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To cite this article: Te Ma and Li Zhou 2019 *IOP Conf. Ser.: Earth Environ. Sci.* **237** 052031

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ENLIGHTENMENT FROM THE EXPERIENCE OF POVERTY REDUCTION IN THE UNITED STATES ON THE ISLANDS AROUND INDIA OCEAN

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Abstract. Although the island countries around the Indian Ocean are in an obvious disadvantage in terms of industrial foundation, location conditions, capital and technological endowment, which greatly affects their economic development, they have the unique conditions to develop tourism and leisure industry from the perspective of the development of modern tourism and leisure industry. Based on the law of development of tourism and leisure industry and the background of rapid development of tourism and leisure industry. This study breaks away from the previous study on the disadvantage of general industry development in poverty-stricken areas, analyzes the advantages of developing tourism and leisure industry in poverty-stricken areas from the perspective of reverse thinking, and proposes poverty-stricken areas by drawing on the experience of the development of tourism and leisure industry in the United States. The specific implementation ideas and Countermeasures of district tourism poverty alleviation.

1. Introduction

To break through the vicious circle of poverty, we need to start with these characteristics of poverty-stricken areas, so as to cure the symptoms and cure the root causes with twice the result with half the effort. For a long time, many areas in reality have been accustomed to adopting traditional solutions, that is, focusing on strengthening capital investment and infrastructure construction, striving to develop education, training the labor force, vigorously developing industry and so on. These efforts are undoubtedly correct. However, these traditional poverty alleviation paths often take a long time or specific factors to succeed, such as the reality of many poverty alleviation projects because of the huge cost, or because of the need for a long time, or because of lack of targeted results in the short term. Moreover, not every region can get a lot of investment from the state or local government, the improvement of the quality of labor force is not an overnight success, some regions blindly on the fast industrial projects due to inconsistency.

Jenny Holland, Michael Burian and Louise Dixey, pointed out that poverty alleviation programs are designed to increase the net income of people in poor areas through tourism and their ability to operate tourist products. If more tourism products can be developed in poverty-stricken areas, especially through decision-making and business operations in which local residents can participate extensively, the poverty alleviation effect of leisure tourism will be more obvious. The products of rural tourism often have the characteristics of small-scale production, local cultural orientation or rural orientation, so they are easy to be mastered and developed by the local people. Leisure tourism can also promote the development of infrastructure and the birth of companies that run tourism sideline.



2.Many challenges in developing leisure tourism.

Successful tourism development plans need to take into account economic, cultural and commercial factors, such as the quality of tourism products, accessibility, the infrastructure of destination, the skills of practitioners, the interests of investors and so on. In terms of these factors, poverty-stricken areas are often at a disadvantage compared with economically developed areas, and there are also great difficulties in policy coordination in poverty-stricken areas. DilysRoe et al. found and emphasized the outstanding contribution of tourism to poverty-stricken areas through data analysis, especially considering that tourism can drive the development of many related industries, tourism is a more income-elastic industry than other industries in poverty-stricken areas. It can employ almost no experience On the basis of personnel development.

From the experience of developed countries, when the per capita GDP of a country reaches 3000 - 5000 US dollars, it will enter the period of explosive growth of tourism and leisure consumption. Residents'vacation time is gradually increasing, and the demand for tourism is also rising, which has promoted the rapid development of tourism in recent years. The development of modern tourism leisure industry has become an inevitable trend of economic development in China. Modern tourism leisure industry is different from agriculture, industry and service industry, and also different from the traditional sense of tourism. On the one hand, the modern tourism leisure industry has the characteristics of particularity of elements, richness of industrial connotation, uniqueness of products, and service purpose to meet psychological needs.

