

Research on the Impact of Tourism on the Urban-rural Income Disparity and Countermeasures

Yile Li^{1,a,*}

¹College of Business, Ningbo Institute of Technology, Ningbo, 315000, China

a. mouhongfen@163.com

*corresponding author

Abstract: At present, the most important issue for economic development is how to ensure the coordinated development of all aspects. At present, the country's focus has shifted from all-round moderate prosperity to the issue of average development. Therefore, how to ensure and implement the average of resources and the exploration of implementation plans are currently more important research. Tourism is a recent emerging economic industry and plays a great role in promoting China's economic level. Starting from the current development status of China, this paper comprehensively analyzes whether tourism will affect the income difference between urban and rural residents through literature retrieval and case analysis. Explore how this element can be positively promoted. After research, we conclude that the development of tourism can indeed promote the balance of urban and rural development, but at the same time, it will also cause the problem of improper resource development and mismatch between the speed of tourism development. Therefore, countries need to respond to the situation. For example, strengthen the management of tourism resources, strengthen the publicity and governance of scenic areas, and so on. These optimization policies will definitely effectively alleviate and optimize the existing differences and differences, and realize the average quality of life of residents as soon as possible.

Keywords: tourism industry, income disparity between urban and rural areas, countermeasures

1. Introduction

1.1. Research Background

With the continuous development of science and technology, people's living standards and quality have been continuously improved. Still, at the same time, it has also exposed some problems, such as uneven regional development. Promoting urban-rural integration has been difficult to implement, and urban and rural residents' treatment and income levels are quite different. Although the focus of China's development in recent years has been on the issue of achieving overall moderate prosperity, and good results have been achieved, and the number of rural poor people has been greatly reduced, eliminating the gap between urban and rural areas is a long-term governance problem. The latest survey results show that in 2020, the income data of China's per capita residents can be freely distributed varies greatly, with urban households having 43,834 yuan, while rural households have an average of only 17,131 yuan, and The ratio of urban income to rural income reached 2.56, the northwest and

southwest of these economically relatively backward areas due to backward transportation and lack of communication with the outside world, the rural appearance can not be quickly changed, so China also includes these areas as the focus of poverty alleviation.

The continuous development of people's living needs and rapid economic development are the main reasons driving the rise of the tourism industry. Living conditions are better, and people are more willing to spend time and energy to enjoy life. Therefore, as an emerging tertiary industry, tourism has played a great role in promoting the development of national resources, and its proportion in the industry has also increased [1]. Tourism is one of the most dynamic and growth potential industries worldwide. With tourism's development, tourism's role in economic growth, employment opportunities, income distribution, and cultural exchange has become increasingly prominent [2]. However, tourism development has also brought some negative impacts such as environmental damage, social conflicts, cultural erosion, and other problems. Among these impacts, we are more concerned about whether tourism will alleviate the income disparity between urban and rural areas.

The pace of urbanization has led to obvious urban and rural boundaries in many countries and regions, and excessive urban-rural differences are not conducive to the long-term and stable development of the national economy [3]. Urban areas usually have better tourism infrastructure, more cultural resources and better quality of services. Such a gap not only affects the normal allocation of resources in society, but also restricts the development of the tourism industry in rural areas, which is not in line with the requirements of sustainable development strategy [4]. Therefore, the purpose of this study is to better understand the relationship between tourism and urban-rural income disparity, and to find ways to alleviate urban-rural differences, which has far-reaching practical significance.

1.2. Literature Review

Studies in recent years have shown that the rapid development of the tourism industry is more obvious in alleviating the problem of urban-rural disparity, so many researchers have begun to take great interest in the tourism industry and the problem of income disparity. Some researchers explore the advantages and contributions of tourism from the perspective of employment opportunities and resource allocation. Akama et al. found that the rapid development of tourism can create a large number of employment opportunities, especially for regions with relatively backward urban-rural structures. Tourism development can drive local employment and economic development, thus narrowing the income disparity between urban and rural areas. In addition, tourism can increase the income level of local people and directly reduce the income disparity [5]. Compared with foreign research results, China's research scholars and research on its problems are relatively shallow. Because China's research on tourism focuses on how to improve economic development, increase income and employment opportunities, and does not pay attention to how the income disparity should be improved. Huang and others believe that the development of tourism will inevitably increase a large number of alternative employment opportunities, optimize the employment environment, and thus improve the local income level. However, the overall structure of urban and rural economy is different, the practical effect and theoretical research are not in line, and the development of tourism has not significantly changed the gap [2]. Shi Shuyue and others also believe that the development of tourism can effectively alleviate the difference in the level of residents [3]. It is worth mentioning that the study shows that the reason why the development of tourism has not had a significant effect is mainly that the demand for tourism is in some low-skilled, low-wage jobs [6], and the benefits and benefits have not been significantly improved.

