Research on the Development Model of Tourism Poverty Alleviation in Western Poor Areas Based on Computer Network

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Abstract. The dynamic mechanism of tourism poverty alleviation involves multiple forces such as government entities, tourism enterprises, local residents, non-governmental organizations, etc., make full use of the resources that may be mobilized and play the role of the government's backbone in poverty alleviation in tourism. Stakeholders distribute benefits fairly and provide reasonable policy support. Strengthen the promotion of tourism scenic spots, build the image of national cultural tourism brands, expand the tourist source market, enhance the popularity of tourist scenic spots and use computer network technology to facilitate the development of tourism in its poor areas.

Keywords: Computer Network, Tourism Poverty Alleviation, Development Model

1. Introduction

The development of the concept of tourism poverty alleviation and the development of poverty alleviation models are the theoretical basis for realizing poverty alleviation. The research object of tourism poverty alleviation has attracted the attention of researchers at home and abroad. Tourism poverty alleviation is based on the poverty-stricken population in economically underdeveloped areas. It is based on the rich local tourism resources and through the development of tourism, the poverty eradication can be achieved[1]. Enshi Daughter City has a rich folk culture and a long history and culture in the region. The cultural connotation is rich.

2. Computer network technology

2.1. Application of computer technology in network security management

Firstly, under such circumstances, the unsafe factors in the process of information transmission have
gradually increased. Therefore, network security management is particularly important. The incidence of information security problems, such as the application of firewall technology and various detection and maintenance technologies[2]. Secondly, through the application of computing technology, it can also effectively improve the stability and accuracy of information data, thereby improving the utilization rate of information data, so that the electronic communication system can operate stably.

2.2. The application of computer technology in the process of information conversion

In the process of using a telephone to communicate, people need to perform multiple information conversions. First, they must convert voice information into digital information for transmission and then convert the digital information in the transmission into voice information. In this process, the entire conversion process of information needs to be applied to computer network technology. In addition, in the process of information transmission, in order to ensure the integrity and accuracy of information, it is also necessary to implement relevant maintenance of information data through computer network technology[3]. The computer travel information transfer mode is shown in the figure below.

![Computer travel information transfer mode](image)

**Figure 1.** Computer travel information transfer mode

3. Tourism poverty alleviation strategy in the western poor areas

3.1. Prioritize the placement of poor households for employment and achieve full employment coverage

Poverty alleviation in the tourism industry has been promoted as a key project in many poor cities and counties and has achieved remarkable results. Many Chinese and foreign tourists come here. This will undoubtedly increase the demand for tourism resources. At present, with the help of the government and some enterprises, 1,200 poor laborers have been employed in the tourism industry. The next step is to establish more tourism enterprises. And development, will gradually achieve full coverage of stable employment of the poor people with labor capacity and willingness to work[4]. The income growth of poor households in the western region in the past 6 years is shown in the figure below.
3.2. The state strongly supports and gives certain preferential policies

With the strong support of government policies, the project has achieved great development. Poor households are encouraged to use their yards to run special restaurants to increase family income\cite{5}. According to incomplete statistics, there have been 1,000 integrated leisure and entertainment centers in the county, including catering and accommodation, providing more than 4,000 jobs. When carrying out job placement work, priority is also given to opening the door of convenience for poor households.

3.3. Establish and improve the management system

First of all, it is necessary to adapt to local conditions, set up a tourism zone management committee, exercise first-level government powers, conduct overall management of the planning and construction of eco-tourism zones and build a grand blueprint for an "ecological new farm"\cite{6}. At the same time, all measures are taken to guarantee the per capita income of the poor. Secondly, scientifically regulate and restrict the behavior of enterprises. Establish industry self-discipline associations to standardize the market, make overall arrangements, improve the level of tourism development and actively open the door for poor households to participate in various activities of the tourism industry.

4. Tourism poverty alleviation based on computer technology

4.1. Integrating rural tourism resources to achieve integration of the three industries

Strengthen the deep integration of agricultural resources, rural villages, farming culture, folk customs, etc. with the tourism industry. The transformation of traditional farming to intensive and efficient combination of farming and tourism, the transformation of single agriculture to diversified agriculture, the transformation of extensive economy to benefit economy and the formation of integrated development of one, two and three industries, thereby improving the industrial level.

4.2. Use "Internet +" and other technologies to develop poor rural tourism commodity markets

Although restricted by factors such as geographic location, information infrastructure and warehousing and logistics facilities, the development of the rural e-commerce market in poor areas is currently lagging behind, but this is also a blue ocean that has yet to be developed and has broad prospects.
Combining "Internet +" with rural tourism, on the one hand, rural tourism will increase consumers' perception of local characteristics of agricultural and sideline products and tourism surrounding products and accelerate the pace of online consumption through offline experience; on the other hand, to The Internet is used as a medium to transform local specialty agricultural and sideline products into business cards and labels of the country of origin, attracting consumers to travel to the country of origin, thereby promoting the development of local rural tourism.

4.3. Innovate financing model and establish a diversified investment system for rural tourism

In order to solve the huge financial pressure faced by rural tourism development in poverty-stricken areas, it is necessary to innovate financing models and broaden the capital channels. The promotion of the PPP model can effectively alleviate the dilemma of local government funds. In the promotion process of the PPP model, the asymmetry of information may make the willingness of social capital to participate weak. Strengthen the government's tourism-oriented and supportive investment and encourage and guide villagers, collectives and social capital investment.

5. Conclusion

In short, after years of developmental poverty alleviation, most of the remaining poor people are in regions with relatively scarce resources, inconvenient transportation and frequent natural disasters. To achieve poverty alleviation, these people must fight the poverty alleviation in tourism. The role of economic development, social development, income growth of local residents and poverty alleviation of the poor cannot be ignored.

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