

# Thoughts on the Transformation and Upgrading of Gansu Grassland Tourism Industry

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**Abstract:** The transformation of grassland resource function has caused major changes in its management mode and use function, and led to the escalation of the contradiction between protection and production. The development of grassland ecotourism industry is a good way to alleviate this problem, which can drive the local economic development and help poverty alleviation and prosperity, and is conducive to consolidating the achievements of poverty alleviation in the grassland area and realizing the goal of rural revitalization. Selection with typical characteristics of northern grassland Gansu Gannan Tibetan autonomous prefecture Xiahe county as the research object, take typical example analysis research-key problem focus search, effective measures for the solution, in view of the current situation in the system of lack of tourism, insufficient income, single, narrow coverage, seasonal limited problems, put forward to improve the mechanism of poverty alleviation, integrated linkage development, support characteristic industry, broaden the propaganda way, development characteristic five special measures such as events, effective power development of xiahe county grassland tourism poverty

alleviation.at the same time,It is hoped to provide reference and inspiration for promoting the development of national grassland tourism poverty alleviation.

**Keywords:** Grassland Tourism; Poverty Alleviation Industry; Ecological Industry; Economic Benefits; Rural Revitalization

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## Introduction

Gansu Gannan Tibetan autonomous prefecture county has the typical characteristics of the northern grassland, the residential population characteristics, industrial development status have strong representative, this paper to Xiahe grassland tourism poverty alleviation development, for example, through the study of the development of grassland tourism poverty alleviation, put forward to solve the problem of grassland tourism poverty alleviation development typical method, strive to typical case study, to the other grassland tourism poverty alleviation development mode of exploration of important reference and inspiration,

and the grassland area to consolidate poverty Achievements and the realization of rural revitalization to lay an important theoretical foundation.

## 1. Present Status of poverty alleviation in grassland tourism

### 1.1 Current status of grassland tourism forms

Relying on the rich grassland resources, Xiahe County has been actively developing grassland animal husbandry for many years, and appropriately carried out some grassland ecological tourism. The earliest development and the most mature construction is the Sangke grassland scenic spot. In recent years, other different types of grassland scenic spots such as Ganjia Grassland and Panda Valley have been gradually built. These grassland scenic spots take ecological tourism and Tibetan folk experience as the main types of tourism products, combined with supporting services such as ZangJiale accommodation and Tibetan food tasting to enrich tourism activities. Since the famous Tibetan Buddhist holy land Labrang Temple is located in Xiahe County, and religious and cultural tourism occupies a large proportion in its tourist source market, the grassland tourism in Xiahe County has also carried out many tourism

products combining religious and cultural tourism, such as "Jinding Fanyin-Labrang" large-scale traditional Tibetan song and dance performance. At present, the Xia River has basically formed "grassland sightseeing + folk customs

experience" and " grassland leisure + religious culture Experience "" grassland vacation + historical sites sightseeing " as the leading form of tourism.

## **1.2 Grassland tourism benefits and poverty alleviation results**

In recent years, grassland tourism in Xiahe County has developed rapidly. In 2019, the county received 2.9 million tourists, and the comprehensive income of grassland tourism reached 1.4 billion yuan, with year-on-year growth of 10.4% and 14.2% respectively. The income of grassland tourism in Xiahe County mainly comes from five aspects, namely, sightseeing tickets of grassland type scenic spots, leisure activities carried out in grassland scenic spots, sales of grassland agriculture and animal husbandry products, income from catering and accommodation, transportation publicity and other related industries. Among them, the most closely related to poverty alleviation is the sale of catering, accommodation and agricultural and animal husbandry products. These two parts of income are directly linked to the income of local residents, which is the most direct embodiment of promoting people's rid of poverty and prosperity. At the same time, the tourism company through loan herdsmen pasture tourism activities, tickets, grassland leisure activities such as income according to a certain proportion to herdsmen as compensation, so grassland scenic spot tickets, grassland leisure activities such as business income also has greater influence on herdsmen income, indirect effect for people out of poverty to get rich. At present, due to the Sangke grassland except

for other scenic spots are in In the initial stage of development, the overall development scale of grassland tourism industry is limited, the overall income of tourism is limited, and the effect of tourism industry in helping poverty alleviation is not very obvious.