1.3. Research Framework

This paper aims to find out the relationship between tourism and the income disparity, analyze the various impact aspects of tourism, and propose suggestions for improving its impact [7]. Aiming at the current status of tourism development, this paper explores its impact on the income disparity and its optimization strategies. We first carefully studied the achievements and literature of our predecessors, identified the influencing factors from some typical cases, and analyzed the main causes of income disparity and the improvement and impact effects that tourism can also bring [8]. Then, starting from the actual situation at home and abroad, some measures to narrow the gap are proposed, which will inevitably optimize tourism resources and improve rural tourist attractions. This paper uses case studies to study the feasibility of this scheme.

2. Research Methods

There are many methods used in this paper, including reading literature, using practical case studies, and combining theory and practice.

Literature analysis method: Read a large number of previous achievements, from which the reasons affecting the income disparity and the coping strategies are summarized. This method is mainly based on domestic and foreign literature and research reports [9].

The case study method explores tourism's impact on the income disparity between urban and rural areas and the specific implementation and effect of countermeasures through in-depth analysis and research of specific cases. This method first selects a typical tourism case. Starting from the case study, explore the impact of tourism development on alleviating the income disparity between urban and rural areas, and clarify the actual effect of development policies [10].

Comprehensive analysis is to combine the research results and specific cases of predecessors to conduct a comprehensive and systematic analysis and discussion of tourism and income disparity, and explore the impact of their development. Through systematic analysis and comparison of literature and cases, this study puts forward more targeted and operable countermeasures and suggestions [11].

3. The Impact of Tourism on the Income Disparity Between Urban and Rural Areas

3.1. The Role of Tourism in Promoting Urban and Rural Income

As an emerging economic growth point, tourism has become an important part of the global economy. In China, tourism is also one of the important economic growth points, as shown in Figure 1.

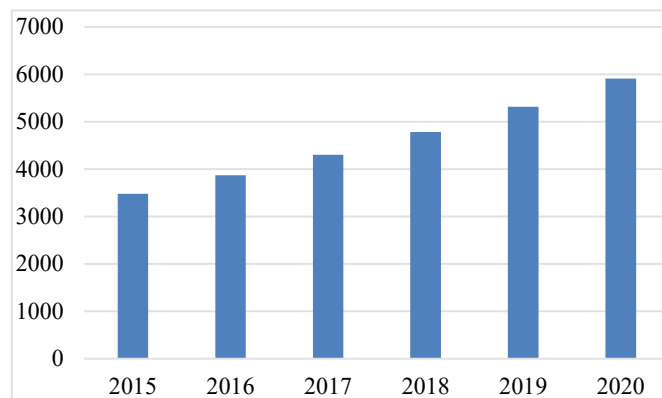


Figure 1: Tourism scenic industry revenue (billion yuan) (Photo credit: Origin).

Tourism development not only brings employment opportunities but also increases the source of income for residents of different areas and reduces the income disparity(Blue city income, red village income), as shown in Figure 2.

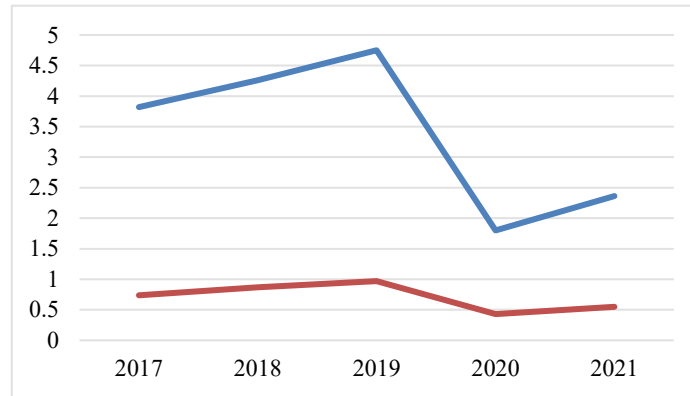


Figure 2: Tourism income disparity (trillion yuan) (Photo credit: Origin).

