

A Study on Poverty Alleviation Mechanism of Jinggangshan Tourism

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Abstract—This survey focuses on the precise poverty alleviation work in Jinggangshan area, especially the sustainable livelihood of farmers and the sustainable mechanism of Poverty Alleviation under the background of pro-poor tourism. Research results found that the pro-poor tourism practices in Jinggangshan area are advanced and can be popularized. At the same time, the phenomenon of returning to poverty in Jinggangshan area is rare. However, there are still some problems in tourism poverty alleviation in Jinggangshan area. This paper creatively puts forward corresponding policy suggestions.

Keywords—Poverty Alleviation in Tourism; Targeted poverty alleviation; Poverty alleviation mechanism; Sustainable

I. INTRODUCTION

Since the reform and opening up, people's living standards have improved with the rapid development of the economy, and their consumption capacity has increased accordingly. The proportion of enjoyable consumption in expenditure increases, and so is the demand for tourism consumption. Tourism is known as "sunrise industry" and "smokeless industry" in the international economic circles [1-5]. In China, the development of red tourism is the trend of the times, and has received strong support from governments at all levels and people from all walks of life [6,7]. Jinggangshan has created a "Jinggang Path" for red training, a leading example in the country and red tourism to help poverty alleviation [8, 9]. However, because of the relatively blocked physical environment and poor human resources, the short period of poverty alleviation and deeply-rooted traditional concepts, tourism has achieved its goal of sustainable development of a large number of poor households. Therefore, how to maximize the benefits to the poor households, how to improve the quality of red tourism development, how to enhance the comprehensive benefits of red tourism and increase the role of tourism radiation as a driving force need to be discussed urgently [1, 2,10].

II. RESEARCH METHODS AND OBJECTS

From August 10, 2018, to August 14, 2018, the research team visited 10 model villages of pro-poor tourism, including Shenshan Village and Bashang Village in Jinggangshan City, Jiangxi Province, in order to understand the mechanism of pro-poor tourism and the sustainability of pro-poor tourism and precision poverty alleviation in Jinggangshan City. A total of 110 questionnaires were sent out to local residents, and 108 valid questionnaires were collected. The validity rate of the questionnaires was 98.1%. [4]

The basic characteristics of the sample include sex, age, marital status, educational status, family size and tourism participation. By analyzing the basic characteristics of the sample, we can grasp the overall situation of the education level and the family distribution among the residents in jinggangshan. To a certain extent, it reflects the quality of the population and the situation of the family labor force and provides a basis for the analysis of the effect of the poverty alleviation policy of tourism.

The average gender distribution of 108 households surveyed was 50.3% of men and 49.7% of women respectively. Most of the household population is concentrated in the range of 2 to 6 people, reaching 76.85% of the total. The average household population of the respondents was higher than that of the rural households in 2016 (4 persons), and the household size was larger. The distribution of population size is relatively average, among which the household size of 6 people is the largest, accounting for 19.44%. The number of households with more than seven people reached 16.67%, ranking the second.

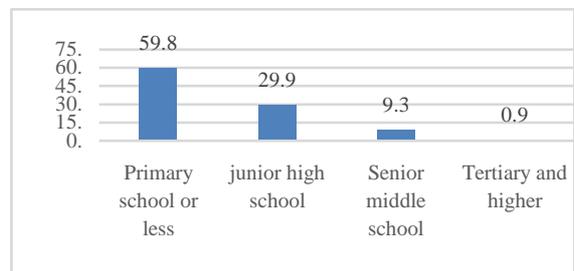


Fig.1. Educational level

But by observing the age of the respondents, we can find that only 10.2% of the respondents are under 40, 22.2% among them are between 40 to 60, and 24.1% are over 70 years old. [5] This fully reflects that the population structure of rural households in Jinggangshan tends to be aging. It also shows that the loss of young and middle-aged population is serious and the labor burden coefficient of farmers is large. In addition, according to the employment situation, the respondents, of which 20.8% were unemployed, 13.2% were retired and 22.6% were in other situations. Only 43.4% of the respondents were in employment and the employment situation was not optimistic. From Fig.2-2, we can see that the proportion of the respondents whose educational level is below the primary school, junior middle school, senior high school, college and

above is 59.8%, 29.9%, 9.3% and 0.9%, respectively. The majority of respondents received primary and lower education, and only 0.9% of respondents received higher education. This shows that local education resources are relatively scarce.

