Tourism poverty alleviation project in China
Azheke Plan and its implications

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Analyze the advantage of the inside-derived model adopted in “Azheke Plan”
City versus Village

- Beautiful pictures
- Statistical numbers
- Maps

What is the Plan?
Before
Annual household income: ¥3000

After
Five dividends, ¥11440 per household
Controversy: Whether and how tourism development contributes to poverty reduction needs to be further researched.

The Theoretical Background

Disputes on tourism as a means of poverty reduction and destination development

Tourism contributes to the economies of impoverished destinations

Tourism development may worsen local poverty
# The Theoretical Background

## Theoretical streams related to Pro-poor tourism

<table>
<thead>
<tr>
<th>Neoliberalism</th>
<th>Criticism</th>
<th>Substitutionism</th>
<th>Post-structuralism</th>
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<tbody>
<tr>
<td>A research project on the trickle-down effect:</td>
<td>• Neoliberalism doesn’t really develop the poor areas and leaves no positive impacts on these places.</td>
<td>• Niche tourism appeared which features less destructive and minimal external investment.</td>
<td>• No matter which theory, there is no absolutely right or wrong.</td>
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<tr>
<td>Interviewed over 1000 rural families in 6 villages.</td>
<td></td>
<td></td>
<td>The key is to find a solution: how to control the power of external investment, and how to support and protect the rights and interests of local people.</td>
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<tr>
<td>➢ The trickle-down effect induced from tourism capital investment is very minimal</td>
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<td>➢ Local villagers lost their power over the major tourism attractions in the process of capital investment.</td>
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</table>
The Reality of Tourism Poverty Alleviation

Despite multiple stream, practices of pro-poor tourism has been dominated by neo-liberalism ideas.
The Reality of Tourism Poverty Alleviation

A typical story for many destinations that involve local communities, tourism resources and external investors in China

- Passive non-cooperation
- Confrontation
- Violent or non-violent non-cooperation
- Negotiation

Property rights
Case introduction

Azheke

A remote village in Yunnan Province

One of the five key villages of the Honghe Hani Terraces

Well-preserved traditional Hani architecture – mushroom house
Case introduction
Azheke – a mixture of richness and poverty

Rich in the most spectacular terrace landscape in the world

Local people are extremely poor
Parents don’t have many choices but let their children bother tourists to make some little money.
Preparation before the experiment

Up to Feb 2018, a team of 70+ members has completed a household visit of 5,682 households in Yuanyang County.

The villages are hollowed out

Low-income from the terrace farm work
Proposed model: Inside-derived model

One model

Two parties

Three goals

Four bottom lines

- heritage protection
- poverty reduction
- tourist reception
- no renting or selling
- no external capital
- no disorder development by the villagers
- no damage to the local tradition

Local v.s. SYSU team
Execution is the key

Students who stay and work in the village
Execution is the key
Facility improvement & Marketing promotion

The visitor center

WeChat Official Account & TikTok
Execution is the key

2019-3-8: The first dividends allocation ￥680 - 1600

<table>
<thead>
<tr>
<th>Item</th>
<th>Proportion</th>
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<tbody>
<tr>
<td>Traditional house protection</td>
<td>40%</td>
</tr>
<tr>
<td>Terrace protection</td>
<td>30%</td>
</tr>
<tr>
<td>Lifestyle maintenance</td>
<td>20%</td>
</tr>
<tr>
<td>Household registration retention</td>
<td>10%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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</tbody>
</table>
Execution is the key

2021-10-2: The fifth dividends allocation

¥ 1200 - 3000
Execution is the key

Economical achievements

• Jobs: 14 jobs for villagers
• Businesses: 9 small-businesses started their journey in Azheke
• Revenue: over 1 million yuan
• Profit: 8 hundreds thousand yuan
• Dividends: paid 5 times, totally over 6 hundreds thousand yuan, and each household received 9838 yuan in average.
• Poverty alleviation: 23 families put an end to poverty
Support villagers’ independence
"one decision for one thing"

New issues need to be discussed among villagers.