First of all, the primary production factor of modern tourism leisure industry is a unique natural or cultural landscape of a region, which is essentially different from the land in agriculture, the capital in industry, the technology or labor force in service industry, etc. Secondly, the industrial chain of modern tourism leisure industry involves food, housing, transportation, view, play and so on. The links are much richer than those of agriculture, forestry, animal husbandry, fishery, industry and construction. Thirdly, the services provided by tourism and leisure industry are to provide tourists with special and intangible experiences, such as viewing, appreciating, remembering and bringing happiness to the natural or human landscape, which are related to agriculture and industry. It is a tangible product, and the general service industry provides tangible services which are direct, purposeful and utilitarian. Finally, the modern tourism leisure industry pays more attention to satisfying people's psychological needs and sustainable development than the general industry, and has the modern economic model and characteristics of people-oriented and sustainable development. On the other hand, compared with the traditional tourism industry, the modern tourism leisure industry has distinct characteristics of the times. It is no longer a "here-and-there" type of sightseeing tour, no longer a simple shallow level of tourism, but a journey of leisure, experience, discovery, innovation, and even a journey of spiritual cultivation.

3.The development experience of modern tourism and leisure industry in the United States

(1) attach importance to the concept of tourism.

The United States attaches great importance to tourism in all aspects. Whether government agencies, local tourism organizations, individual tourism enterprises or tourism practitioners, they attach great importance to the development of modern tourism and leisure industry. From the reasonable arrangement of holiday system, densely distributed tourist information center, perfect service facilities and convenient electronic information network, we can see that all walks of life in the society are facing the tourist industry.

(2) the concept of adjusting measures to local conditions.

The development of tourism and leisure industry in the United States should be differentiated according to local conditions, and special politics should be implemented in special areas.

Policy. For example, Las Vegas, Atlantic City and other places through targeted tourism and leisure industry (such as gambling and so on) planning and development, so that these natural resources are scarce, weak industrial base areas quickly realized the economic take-off.

(3) the concept of leisure innovation.

The overall goal of American tourism and leisure industry is to promote recreation, that is, to achieve physical recuperation and spiritual relaxation and thinking by means of leisure, and ultimately achieve the purpose of creation and innovation. Tourism is only a secondary purpose. So the focus of American tourist attraction design is not one-day or two-day tour route, but cover a series of camping, picnic, adventure, experience, education, stimulate thinking and other thematic tourism, leisure.

(4) the concept of deep development.

Most of the tourist attractions in the United States are distinct themes, such as the Metropolitan Museum of Art in New York.

Patriotic education tours such as theme tours, independent halls in Philadelphia, historical theme tours such as Gettysburg (the site of major battles during the Civil War) and U.S. military parks, landscape theme tours such as Yellowstone, leisure theme tours such as WaterGap, and entertainment theme tours such as Las Vegas. Both of them have achieved market segmentation and precise positioning in tourism development and planning. It is a common phenomenon that the modern tourism leisure industry is deeply developed.

(5) the people-oriented concept.

The whole tourism and leisure industry and tourist attractions in the United States have achieved perfect facilities, industrial support, service coverage in all aspects. Free local maps and tourist attractions are available at all tourist centers and even at rest areas or hotels on expressways. Road signs are clear, camping attractions, tap water, vegetable pools, bathrooms, toilets and other facilities are well-designed, and tourist attractions are well-designed to eat, play, watch, learn and think through. It is worth mentioning that the U.S. tourism industry and even the whole society attach great importance to the disabled and considerate service. In the construction and operation of various tourist attractions, from special parking spaces for the disabled, toilets to aisles, exhibition halls, elevators and other aspects have fully taken into account the needs of the disabled. There are many tourist attractions such as Disney, which need to wait in line.

There are special passages for the disabled, and the disabled and their families do not have to wait in line to be led directly by the special staff and accompanied by explanations.

(6) the concept of keeping pace with the times.

The United States widely applies modern science and technology in the development of tourism and leisure industry. The Internet plays an important role in booking hotels, tickets, scenic spots and traffic information. In addition to traditional film introductions, many scenic spots also use modern technology such as sound, light and electricity to interact with tourists. For example, Disney Park, National Constitutional Center and other scenic spots should respond to high and new technologies. The use is impressive.