III. RESEARCH FINDINGS

A. Pro-poor tourism Policies and measures

1) The Form of Tourism Service Industry:

The local tourism service industry in Jinggangshan is diversified, including red site visits, Red Army life experience, local customs experience, farm entertainment, processing of local products, picking gardens and so on. [6]

It can be seen that the local residents do not have a good understanding of the tourism service industry in Jinggangshan. In general, poor households know less than non-poor households. Only 21.40%, 19.00%, 9.50%, 49.50%, 21.40%, 14.30% and 41.50% of the poor households knew about the red ruins, the life experience of the Red Army, the characteristic folklore experience, the agritainment, the processing of the characteristic products and the picking gardens, respectively. In the field survey, we found that many poor households are economically backward, less interested in understanding the tourism industry around them than non-poor households, and their lives are relatively closed. [7]They attach little importance to whether they participate in the tourism industry or not. Generally speaking, the local residents know more about farmhouse entertainment, but a considerable part of the residents do not. The villages we surveyed are indeed more suitable for the development of agritainment. The benefits of agritainment are better than the processing of special products. The red sites and the life experience of the Red Army are mainly in specific tourist attractions. Although the benefits of the tourist attractions are invested in the local and poverty alleviation work to a certain extent, the residents who have direct contact with these projects are relatively small. [8]

2) Supporting policy

The local government of Jinggangshan has some supporting policies for local farmers to participate in tourism, such as providing financial support (loans), providing skills training and improving tourism infrastructure. Only 12% of the people have received skills training in the tourism service industry, 63.6% of them are organized by local county or township governments, 20% are organized by farmer professional cooperatives, and 10% are provided by others. Most of the training and other organizational guidance related to tourism are provided by county or township governments. [9]

Despite the diverse support provided by the government, 35% of the non-poor households know nothing about the relevant support policy. Poor households know less about such policies than non-poor households. More than half of the poor households do not know if there is any relevant policy, and 17% of the poor households do not think so. The local government's propaganda on tourism-related support policies is not enough. Although the local government has relevant pamphlets for farmers interested in the development of tourism door-to-door publicity, many poor and non-poor households who do not participate in tourism do not know about the relevant policies.

More than half of the poor households and non-poor households think that the government or community has improved the tourism environment (Infrastructure), but only 26.7% of the poor households and 23.3% of the non-poor households think that the government or community has provided financial support, and 13.3% of them think that they have provided skills training. The local tourism environment has been improved, the roads and health facilities have been improved, and the houses of farmers in many villages have been painted in a unified way. The improvement of the tourism environment is approved by the local residents, but as to financial support, some poor households cannot enjoy it because of their own conditions. Many residents do not fully understand the local policies, so they did not achieve their full potential. In contrast, poor households have a higher opinion of these policies. Half of the poor households think that these supporting policies have a great effect, 42.9% think that they have little effect, and 7.1% of the poor households say that they can't explain clearly. While 43.3% of the non-poor think that the policy has a great effect, 26.6% of the non-poor think it has a little effect, and 6.5% of the non-poor think it has no effect at all. The local government's poverty alleviation policy provides support in many aspects, including financial support, environmental improvement and skills training, etc. Generally speaking, most of the residents think that these policies are helpful to the development of tourism for farmers, but there are still many residents who can't participate, do not understand and are not actively involved. Especially for the non-poor households, they think that these policies are only related to the poor households, so they have not paid attention to them, and can't predict the effect of these policies. Some non-poor households think that these measures have nothing to do with themselves and have no effect at all. At the same time, only 1.1% of the residents obtained microloans from the government or other organizations in tourism. In the field survey, we have learned that many poor households recognize the benefits of tourism and hope to participate in tourism, such as opening up agritainment. Some poor households want a loan, but their own conditions are beyond the appropriate criteria, so they can't obtain financial support. This situation requires the government to provide more help and more ways to encourage them to participate.

3) Policy understanding

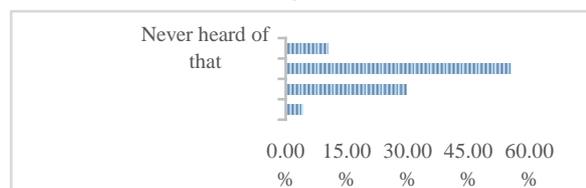


Fig.2. Understanding of pro-poor tourism policies

As can be seen from Fig. 2, 4.3% of the poor households fully understand the local pro-poor tourism Policies and measures, 29.8% of the poor households are relatively familiar with the local pro-poor tourism Policies, 55.3% of the poor households are not very familiar with them, and 10.6% of the poor households have never heard of them. Most of the poor households do not understand the local pro-poor tourism Policies and will not take the initiative to understand them.

