

Effect Evaluation and Countermeasure Analysis of Tourism Targeted Poverty Alleviation in Shanghe County of Jinan City

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Abstract: with the continuous attention of the state to the poverty problem, the strategy of targeted poverty alleviation has been put forward, and the tourism targeted poverty alleviation model based on tourism resources has been developed rapidly, which provides strong support for poverty alleviation in various regions of the country. Shanghe County of Jinan City, as an important county in Shandong Province, has rich tourism resources, which plays an important role in poverty alleviation. This paper further discusses and evaluates the development effect of tourism targeted poverty alleviation in Shanghe County of Jinan City by issuing questionnaires, and further puts forward improvement measures, so as to provide practical basis for better carrying out the work of tourism targeted poverty alleviation in Shanghe County of Jinan City.

Key words: Shanghe County, Tourism; Targeted Poverty Alleviation; Countermeasures

1. Introduction

Since 2017, Shanghe county has innovated tourism poverty alleviation mode, highlighted characteristics, adapted measures to local conditions, strengthened top-level design, actively fought for poverty alleviation funds, concentrated superior resources, and focused on building a number of tourism characteristic villages such as yuandou village, dianzizhang village, Wali village, etc., which helped a large number of poor households out of poverty, brought dual income of agriculture and tourism to local farmers, and radiated employment and Entrepreneurship of surrounding villagers The development of tourism industry has created a new situation of tourism poverty alleviation and accelerated the transformation and upgrading of rural tourism. Therefore, in order to better understand the implementation effect of Shanghe County Tourism targeted poverty alleviation project, the structure of this paper is as follows [1-2].

2. Questionnaire Design

In order to better evaluate and analyze the implementation effect of tourism targeted poverty alleviation in Shanghe County, Jinan City, this paper

selects the local poor households to carry out a questionnaire. The questionnaire design mainly includes four aspects: (1) basic information; (2) cognition of the current poverty alleviation policies; (3) participation in the current tourism targeted poverty alleviation projects; (4) targeted tourism targeted poverty alleviation This paper discusses the problems existing in the implementation of poverty alleviation projects, and visits the relevant poverty alleviation work units, organically combines the interview results with the questionnaire results, so as to achieve systematic cognition [3].

In this paper, 80 poor households were selected from August to September in 2018. A total of 80 questionnaires were distributed, and 75 were effectively recovered, with the effectiveness as high as 93.75%. In view of the rationality and validity of the questionnaire results, cronbachalpha reliability coefficient and kmo value are used to test. The test results show that kmo value is 0.928, cronbachalpha reliability coefficient is 0.72, both exceeding 0.7, which proves the validity of the questionnaire. See Table 1 for details [4].

Table 1. Reliability and validity of questionnaire design

Project	Reliability Analysis		Validity test	
	CrobachAlPha	KMO value	χ^2	P
22	0.72	0.928	424.7	<0.01

3. Subjective Perception Evaluation of Tourism Targeted Poverty Alleviation Effect

3.1 An Analysis of the Perception of the Economic Effect of Tourism Poverty Alleviation

As shown in Table 2, nearly 89.75% of the people think that tourism poverty alleviation in Shanghe County of Jinan City has greatly increased the economic income of the local poor people, nearly 83.51% think that tourism poverty alleviation in Shanghe County of Jinan City has greatly increased employment opportunities, nearly 93.12% think that tourism poverty alleviation in Shanghe County of Jinan City has greatly promoted economic development, and that tourism poverty alleviation in Shanghe County of Jinan City is extremely important The number of people driving the development of the industry accounted for 90.57%. Shanghe County Villagers in Jinan

city had a strong perception of the economic effect of the local tourism targeted poverty alleviation project.

Table 2. Analysis of perception results of economic effect of tourism poverty alleviation in Shanghe County, Jinan City

Project	Mean	Std	Approval rate (%)
Increase income	4.1542	0.5624	89.75
Increasing employment opportunities	4.0832	0.5129	83.51
Driving industrial development	4.2831	0.4972	93.12
Promoting economic development	4.3794	0.5927	90.57

3.2 An Analysis of the Perception of the Cultural Ecological Effect of Poverty Alleviation by Tourism

As shown in Table 3, Shanghe County, Jinan City, through the implementation of the tourism targeted poverty alleviation project, has a strong driving role for the local infrastructure construction, is conducive to the further improvement of the local infrastructure, and has played a good role in the protection of the local cultural heritage. The approval rate of these two aspects is as high as 93.92% and 91.98% respectively. In addition, with the continuous development of local tourism and the continuous infusion of new culture, the cultural quality of local residents has been effectively improved, and the awareness of environmental protection of local residents has been continuously increased, which has made a great contribution to the construction of a green Shanghe County in Jinan City. The approval rate of these two items has also exceeded 90%, reaching 91.37% and 91.73% respectively. For other evaluation items, it is not difficult to find that the respondents also have more than 85% approval rate for them. All of these fully show that the cultural and ecological effects of tourism targeted poverty alleviation in Shanghe County of Jinan City have achieved good results [5].

