



中山大學  
SUN YAT-SEN UNIVERSITY

# Tourism poverty alleviation project in China

## Azheke Plan and its implications

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# Geography Test of this year's China national college entrance exam

43. [地理—选修3:旅游地理] (10分)

地处云南元阳哈尼梯田世界文化遗产核心区的阿者科村,保留着完好的梯田生态系统、独特的哈尼传统民居和文化,曾经有的村民将传统民居出租给外地经营者,自己搬出村寨,为了保护哈尼传统文化,改变贫困落后状况,2018年某科研团队应当地政府邀请,经多方调研和探索,提出阿者科村实行内源式村集体企业主导的开发模式:不租不售,不靠外来资本介入;通过智力援助和当地政府支持,组织村民成立旅游发展公司,自我经营和管理,公司收入归全村所有,村集体公司分成30%,村民分红占70%。村民分红按传统民居40%、梯田30%,居住20%、户籍10%执行。

说明阿者科村实行村集体企业主导的旅游开发模式的优势。

Analyze the advantage of the inside-derived model adopted in "Azheke Plan"



# City versus Village



Beautiful  
pictures



Statistical  
numbers



Maps



Plan



Before  
Annual  
household  
income:  
¥ 3000



After  
Five  
dividends,  
¥ 11440 per  
household



# | The Theoretical Background

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

**Controversy:**



Whether and how tourism development contributes to poverty reduction needs to be further researched.

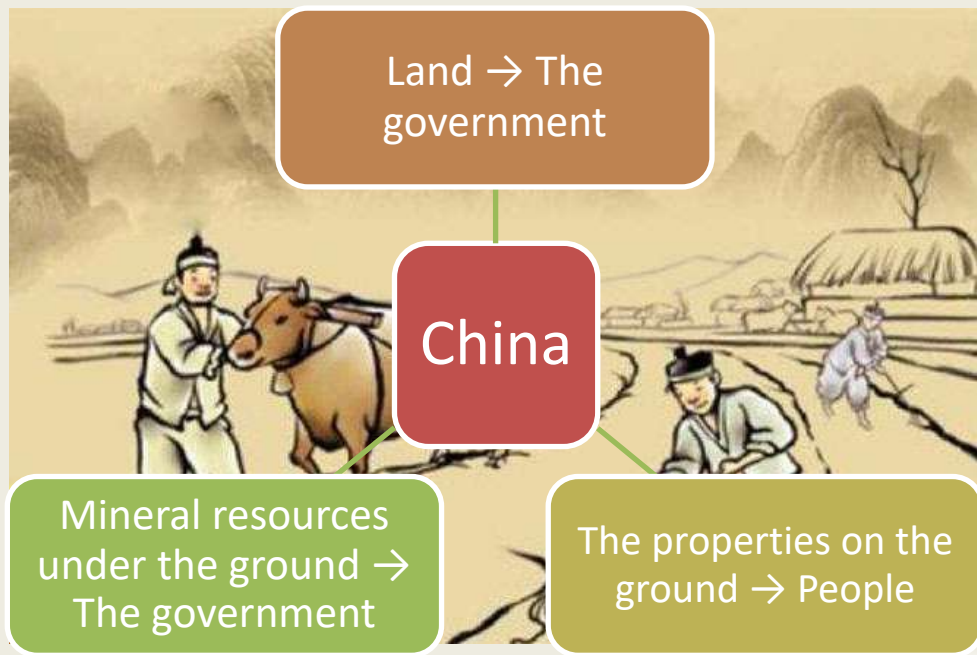
# The Theoretical Background

## Theoretical streams related to Pro-poor tourism

Neoliberalism	Criticism	Substitutionism	Post-structuralism
<p>A research project on the trickle-down effect: Interviewed over 1000 rural families in 6 villages.</p> <ul style="list-style-type: none"><li>➤ The trickle-down effect induced from tourism capital investment is very minimal</li><li>➤ Local villagers lost their power over the major tourism attractions in the process of capital investment.</li></ul>	<ul style="list-style-type: none"><li>• Neoliberalism doesn't really develop the poor areas and leaves no positive impacts on these places.</li></ul>	<ul style="list-style-type: none"><li>• Niche tourism appeared which features less destructive and minimal external investment.</li></ul>	<ul style="list-style-type: none"><li>• No matter which theory, there is no absolutely right or wrong.</li><li>• 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.</li></ul>