They have low motivation and enthusiasm for participation. At the same time, many poor households are limited by their own conditions, such as the lack of labor force at home and so on. The government's policies are not enough to help them participate in the tourism industry. [10]

B. Residents' participation in pro-poor tourism

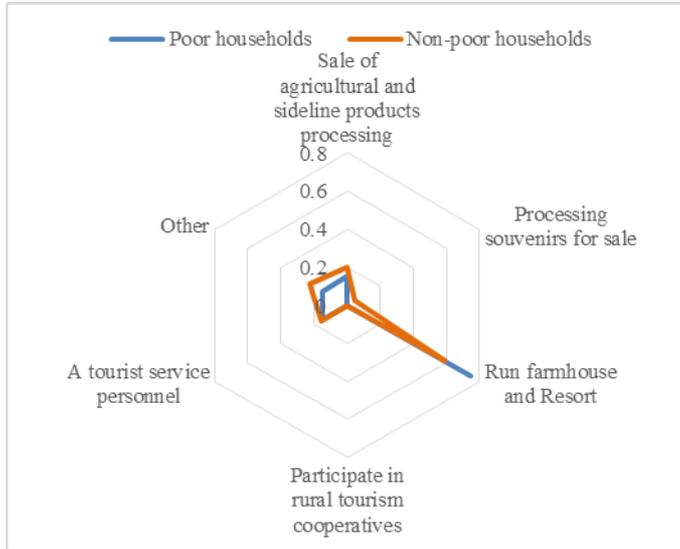


Fig.3. Forms of tourism participation

The proportion of local residents participating in tourism is relatively low, only 26.4% of the families have participated in the local tourism service industry. 16.7% of the poor households take part in the local tourism service industry. The form of tourism participation of poor and non-poor households is like a nail. The nail point shows that the main form of participation of poor and non-poor households is to open farmhouses and resorts, 58.8% of them are non-poor households, and 75% of them are poor households. We also know that local governments are very supportive to open farmhouses and resorts, and give great support to the residents' communities with certain conditions in terms of funds and information, etc. To be a tourism service personnel and the sale of souvenirs is relatively small. Compared with non-poor households, the participation of poor households is more concentrated. Although the proportion of the residents who participate in the local tourism is high, the situation of local tourism participation is not optimistic according to the low participation rate. There are many local residents who do not participate in the tourism industry, do not pay attention to it, and have low initiative. Mainly because of their objective conditions, they feel that they lack the prerequisite to participate in the tourism industry, so they have no interest in understanding. There are still more ways for the government to publicize so that the residents know more about the local tourism supporting policies. There is also a need for the government to create more avenues for its participation in tourism.

The reasons for non-poor households not participating in tourism are nail shaped. The nail point indicates that the main reason for non-poor households not participating in tourism is lack of organization and guidance, accounting for 44.4%.

However, non-poor households are less affected by labor force and risk-taking, accounting for 5.6%. The second reason for non-poor households not participating in tourism is lack of financial support, accounting for 33.3%. There are many local policies for poor households to participate in tourism, that is, pro-poor tourism Policies, compared with non-poor households to participate in tourism, they are not entitled to so much support. In contrast, the government gives less support to non-poor households in terms of funds. The participation in tourism, especially most of the non-poor households prefer to participate in projects with high demand for funds and high benefit, so it is easy for them to feel frustrated by shortage of funds. However, non-poor households generally have few problems in labor force and certain risk-taking capacity. The first reason for poor households not participating in the tourism industry is the lack of labor force, accounting for 37.9%; the second reason is the deficiency of information, accounting for 31%; the third reason is the short of organizational guidance, accounting for 26.7%; the fourth reason is not enough financial support, accounting for 20.7%. In contrast, the main reasons for poor households not participating in tourism are more diverse and more objective restrictions. Some poor households lack labor force and their members are old, weak, sick or disabled. Objectively, they have almost no conditions to participate in the tourism industry. The government is unable and unwilling to take risks to let them participate in activities such as opening up agritainment, while other aspects such as tourism service personnel need certain quality and labor force, and they are unable to participate. For this kind of people, it is mainly the mechanism of peddling that plays a role. In fact, many local poor households enjoy a little bonus for tourism development, such as dividends, but they don't know much about it. At the same time, many poor households have a relatively closed life and a low level of knowledge, so they are unwilling or unable to understand many local policies. The communication with village cadres is mainly positive on their side, so the information is still blocked. Although there are many policy supports for poverty alleviation through tourism, many poor households know little about it or are even unwilling to take the initiative to understand it. Many villages have pamphlets and posters, but many poor households have low knowledge and are unwilling to read them. The organizational guidance of village and township governments is also more targeted at the poor households which have certain conditions to develop tourism, such as those with high quality and skills, so even if the policy support is sufficient, many poor households still feel lack of organizational guidance. Both the poor and the non-poor agree that the benefits of participating in tourism are great, but they are limited by many conditions and think that they can't participate in it, so they are even less motivated, especially poor households. These restrictions themselves are also the reason why poor households become poor households, such as the lack of labor force. It is also necessary for the government to create more ways to actively publicize relevant policies to more people, stimulate the confidence of poor households to participate in the tourism industry, and enable them to seek solutions actively.