New decisions need to be signed, stamped, and published on the notice board in the village.
Support villagers’ independence

Villagers’ rights

- Participating;
- Making decisions;
- Being informed;
- Being monitoring

Tourism operations
Support villagers’ independence

Young men return home

Where there is home, there is a job;
where there is a job, there is home

Skill training
Support villagers’ independence
Management and decision-making skills
Longer-term education for villagers

Children education

“Azheke Learning Club”
Longer-term education for villagers

Natural environment

Responsibility of protecting the village
Tremendous social impact

Reports

阿香科计划：美一处景，富一方民

阿香科计划——全球旅游减贫的一个中国解决方案

保继刚：“阿香科计划”将是中国旅游减贫模式的样板工程

11月13日从14日，世界旅游联盟主办的2020世界旅游联盟·马德里会议在马德里举行。本次会议聚焦探索了当前国内外旅游业发展，从多个角度展示了旅游业的繁荣。
### Awards

<table>
<thead>
<tr>
<th>序号</th>
<th>高校名称</th>
<th>项目名称</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>中国药科大学</td>
<td>发展康养产业 吸引民资发展 助力乡村振兴</td>
</tr>
<tr>
<td>2</td>
<td>中国农业大学</td>
<td>“科技下乡”扶贫新模式 助力赣南革命老区振兴</td>
</tr>
<tr>
<td>3</td>
<td>中山大学</td>
<td>碧嘉计划</td>
</tr>
<tr>
<td>4</td>
<td>南京农业大学</td>
<td>“南派教育10+10行动计划” 探索精准教育乡村振兴新路径</td>
</tr>
<tr>
<td>5</td>
<td>四川大学</td>
<td>建设医疗扶贫“红塔” 改善儿童先心病患者健康</td>
</tr>
<tr>
<td>6</td>
<td>华南理工大学</td>
<td>以智扶贫 精准教育 品牌引领助力云南乡村振兴</td>
</tr>
<tr>
<td>7</td>
<td>中国农林大学</td>
<td>“三网一队”精准扶贫 助推乡村振兴</td>
</tr>
<tr>
<td>8</td>
<td>厦门大学</td>
<td>建设扶贫产业园 探索“互联网+”模式</td>
</tr>
<tr>
<td>9</td>
<td>西安电子科技大学</td>
<td>“三网一队”精准扶贫 搭建农民致富新平台</td>
</tr>
<tr>
<td>10</td>
<td>电子科技大学</td>
<td>打造“电子+教育”扶贫新模式 深化推进“1234”教育扶贫工程</td>
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**China Prescription for Poverty**

“为了这个家庭，努力地去支持！”

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**中国减贫密码**

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**WORLD TOURISM ALLIANCE**
Dialogue between practices and theories

**Practices**
- 1999, Guilin Tourism Plan
- 2000, Suzhou Tourism Plan
- 2002, Yangshuo Yulong River Tourism Plan
- 2002, Tourism Investment Plan of Western China
- 2004, Huangshan Tourism Plan
- 2004, Guilin Yangshuo Tourism
- 2005, Xinjiang Grand Kanas Tourism Plan
- 2006, Shangri-La Eco-Tourism Plan
- 2018, The Strategic Research of Yunnan Yuanyang Hani Terrace Tourism

**Theories**
- Community Involvement
- Differences in Chinese and Western community participation
- Community empowerment
- Institutional empowerment
- property rights of tourism attractions
Dialogue between practices and theories

Social science experiment

rural revitalization

To support rural development in more places

poverty alleviation
Impacts of government in tourism development on vulnerable population could be positive or negative.

China government plays an extremely important role in tourism poverty alleviation, because government has absolute power over resources.

Under such circumstances, how the government considers the interests of vulnerable groups, and whether vulnerable groups can fight for their own interests by themselves or with the help of a third party, make important sense to tourism poverty alleviation in China.
Dialogue between practices and theories

- Azheke Plan makes a response to the global practice of tourism poverty alleviation from China. It reviews tourism poverty alleviation from a critical and post-structuralist perspective.

- Call for attentions from academic colleague: Better to start now than talk. “Azheke Plan” will soon be applied to the Samaba terraces in Honghe County and an historic village in Xinjiang Province.
THANK YOU VERY MUCH FOR YOUR ATTENTION!