## **2. Specific measures to promote the poverty alleviation and development of grassland tourism**

### **2.1 Improve the grassland poverty alleviation mechanism and implement special poverty alleviation policies**

First of all, should be combined with the national ecological policy guidance for poverty alleviation, speed up to meet the local actual and can effectively promote the development of grassland tourism poverty alleviation policy, establish the development direction of poverty alleviation policy encouragement and main content, clear specific policy support way, dredge application policy support link and channels, make poverty alleviation measures can fall to the ground, effectively, and promote development. Secondly, the grassland ecological compensation mechanism should be improved. On the one hand, the grassland storage balance should be controlled through policy awards and subsidies to lay the foundation for the development of green ecological industry; on the other hand, the ecological compensation fee should be levied for the actors and enterprises who damage and affect the local grassland ecological environment due to ecotourism and grassland health care industries, so as to compensate the economic loss of grassland owners and supplement the related engineering cost of restoring the grassland ecological environment. In view of the lack of start-up funds for the tourism development of the poor people, a special fund for poverty alleviation by grassland tourism will be established, to provide certain start-up fund support to the grassland tourism projects that are independently developed and have prospects, so as to promote the construction of demonstration sites for poverty alleviation by grassland tourism. At the same time, the establishment of financial engineering, support the commercial financial institutions in the county to the grassland surrounding tourism resources good funding in financial business, by increasing the intensity of fiscal funds discount, provide poor from mortgage, guarantee of microfinance, encourage local poor people to develop small grassland tourism service industry, through the industry power local people out of poverty. To sum up, firstly, improve the local poverty alleviation policy and the improvement of the ecological compensation mechanism, and then implement the targeted financial poverty alleviation policy to promote the rapid development of the local grassland tourism poverty alleviation industry.

## **2.2 Accelerate the integration of tourism resources, and coordinate the common development of the surrounding areas.**

In order to change the pattern of decentralized development and small scale of the existing scenic spots, it is necessary to integrate the current tourism resources from the government level, rationally layout the development positioning of each tourist scenic spot, and seek its own characteristics and development space with complementary and differentiated development. By conducting professional tourism planning, the county grassland tourism development system science planning, clear the next stage development direction and target, scientific development and orderly development, step by step to strengthen the construction of existing scenic spots, expanding the scale of the tourism industry, drive the grassland tourism revenue growing. Self-optimization and strengthening construction alone is not enough to comprehensively expand the scale of the tourism industry. Xiahe County should make full use of the good location advantages of Gansu, Qinghai and Sichuan, strengthen the connection with the surrounding famous scenic spots, and form linkage development benefits. With the help of the current condensed tourist source market of the surrounding scenic spots, find out the differentiated tourism resources for key promotion and publicity, and attract tourists to take Xiahe County as an important station on the tourist routes. Only when the number of tourists reaches a certain scale, can we support the intensified construction of scenic spots in the future, so as to promote the continuous expansion of the scale of grassland tourism industry. At the same time, as an important node in Qinghai, Sichuan, Lanzhou, Jiuzhaigou tourist routes, the transit drive tourists numerous, completes the construction of tourism infrastructure and reception facilities, improve tourism reception service ability, attract transit tourists in Xiahe county tourism consumption, is also an important way to promote the development of grassland tourism. Only when the Xiahe grassland tourism industry reaches a certain scale and produces a certain benefit of scale, can it effectively help the growth of poverty alleviation benefits of grassland tourism.

### **Epilogue**

The development of grassland ecotourism is a favorable way to promote the development of ecological industries in grassland areas, promote the transformation of local industries, help ethnic minorities to get rid of poverty and become rich, and consolidate the achievements of local poverty alleviation. National grassland supervision and departments have taken to carry out "national grassland natural park pilot construction" to promote the development of grassland ecotourism industry, grassland area should be with the aid of national and local policy advantage, led by the government to lift more, increase investment, open cooperation to promote the rapid development of the local grassland industry, finally through the ecological industry mining local people's ability to create wealth, the "blood transfusion" poverty alleviation into a long-term effect of "hematopoietic" poverty alleviation, to fundamentally eliminate poverty and drive the grassland area rural revitalization.

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