TABLE I. PROPORTION OF TOURISM INCOME IN FAMILY ECONOMIC INCOME

Tourism income accounts for the proportion of household economic income		
Projects	Poor households	Non-poor households
Less than 20%	37.50%	33.30%
20%—50%	25%	33.30%
50%—80%	12.50%	6.70%
More than 80%	25%	26.70%

Among the poor and non-poor households who participate in tourism, the tourism income of poor households accounts for the largest proportion of 20% of the family economic income, which is 37.5%. The tourism income of non-poor households accounts for less than 20% and 20% to 50% respectively, accounting for 33.30%. In contrast, the tourism income of non-poor households accounts for a higher proportion of household economic income. But in general, among the residents who participate in tourism, the proportion of tourism income to family income is not large. In the survey, we learned that these residents all recognized the economic benefits of tourism, and believed that more and more participation in tourism could improve the income level, and had the idea of revising the economic structure of the family. However, in the actual operation, it was limited and could not be achieved, and we did not know which way to participate in it to a greater extent.

C. Residents' attitudes towards pro-poor tourism

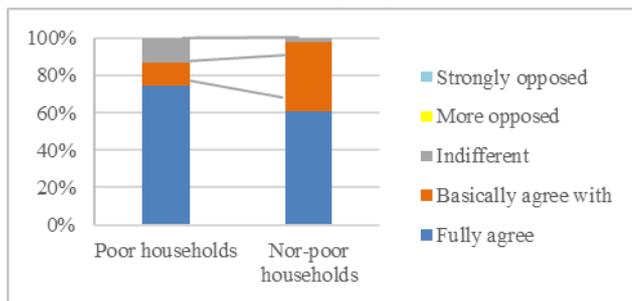


Fig.4. Tourism development attitude

It is known from Fig. 4 that 67% of poor households and 61% of non-poor households fully approve tourism development in this area, and no one is against tourism development. The proportion of poor households is larger than that of non-poor households. Residents agree on the benefits of tourism development, but some of them think they can't participate in it, and they have nothing to do with it, so they think it doesn't matter. There are poor households who can't participate than the non-poor ones. At the same time, they face more restrictions. They are more likely to think that tourism development has nothing to do with themselves.

D. Pro-poor tourism evaluation and satisfaction

27.3% of the people think that the local development of tourism services is extremely effective to help farmers out of poverty, 29.5% of the people think it is more moderately effective, 26.1% of the people think it has some effect, 10.2% of the people think it has no effect, 8.0% of the people don't know. This shows that local tourism development has played a certain effect on poverty alleviation, but some residents think that the participation of poor households is not high. There are also some residents who are not involved in or concerned about

the local tourism industry, so they are not clear about the policies.

1) Economic evaluation

In terms of promoting local economic development, 39.6% of the people fully agree and 39.6% of the people relatively agree. It shows that the poverty alleviation and development of red tourism can promote the local economic development to a large extent. In terms of increasing personal income of residents, 38.5% of them agree with it, and 34.1% fully agree with it, which shows that the poverty alleviation and development of tourism really helps to improve the personal income of residents. But at the same time, 11% of the people do not agree and 12.1% are not sure. It shows that there are still differences in residents' views on this aspect. In terms of improving the living standards of residents, 39.3% of them agree on that, and 36% of them fully agree on that indicating that the local pro-poor tourism and development has improved the residents' lives to some extent. However, at the same time, 10.1% of the people do not agree with it and 11.2% are not sure, which means that the living standards of some residents have not been improved. In terms of increasing the gap between the rich and the poor, the rate of relative approval is 36%, the rate of total agreement is 14.6%, and the rate of uncertainty is 27%. Combined with the previous differences in personal income and living standards, it shows that the benefits of local pro-poor tourism and development to residents are quite different. According to our on-the-spot investigation, part of the reason for such a result may be that some residents are unable to participate in tourism development or some residents have a low level of participation due to various objective factors such as capital, technology, labor force, information and so on. At the same time, because of their high enthusiasm and high quality, some residents, with the help of the government, have benefited a lot from the tourism industry by setting up farmhouses and hostel. So it inevitably leads to the imbalance of tourism benefits.