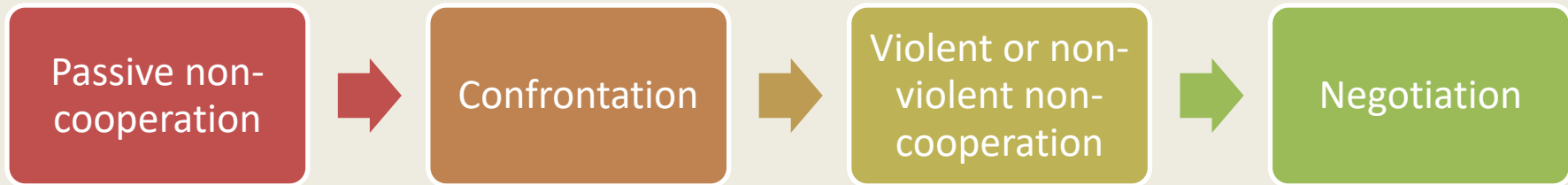
# The Reality of Tourism Poverty Alleviation

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



Property rights



# Case introduction



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





# Case introduction

Human investment → Rural revitalization



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



Local v.s.  
SYSU team

heritage protection

poverty reduction

tourist reception

no renting or selling

no external capital

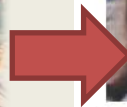
no disorder development by the villagers

no damage to the local tradition



# Execution is the key

Students who stay and work in the village

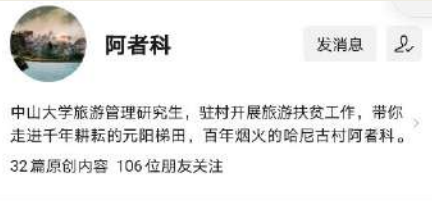


# Execution is the key

Facility improvement &  
Marketing promotion



The visitor center



WeChat Official Account & TikTok





# Execution is the key

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



Item	Proportion
Traditional house protection	40%
Terrace protection	30%
Lifestyle maintenance	20%
Household registration retention	10%
Total	100%

# 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

## Villagers' rights

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



阿者科精品接待活动清单				
主题	单项	活动内容	用时/小时	定价/人
自然野趣	生态徒步	路线一：山林溯源 路线二：梯田小径	1.5	50
	户外野餐	提供毛毯、水果和糕点	1	30
	采草药	当地草药师带队、讲解、提供背篓	0.5	30
	识野花	当地村民带去田野辨识采摘，提供背篓	0.5	30
	摘野菜	当地村民带去田野辨识采摘，提供背篓	0.5	30
传统手工	梯田捉鱼	提供防水服和捕鱼工具，可购买水稻鱼	1	50
	哈尼草编	提供秧草，手把手教学	0.5	30
	织布	手把手教学	0.5	30
	纺织	手把手教学	0.5	30
	染布	手把手教学，可带走染布	0.5	30
哈尼文化	踩石碓	制作糯米粑粑，可品尝	0.5	30
	迷你长街宴	村内长街宴举行	1	80
	火塘烧烤	体验哈尼传统的烤粑粑、烤豆腐	1	80
	拜访非遗	国家非遗传承人传唱 哈尼古乐、解说哈尼文化	1	30
	参观村落	讲解阿者科村史，参观蘑菇房、观景台	1	15
农耕活动 (时节性)	环保小卫士	提供背篓、钳子，同村里的小孩一起去 梯田水渠捡拾垃圾	0.5	0
	碾米	可以购买碾出来的红米	0.5	30
	插秧	提前两周预定（4月初插秧）	0.5	50
	下田采摘秧草	提供防水服	0.5	40

## 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

首页 | 要闻 | 原创 | 政务 | 旅游 | 图片 | 政法 | 教育 | 民族 | 州市 | 网视

哈尼村寨里的90后“旅游村长” 2019年04月11日 11:36:28 | 来源: 新华网



### 阿者科计划：美一处景，富一方民

“昂玛突”是哈尼族最盛大的节日，节日当天哈尼族人会着盛装、大摆宴席，以祈求来年风调雨顺、五谷丰登、人畜平安……在今年昂玛突节当天，云南省红河州元阳县阿者科村举行了第一次旅游分红大会，为节日更上添乐。