First, the development of tourism can increase employment opportunities and sources of income. With tourism development, more and more tourist attractions, hotels, restaurants, and other service facilities are being built, providing more employment opportunities for local residents. The tourism industry also indirectly leads to the development of other industries, such as local agriculture and handicrafts. It is also a source of income and opportunity for local residents. Because the development of tourism services, whether indirect or direct, as long as it can increase the income of residents, it is an advantage to alleviate the income disparity. For example, tourism can boost local demand for goods and services, raising salaries for residents. Not only that, the development of tourism can also promote the degree of exchange and communication between different urban residents, provide more cooperation opportunities, effectively drive the economic hub between, and increase the income disparity of local residents. Tourism development can promote local infrastructure construction and public service supply, improve productivity and economic development in urban and rural areas, and provide better conditions and support for rural tourism and revitalization. In addition, the development of tourism can increase the dissemination and exchange of culture, tourists from all over the world visit the local cultural landscape, not only can learn local cultural customs, but also share local culture with others, promote cultural exchanges and transmission between different regions, and improve the cultural level of rural areas.

To sum up, the development of tourism can make the lives of residents better and increase the amount of income of residents. On the one hand, the development of tourism will improve the spiritual outlook of the city and affect the quality and level of life of local residents. On the other hand, government departments will also increase financial support for the tourism industry, realize the road of rural tourism revitalization, and make people's lives better and better.

3.2. Adverse Effects of Tourism on Urban-rural Income Disparities

Although tourism development has contributed to narrowing the income disparity, there are also some negative impacts. These adverse effects are mainly reflected in the following aspects. First of all, the most important is that the development of tourism may cause environmental pollution problems, due to the overexploitation of environmental resources, more and more natural ecological environment is destroyed, resulting in resource loss and environmental governance problems. At the same time, tourism development can also bring environmental pollution and ecological damage, affecting the living environment and health of local residents. Secondly, tourism development may cause an imbalance

in employment opportunities and unfair income distribution. With the development of tourism, there are often some high-skilled and high-income employment opportunities, which are more distributed in urban areas. It is undeniable that if some areas of tourism also have uneven distribution of profits, some tourist places are unvisited and some tourist places are overcrowded, this will also be counter-productive and deepen income disparity. Finally, tourism development may lead to distortions and imbalances in urban and rural areas' cultural and social structure. With the development of tourism, some areas that do not enjoy the advantages of development will have development imbalance, and they are prone to unstable social development. At the same time, tourism development may also bring some negative social and psychological effects, such as the psychology of comparison and impatience, further aggravating the income disparity between urban and rural areas.

Combined with the above, it can be concluded that although tourism development can alleviate the problem of income disparity, it will also bring new adverse effects. Effective policy measures and management measures should be taken to strengthen the planning and management of tourism, protect local natural and cultural resources, and avoid environmental pollution and ecological damage. At the same time, Strengthen the management and control of tourism services, ensure that people have more employment opportunities and channels, and effectively improve the problem that the quality of life of current residents varies greatly.

4. Responses of Tourism to the income disparity

4.1. Strengthen the Planning and Management of Tourism

In view of the problem of unbalanced tourism development and unreasonable resource allocation, we should strengthen the management of the development trend of the tourism industry, rationally plan and allocate tourism resources, and promote the rapid and stable development of the tourism industry.

First, the protection and development of tourism resources should be strengthened. The government should protect tourism resources through legislation and regulation and prevent excessive exploitation and abuse of resources. At the same time, We should also strengthen the experience of tourism services and investigate the evaluations of different users, which is important for the overall arrangement of tourism resources and achieve sustainable development.

Secondly, the management and supervision of tourism should be strengthened. The government should strengthen the management and supervision of tourism enterprises, ensure that tourism enterprises comply with relevant laws and regulations, strengthen the training and management of tourism personnel, and improve the quality and level of services as much as possible, so that the development of tourism is more and more standardized.

4.2. Promote Rural Tourism and Rural Development

In order to alleviate the problem of unbalanced tourism development, the state and government should implement a rural revitalization strategy to encourage more urban residents to go to the countryside to experience life. The most important thing is that the government should increase capital investment and encourage rural residents to make good use of local resources. Second, support for rural revitalization should be strengthened. The government should strengthen capital investment and policy support for rural revitalization, help farmers develop production and entrepreneurship, increase farmers' sources of income, and improve rural economic and social development to achieve an even distribution of resources so that the income of residents is comparable.