2) Ecological evaluation

More than half of the residents disapprove of the idea of destroying the local ecological environment, while 15.9% disagreed. The local government attaches great importance to the protection of the ecological environment in the tourism development, and puts forward the slogan of "red is the reddest, green is the greenest, and poverty alleviation is the best". It is also well implemented in the actual operation. The local scenery is beautiful and the vegetation coverage is very high. In addition, due to tourism development, the local government has strengthened the management of the hygienic conditions, and the management of garbage disposal has been improved.

E. Problems in the pro-poor tourism mechanism

As to what aspects of pro-poor tourism and development need to be further improved, 30.4% of the respondents think that the public participation is low, 21.5% of the respondents think that the government has not invested enough funds and has not made enough efforts to help out of poverty, and 16.5% and 13.9% of the respondents think that the lack of management in the future is because of the lack of attention from cadres. From the data analysis, the development of pro-

poor tourism in Jingtangshan reflects a smooth and positive trend, but there are also some defects and problems in mass participation and government guidance.

To sum up, the red pro-poor tourism and development play a great role in promoting the local economy, society and ecology, and received the recognition of most residents. However, some residents are not involved in tourism development on account of their own subjective reasons such as not caring about tourism development and objective reasons such as lack of labor force, low level of technology, low level of education, lack of funds and so on. They do not agree with many aspects. More measures are needed to guide more residents to participate in local tourism development.

40.7% think that the local tourism needs to be further improved in terms of infrastructure and traffic conditions, 17.3% think that the service level of employees needs to be further improved, 45.7% think that the publicity needs to be improved, 11.1% think that the protection of red sites needs to be further improved, 27.2% think that the protection of ecological environment needs to be further improved. Step by step, 4.9% of people think that the development of advanced science and technology needs to be improved.

The local tourism industry has taken shape. The tourism environment and infrastructure in the village have been relatively satisfactory, and the locals benefit a lot from it. But they have not matured in many aspects. Especially in many villages, the tourism industry has developed on a limited scope, because of its remote location and restricted tourist attraction. The service level of tourism practitioners is still relatively general, and the development and protection of red sites need to be improved. At the same time, local lack of Internet technology talents, the integration of local tourism and Internet technology is very limited.

13.9% of the people think that the local leading cadres of poverty alleviation and development don't pay enough attention, 21.5% think that the investment of poverty alleviation funds is not enough, 19.0% think that the supervision of poverty alleviation funds is not in place, 30.4% think that the poor people's participation is low, 16.5% think that the construction projects lack late management, 6.3% think that the economy is more important than the culture. More efforts should be made by the government to encourage the participation of the poor. The poor households are more difficult to participate in the tourism industry than other residents because of their cultural level, labor capacity, working technology, capital and other restrictions. At the same time, the government's financial support between villages is not balanced, and some villages' tourism needs more capital investment to get on the right track faster. In addition, the supervision of poverty alleviation funds in some villages needs to be more open and transparent, more publicity to residents, and reassurance to residents.

IV. RESEARCH CONCLUSIONS AND RECOMMENDATIONS

On the basis of theoretical research, the research team learned about the basic living conditions of Jingtangshan farmers through questionnaires and analyzed the red tourism forms, policies, farmers' satisfaction, development directions

and sustainability of Jingtangshan area. The study found that from the basic living conditions of farmers, the population structure of rural households in Jingtangshan is aging, the population of young and middle-aged people is missing, the labor burden of farmers is large and the employment situation is not optimistic. The educational resources of Jingtangshan are relatively scarce. Under the guarantee of the government's precise poverty alleviation system, most of the farmer's material capital can meet the basic needs of life, housing conditions are significantly improved, and basic furniture such as color TVs, refrigerators, and washing machines are available. In terms of financial capital, there are relatively few farmers who can obtain poverty alleviation loans. The large expenditures of farmers mainly rely on borrowing from relatives and friends.