在阿者科能看到保持传统生活方式的村民，杨兵和王然奎认为，这也是一个重要组成部分。（新华网 詹晶晶 摄）

新华网昆明4月11日电（詹晶晶）如今走在阿者科的村寨里，村里喊着杨兵叫他一声“小杨哥哥”，调皮一点的男孩子，趁杨兵不注意时，逗他一下，然后再笑嘻嘻地跑开。

杨兵出生于1994年，这名重庆小伙子目前是中山大学旅游管理专业的学生，在阿者科，大家都习惯称他“小杨”，同时，他也是阿者科的“旅游

阿者科村寨属于云南省红河哈尼族彝族自治州元阳县新街镇，地处文化景观遗产核心保护区内。阿者科人均居住面积较少，村庄经济发展缓慢，属于贫困型传统村落。近年来一些村民选择外出务工，“空心化”如果不尽快改善村子的经济状况，当地的梯田未来有很大的弃耕可能。

据了解，阿者科旅游公司经过第一个月的经营，实现总收入155700元；按照《阿者科计划》分红规则，实现总收入扣除运营成本后，余下收入的三成归村集体旅游公司，七成归村民。村民的分红分为四部分执行，即将村民居分红40%、梯田分红30%、居住分红20%、户籍分红10%。据统计，全村有44户获得1600元，1户获得1280元，16户获得960元，3户获得640元，村民分红总金额近9万元。



### 阿者科计划——全球旅游减贫的一个中国解决方案

2019-10-15 来源: 中山大学

### 保继刚：“阿者科计划”将是中国旅游减贫模式的样板工程

人民日报人民文旅  
发布时间: 2019-11-19 10:56 | 人民日报文旅官方微博

11月13日至14日，世界旅游联盟主办的“2020世界旅游联盟·湘湖对话”在杭州隆重举行。本届湘湖对话邀请了国内外旅游行业从业者，从多个角度描绘疫情后的旅游生态。

减少贫困一直是全人类共同面对且亟待解决的重要议题，受到国际社会广泛关注，中山大学保继刚教授团队和来自云南阿者科村的代表为我们在现场分享了入选《世界旅游联盟旅游减贫案例》的“阿者科计划”，该计划在减少贫困、创造就业、改善居民生活、推动地方经济发展方面做出了巨大贡献和示范效应。案例的背后，有着许多值得我们尊重和学习的个人，他们应当被我们认识和铭记。

以下是演讲全文——

#### 作者最新文章

100年，重走山河！典藏级国民地理书《这里是中国2》上市了！

走！可以坐动车看青海高原了

4位省部级泰头严打！这类旅客3年内别想来海南免税店购物

# Tremendous social impact

## Awards

序号	高校名称	项目名称
1	中国药科大学	发展康养产业 巩固脱贫成果 助力乡村振兴
2	中国农业大学	“科技小院”扶贫新模式 助力镇康西县“脱胎换骨”
3	中山大学	阿者科计划
4	南京农业大学	“南农麻江 10+10 行动计划” 探索精准扶贫乡村振兴新路径
5	四川大学	搭建医疗扶贫彩虹桥 救助儿童先天性心脏病患者
6	华南理工大学	以智提质 聚财育才 品牌引领助力云县长振兴
7	西北农林科技大学	“三田一队”精准发力 助推合阳脱贫摘帽
8	厦门大学	建设扶贫产业园 探索帮扶新模式
9	西安电子科技大学	“农掌门”科技扶贫 搭建农民致富新平台
10	电子科技大学	打造“电子信息+教育”扶贫新模式 深入推进“1234”基础教育强基工程



# 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
- 2003, The Strategic Research of Xishuangbanna in the Tourism Cooperation of Lancang-Mekong Subregion
- 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

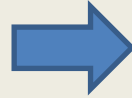


# Dialogue between practices and theories

Social science experiment



poverty alleviation



rural  
revitalization



To support  
rural  
development  
in more places

# Dialogue between practices and theories

- 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!**

