sustainable development of the poverty-stricken areas.

The Maori people are indigenous people in New Zealand. With the first coming of the Europeans to New Zealand, the local Maori culture suffered from a heavy blow. Luckily, driven by the film *Lord of the Rings*, New Zealand has enjoyed a tourism boom. The Maori people therefore come to discover and use the advantage of their aboriginal culture to change their economic status,

[70]. How Does Designing Promote Poverty-Alleviation? The 10 Models of “Designing for Poverty-Alleviation”, http://www.sohu.com/a/286273946_295626

[71]. A Poverty-Alleviation Case Study: the Governor of the “Millet County” Takes a Lead in Lifting the County Out of Poverty by Developing the Millet Industry, http://www.sohu.com/a/132301503_121155

including conducting the cultural tour to Maori villages, and staging the Maori battle dance show. The peripheral sea of the city Kaikoura in the South Island of New Zealand is home to dolphins and whales. In history, the Maori people lived on hunting whales. However, with the new environmental protection policies and tourism development, whale sightseeing cruises have become a local pillar industry. The city is now an ecological tourism center and has enjoyed a substantial increase in employment. The livelihood of the local Maori people has also been substantially improved^[72].

Before the development of tourism, with a per capita income of less than 500 yuan, the Chongdugou Village in Luoyang of Henan province suffered long from large numbers of drop-out children, bachelors, loans and debts, gathering-together gambling, drunk and disturbing persons, and superstitious believers^[73]. Thanks to rural tourism and cultural development since 1999, improvement has been seen in both economic conditions and education of local villagers. In 2018, the scenic area of Chongdugou received 910,000 tourists, and the local home inns provided accommodation to 735,000 tourists. The per capita income of local villagers increased from around 400 yuan in 1999 to 46,300 yuan in 2008. The average net household tourism income exceeded 150,000 yuan^[74]. It has become a demonstration project of village tourism. In the Longtan Village of Pingnan County in Fujian province, there were once over 120 buildings of the Ming and Qing dynasties. Suffering from poverty, it witnessed the collapse of many of those ancient buildings and a decline of the local population from over 1,400 to less than 200. In 2017, by implementing both the plans of cultural creativity and poverty-alleviation by tourism, the Longtan Village organized private construction teams to renovate about 60 ancient buildings. Meanwhile, it also tried hard to rejuvenate the local countryside culture, by establishing tourist service and cultural facilities such as public welfare painting studios, the Siping Opera museum, the yellow wine museum, cafes, and libraries. The village has thus become a very popular destination for tourists. In 2018, about 100,000 tourists visited the village. The once silent old village comes to embrace a “renaissance”^[75].

[72]. *The film Lord of the Rings has Saved the Tourism Industry of New Zealand and Also Witnessed the Rejuvenation of the Maori Culture*, <http://news.sohu.com/2004/01/10/68/news218306847.shtml>

[73]. *An Effort to Alleviate Poverty by Tourism to Contribute to the Goal of Well-being in an All-Around Manner*, http://www.xinhuanet.com/travel/2015-11/06/c_128400951.htm

[74]. *A Reborn Story: the Local Home Inns in the Chongdugou Village of Henan Province*, <http://www.chnlib.com/wenhuadongtai/2019-07/1102204.html>

[75]. *The Longtan Village of Fujian Province: the “Renaissance” of An Ancient Village*, <http://fj.people.com.cn/n2/2019/0614/c181466-33039531.html>

V. Deepening industrial implantation and cultural building in poverty alleviation through tourism

Hundreds of millions of people in the world are still living under poverty according to the current standards, and some of them even still suffer from hunger. As the biggest and one of the rising industries, tourism should play a more important role in poverty reduction. What’s more important, a combination of industrial implantation and cultural development could result in sustainable and effective growth of poverty-hit areas. That’s why emphasis has been put on precision poverty-alleviation, capacity building poverty-alleviation, dignified poverty-alleviation and sustainable poverty-alleviation.

1. Further enhancing the awareness of poverty-alleviation by tourism

The development of poverty-stricken areas could not be achieved overnight, so it’s more than necessary to understand the complexity and long-lasting nature of this endeavor. More researches, case studies and theoretical explanations should be encouraged. It’s important for people of different nations and races from different countries, regions, disciplines and areas to carry out dialogues from different perspectives and dimensions. It’s also necessary to get together stakeholders from government, academia, and business to discuss this issue, to promote the interaction between academic research and practice.

2. Implant more industries in poverty-stricken areas

The key of alleviating poverty by tourism is to implant industry in the impoverished areas. Full play needs to be given to the good example of pioneers to encourage more market players to participate in the tourism development of those areas, thus to achieve scalable and modernized development of the tourism industry. A reasonable mechanism of interest sharing needs to be established, to increase the participation and sense of gain of local residents. It’s also important to combine the development of tourism with the development of other relevant industries such as agriculture, handicraft, cultural creativity, sports and health.

3. Combining cultural development with tourism development

Cultural development is the key for the sustainable development of poverty-alleviation by tourism. As we strive to integrate a specific project with local cultures, the local cultural heritage needs to be treated prudently and explored. When exploring the legacies, we need to seek development through innovations and rely on such development to improve the education and awareness of the local population.

4. Building a partnership among governments, enterprises and NGOs

In the whole process of industrial implantation and cultural development, it needs governments to provide infrastructure and public services, enterprises to do investment and operation, and NGOs to coordinate various stakeholders. Each of them could play its part to contribute to the development of the tourism industry in poverty-stricken areas.

5. Advocating more responsible travelling

To travel is to share the way of life. Visiting poverty-stricken areas is encouraged, but all the people meet during the journey need to be treated equally. It should be unwritten ethics for tourists and local residents to understand each other, and to tolerate and respect the differences between them. A more responsible tourism also includes the kindness to all disadvantaged groups and protection to natural and cultural heritage. We also need to stand in the shoes of the disadvantaged groups and take ways acceptable to them to help them rather than to make them uncomfortable.

6. Encouraging participation of more young people

The most important resource for development is human resources, in particular young people who represent the future. Measures such as providing training, exchanging personnel, and investing in incubators could be taken to enhance the market-oriented awareness and professional qualification of young people, for sustainable innovation in the tourism industry. More work also needs to be done by improving the local business environment, living standards, industrial system as well as the educational, scientific and cultural environments, in order to attract more young people to stay in those regions.

World Tourism Development Report 2019 — Industrial Implantation and Cultural Building in Poverty Alleviation through Tourism

Academic Advisor:

DAI Bin
Dean of China Tourism Academy

Team Leader:

SONG Ziqian
Chief Strategic Researcher & Head of Institute of Policy, Science and Education,
China Tourism Academy

Team Members:

LIU Yu
Professor, College of Tourism, Beijing Union University

JIANG Yanxia
PHD and Assistant Researcher, Institute of Policy, Science and Education, China Tourism Academy

XIN Anna
Postdoctoral, Institute of Policy, Science and Education, China Tourism Academy

ZHANG Lin
Research Assistant, Institute of Policy, Science and Education, China Tourism Academy; Master
candidate, Central University of Finance and Economics

ZHANG Jie
Research Assistant, Institute of Policy, Science and Education, China Tourism Academy; Student
of Beijing Institute of Petrochemical Technology

(Acknowledgement also to ZHOU Yaping, GONG Tiannan, SHIyuqi and Jackline Mafuwe, students of College of Tourism, Beijing Union University, who have contributed to gathering research materials and proofreading of the report.)



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