From the perspective of poverty alleviation policies and mechanisms, Jingtangshan's innovative identification methods of "red card (poor households), blue card (poor households) and yellow card (poor households lifted out of poverty in 2014)" have achieved remarkable results. Targeted measures have lifted most of the poor out of poverty. At the same time, the investigation team found that a number of towns and townships implement the "poverty eradication policy" system. Many poor villagers still enjoy the treatment of poor families after being lifted out of poverty. It is understood that poverty alleviation farmers rarely return to poverty, very few farmers return to poverty because of disease.

Jingtangshan local government has some policies for farmers to participate in tourism, such as providing financial support (loan), providing skills training and improving tourism infrastructure. In the field investigation, we found that many poor households are below the economic level, and they are less interested in learning about the surrounding tourism than non-poor households. They live a relatively closed life, and they think that whether they participate in tourism or have nothing to do with them. The poor households' active participation consciousness is relatively weak. This actually poses considerable challenges to the sustainability of poverty alleviation through tourism.

From the perspective of farmers' satisfaction, most farmers said that they were satisfied with the government's pro-poor tourism policy which had brought them great benefits. Other farmers said they still need some help from the government, especially in medical care and employment.

From the perspective of the development direction and sustainability of pro-poor tourism, the existing forms of pro-poor tourism are mainly based on farmhouse music and Jingtangshan specialty products and characteristic handicraft sales, with limited development potential. The tour project is mainly based on static display. The experiential tour project is less and concentrated in the restricted red ruins. The tourists are not greatly attracted and the ability of sustainable development is weak. Regrettably, many poor people believe that pro-poor tourism has little to do with themselves. Only a few people understand the government's pro-poor tourism policy. The core of the sustainable development of pro-poor tourism lies in "poverty alleviation". Tourism is only a means to achieve poverty alleviation. If we blindly pursue the benefits

of tourism, we could not seriously consider how poor people can benefit from tourism. The actual ability and enthusiasm, unrealistic consideration of the difficulties and needs of the poor people, the appearance of the glamorous "tourism poverty alleviation" is only a formality. We can start with the following four points to solve the existing problems.

A. Deepening the interest connection between tourism and poor households

The core and essence of poverty alleviation through tourism are to let the poor households benefit through the development of tourism. It is not to talk about poverty alleviation without tourism, let alone poverty alleviation with tourism. Therefore, it is necessary to further deepen the linkage of interests between tourism and poor households.

For this reason, Jinggangshan can set up some pro-poor tourism posts, so that the poor households can participate in the tourism service process as much as they can. With these posts, poor people can be motivated to get employment and increase their income. We will set up specialized pro-poor tourism cooperatives to provide farmers with more tourism skills training.

B. Accelerating the introduction of professional talents and improve the quality of grassroots cadres

In view of the current situation that village cadres are of low education level and difficult to adapt to the requirement of the policy, we propose to speed up the introduction of university student village officials, especially those with knowledge in tourism. This is not only a proposal for us but also for the hope of local villagers. For them, the university student village officials are not only vibrant and energetic but more importantly, they are relatively fair and have no interest disputes with the local villagers. Therefore, many local villagers are eager to get rid of poverty and get rich under the help and guidance of college-graduate village officials.

C. Highlighting the support of both ambition and wisdom, and stimulate the endogenous power of the poor

Focusing on "fostering people's aspirations, skills, wisdom, morality and ability", we will give strong support to the employment and entrepreneurship of the people in difficulty, and disseminate the outstanding deeds of the rich through a series of publicity activities such as the rural lecture hall. Help people to set up the confidence to get rid of poverty and get rich. Extensively carry out the selection activities of "advanced individuals out of poverty" and "moral models", create new

selection models, mobilize the enthusiasm of the masses, and change the situation of passive selection in the past.

D. To innovative publicity marketing strategy, singing the song of Jinggang brand

We need to strengthen media publicity, integrate the high-quality tourism resources of Jinggangshan, launch promotional films in TV stations, and expand the popularity and influence of Jinggangshan tourism. We should carry out the marketing of red tourism festivals, hold Jinggangshan Rhododendron Festival, regularly hold red tourism photography competitions, red story telling activities, red tourism self-driving activities, and create a strong atmosphere for the development of red tourism. To implement the Internet + tourism marketing, run the official WeChat or Micro-blog of Jinggangshan tourism and attract more tourists through online promotion.

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