(7) the concept of environmental protection development.

The United States puts environmental protection first in the development of tourism and leisure industry. Scenic spots in the design of scenic spots, road construction, animal protection, garbage recycling and other aspects pay attention to the harmonious coexistence of people and the environment.

4. The concept of developing modern tourism and leisure industry to get rid of poverty

(1) fully understand the important role of modern tourism and leisure industry in promoting the economic development of poverty-stricken areas.

According to the actual situation of the popularization of automobiles, we should specially design special routes and brands for the newly emerging tourism groups, such as self-driving tour, leisure tour and adventure tour, and take these as the focus of the design and development of tourism and leisure industry in the future.

The tourism products in poverty-stricken areas should be rationally positioned, characterized by development, multi-format combination, appropriate packaging and scientific marketing.

(2) Establish the concept of "big tourism" and "tourism-leisure" and explore and establish the development model of modern tourism and leisure industry. Further expand the industrial chain of

tourism and leisure industry, from the simple development of traditional tourist attractions to the comprehensive development, systematic development and deep-seated development of modern tourism and leisure industry, and promote the tourism pattern in poverty-stricken areas from sightseeing, waiting for a rabbit to vacation and leisure.

Deep going change. A variety of thematic tourism, such as sightseeing, exploration, scientific investigation, folk custom, eco-tourism, sports tourism, health care and rehabilitation, food tourism and so on, will be gradually formed. The development, marketing and service of tourist attractions will be planned around the concept of "leisure".

Advertising and publicity mainly focus on original, leisure, green and environmental tourism brands.

(3) Focus on the development of new forms of tourism and the application of scientific and technological means, and vigorously develop the network to book hotels, rent cars, purchase tickets and so on.

Encouraging the development of various types of tourism, such as brand hotels, private hotels and "farmhouse entertainment", the residents'demand for tourism is characterized by diversity based on the current income gap in China, which provides conditions for the rich variety and product innovation of tourism and leisure industry in poverty-stricken areas. We should further promote the integration of tourism and leisure industries and realize the networking, diversification and convenience of tourism products and services.

(4) strengthen the integration of tourism infrastructure and establish a training platform for tourism talents in poor areas.

To improve service quality and create excellent tourism service brand. The key is to strengthen road construction in poor areas. In addition to the Northeast, such as Pennsylvania, New York, Washington, D.C., and so on, highways in many states are free, such as from North Carolina to Florida highways are very well built, many areas are two-way six-lane and free. The 89 thousand km highway in the United States is only about 8000.

Kilometers are toll roads. Perhaps it is because of no fees or cheap fees that highway utilization in the United States is much higher than that in China, which also strongly promotes the development of deep-seated tourism such as self-driving and leisure travel.

(5) pay attention to characteristic management, characteristic development and ecological protection.

Promote the organizational system innovation of tourism and leisure industry. Encourage the development of new business formats such as online marketing, online booking (tickets, hotels), and support the common prosperity and complementary development of various types of operators such as brand hotels, restaurants with special features, farmhouse entertainment and theme parks. Tourist attractions should be encouraged to carry out market segmentation for different consumers so as to realize characteristic management and characteristic development.

5. Conclusion

combining industry self-discipline with strengthening supervision. In the initial stage of the development of tourism and leisure industry, the farmers in tourist areas will understand the relationship between brand, reputation and their income, and the relationship between their own business behavior and the brand and reputation of tourist areas. Avoid repeating the phenomenon that some areas are notorious and harmful to the development of local tourism when the tourism industry develops to a certain stage.

Acknowledgements.

Foundation Project: Dalian University's Indian Ocean Island Country Research Center-funded Project "Research on Tourism Development and Poverty Reduction Innovation in the Indian Ocean Island Countries"(DGYJ201803)

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