4.3. The Two Sides Will Promote the Integrated Development of Tourism and Related Industries

In order to promote the development of tourism and the balanced development of urban and rural income. First, the integrated development of tourism and agriculture should be strengthened. Through the combination of agriculture and tourism, the value of rural agricultural products has been enhanced, which not only enhances the income of rural residents, but also improves the market competitiveness of local agricultural products, and is more conducive to the balanced development of urban and rural areas. The second is to promote the integration of tourism industry and culture. In order to realize the development of tourism driven by culture, it is necessary to start from the roots, explore the deep connotation of local culture, and improve the value of cultural products.

5. Conclusion

This study mainly analyzes the impact and countermeasures of tourism on the urban-rural income disparity and uses literature analysis, case study, and comprehensive analysis. Through the analysis and research of relevant literature and cases, it is concluded that tourism can increase employment opportunities and income sources in urban and rural areas and narrow the income disparity between urban and rural areas. Conversely, once tourism development is not approached, the accelerating urbanization process will limit rural development, which in turn will increase the income disparity. Therefore, the state should actively implement the rural revitalization plan and promote the combination of tourism and local culture.

Based on the above conclusions, this study puts forward countermeasures and suggestions that the government should increase policy support and financial support for tourism, strengthen the support and promotion of rural tourism and rural revitalization, strengthen the integrated development of tourism and related industries, and pay attention to the social benefits of tourism. It can help society better coordinate the quality of life among residents and achieve the goal of common prosperity. from this point of view, this study is very meaningful. It has certain guiding value for improving the quality of life of residents and achieving the goal of equal distribution of resources at an early date.

References

- [1] Liu, D.D.: *Research on the impact of tourism development on urban-rural income disparity*. Henan University of Economics and Law, 2019.
- [2] Huang, X.J., Zhang, K., Wang, H.J., Xiong, Z.Y., Hu, B.: *Can rural tourism development narrow the income disparity between urban and rural areas? Empirical evidence from "National Leisure Agriculture and Rural Tourism Demonstration County"*. *Tourism Journal*, 2023, 38(02): 16-29.
- [3] Shi, S.Y., Wang, X., Hai, S.Q., Wan, Q.Y., Hu, J.M.: *Nonlinear impact of tourism development on urban-rural income disparity in poverty-stricken areas*. *Resources Science*, 2022, 44(11): 2341-2355.
- [4] Zhang, Q., Cao, W.N., Yan, S.N.: *Spatial heterogeneity of the impact of tourism development on urban-rural income disparity: Based on multi-scale geographically weighted regression model(MGWR)*. *Journal of China University of Geosciences(Social Science Edition)*, 2022, 22(05): 112-123.
- [5] Akama J.S. : *The role of government in the development of tourism in Kenya*. *International Journal of Tourism Research*, 2002, 4(1): 1-14.
- [6] Zhang, W.K.: *The impact of tourism development on urban-rural income disparity: Based on panel data analysis of 16 prefectures and cities in Shandong Province*. *Science and Technology and Industry*, 2022, 22(07): 190-196.
- [7] Zhu, D.C., Wang, H.: *Research on the influence effect of tourism development on urban-rural income disparity based on threshold model: A case study of 41 cities in the Yangtze River Delta*. *Journal of Nanjing University of Science and Technology (Social Science Edition)*, 2021, 34(05): 62-69.
- [8] Che, G.Q., Liu, L.L., Li, C.L.: *Research on the impact of cultural and tourism integration on urban-rural income disparity under the background of rural revitalization strategy*. *Journal of Henan University of Science and Technology*, 2021, 41(09): 26-35.

- [9] Fen, S.H., Liang, X., Su, H.W., Lu, S.H.: *Spatial distribution and convergence of urban-rural income disparity in Guangxi County. Mathematics in Practice and Theory*,2020,50(23):318-328.)
- [10] Wang, M.K., Liu, Y.P.: *Tourism Industry Agglomeration, Urbanization and Urban-Rural income disparity—An Empirical Study Based on Provincial Panel Data. Journal of Huazhong Agricultural University (Social Science Edition)*,2019(06):78-88+163.)
- [11] Zhao, H.Z., Lei, C.Y.: *The impact of tourism development and urbanization on urban-rural income disparity: Based on the spatial econometric study of provincial panel data from 1996 to 2015.Journal of Beijing University of Posts and Telecommunications (Social Science Edition)*,2019,21(01):101-111.)