Table 3. Perception of cultural ecological effect of tourism poverty alleviation in Shanghe County, Jinan City

Project	Mean	Std	Approval rate (%)
Increased local visibility	4.2456	0.5217	89.25
Improve the quality of life in the local area	4.7321	0.5257	90.43
Enhance the villagers' awareness of environmental protection	4.0459	0.6054	91.73
Promote local cultural activities	4.6142	0.5927	89.45
Improved local infrastructure	5.8365	0.6163	93.92
The quality of local residents has been improved	4.9472	0.6593	91.37
Increased employment opportunities for women	5.7195	0.5975	88.39
Improve the cohesion of the villagers	5.4283	0.7103	90.27
Promote the protection of local cultural heritage	5.8632	0.5562	91.98

3.3 The Attitude of Local Poor People towards Tourism Poverty Alleviation and Development

It can be seen from table 4 that 95.89% of the poverty-stricken people in Shanghe County of Jinan City think that the advantages of local tourism poverty alleviation outweigh the disadvantages, and 93.75% of the poverty-stricken people in Shanghe County of Jinan City support the continued development of local tourism industry. The survey results show that most of the poor people in Shanghe County of Jinan agree that Shanghe county government of Jinan city should continue to develop tourism poverty alleviation industry [6].

Table 4. The attitude of the poverty-stricken people in Shanghe County of Jinan City towards tourism targeted poverty alleviation and development

Project	Mean	Std	Approval rate (%)
The overall advantages of local tourism development outweigh the disadvantages	5.0237	0.6239	95.89
Support the continued development of local tourism industry	4.8912	0.5974	93.75

4. Analysis of Further Improvement Strategy

4.1 Establishing Rural Tourism Docking Mechanism and Revenue Sharing Mechanism

Rural tourism has its advantages, but it needs modern tourism concept and capital to develop. We should establish an open rural tourism docking mechanism and income sharing mechanism, and connect rural landscape, farmers' resources with modern tourism concepts and capital, so as to promote complementary advantages and drive the poor people to become rich. We should support and encourage professional tourism enterprises to participate in tourism development, give preferential policies, give full play to their professional advantages, and promote poor people to participate in tourism development. Actively promote all kinds of tourism enterprises, institutions and social organizations to "pair up" with tourism poverty alleviation villages, and strengthen Counterpart Assistance in labor employment, agricultural and sideline products procurement, product development, publicity and promotion. In order to innovate the new path of farmers' property equity participation in poverty alleviation and development, farmers' land contract rights, homestead use rights, housing property rights, and farmers' collective resources and assets can all participate in cooperative tourism development. To establish a mechanism of sharing rural tourism income, rural tourism development should not exclude the masses. We should focus on the benefit of the poor people and the poverty-stricken households, so that the poor farmers can share the long-term benefits of tourism development [7].

4.2 Expand Rural Tourism Routes and Industrial Value Chain

To change "green water and green mountains" into "golden mountain and silver mountain", we should expand the value chain of rural tourism and diversify the tourism income of poor farmers. We should deeply tap

the high-quality local products and traditional handicrafts in rural areas, give full play to the driving and radiating role of rural tourism, create the brand of agricultural products, snacks, catering and handicrafts with regional characteristics, and realize the standardization of products. It is necessary to develop rural tourism routes as a whole and form a joint force of rural tourism.

4.3 Establishing the Cooperative Management and Service Mechanism of Rural Tourism

We should solve the problems of planning docking, land security, administrative approval and fund integration in the work of poverty alleviation through tourism, integrate the work of rural tourism into the overall situation of poverty alleviation, and jointly promote the rapid development of rural tourism. We should do a good job in top-level design and planning. Actively explore "multi planning integration", effectively link rural tourism poverty alleviation planning with local economic and social development planning, overall land use planning, relocation planning, overall planning of scenic spots, transportation construction planning and other special planning, and scientifically formulate rural tourism poverty alleviation special planning.

4.4 Strengthen the Market Orientation and Marketing Promotion of Customers

At present, marketing is still a weak link in rural tourism. It is necessary to accurately locate the target customers and actively explore the market. Take the surrounding large and medium-sized cities as the first-class tourist source market, organize rural scenic spots to promote the surrounding main tourist source areas, and carry out business cooperation with local travel agencies. It is necessary for local tourists to drive the tourists from other places. First, it should start, then it should be bigger, and then it should be stronger. It is necessary to open up rural tourism marketing channels, take the initiative, and actively plan to display, bundle marketing, and jointly promote rural tourism products, special snacks, and special agricultural products. We can make use of network new media marketing, support and promote Internet enterprises to deeply participate in the publicity and marketing of tourism poverty alleviation, and make full use of network media to carry out the publicity and marketing of tourism resources and products.

5. Conclusion

By designing a questionnaire, this paper evaluates the implementation effect of tourism targeted poverty alleviation in Shanghe County, Jinan City. It selects economic effect, cultural and ecological effect and local residents' attitude towards eco-tourism development. The evaluation results show that the vast majority of poor residents are positive about the development of local

tourism and the implementation of tourism targeted poverty alleviation, There is a high degree of recognition, and a positive attitude of participation, that can effectively drive them out of poverty. In order to better help Shanghe County of Jinan City to implement the tourism targeted poverty alleviation project, this paper further from the creation of rural tourism docking mechanism and revenue sharing mechanism to highlight the interests of farmers, expand rural tourism routes and industrial value chain to highlight agricultural value, strengthen the positioning and marketing promotion of tourist market to highlight the market role, establish rural tourism collaborative management and service mechanism to highlight the agricultural value The paper puts forward improvement measures from four aspects of government functions.

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