

Research on the Poverty Alleviation Market along the Traffic Line in Yunnan Province with the International Post Road Comprehensive Project

Wenbo Zhang, Zhouxiang Chen

Yunnan Communications Investment and Construction Group Co., Ltd, Kunming, 650221, China

Abstract: Poor rural residents are hard to get rid of poverty by themselves. One of the important reasons is the harsh natural environment, less arable land, impassable roads, poor transportation, and a single industrial structure. And information blockage makes it difficult for scientific and technological knowledge to play the role of the first productive force in agricultural production and operation, resulting in backward economic development. Ultimately, the distribution of social resources will affect the people's income level, that is, the level of development of productive forces determines the status of production relations. Therefore, for poverty alleviation, we must first start with productivity and do a good job in the construction of transportation infrastructure. Through the improvement of traffic conditions, promote the development of local rural industries, increasing the economic income of farmers and get rid of poverty. Based on the above-mentioned logical relationship and to further improve the transport infrastructure in Yunnan Province to achieve the goal of poverty alleviation, this paper analyzes the causes of poverty in Yunnan Province and puts forward some ideas on the construction of poverty alleviation fairs along the transportation routes in Yunnan Province, so as to promote the construction of transportation infrastructure and the work of poverty alleviation in Yunnan Province.

Keywords: Poverty alleviation; The International Post Road comprehensive project; The Belt and Road Initiative

1. Introduction

1.1. Causal analysis of poverty in Yunnan Province based on the theory of circular accumulation causality

By the end of 2017, 3.319 million rural poor people, 14.51% of them were over 65 years old, 9.3% were seriously ill and chronically ill, and 5% were licensed disabled. There are 27 deep poverty counties and 3539 deep poverty villages. Among the 27 poor counties, the poor accounted for 63.7% of the poverty population in this province. The ethnic minority poverty-stricken population accounts for 46.4% of the poverty population in this province. In 2017, 1.15 million poverty-stricken people have been lifted out of poverty; 200,000 people were relocated from poverty-stricken areas; 687,000 jobs were transferred. Ecological poverty alleviation directly benefits 762,000 poor people, accurately aids 9.97 million students from poor families, and all the poor people participate in basic medical insurance and serious illness insurance. Around the four major groups, 320 thousand dangerous houses were transformed into safe houses, and great achievements were made in tackling poverty allevi-

ation. However, the large poor population and the implementation of the industrial are still challenging tasks to tackle poverty.

1.2. Cause analysis of poverty in Yunnan Province

In 1957, Mulder put forward the theory of cyclic accumulation causality that poverty in developing countries is the result of political, economic and cultural, not a pure economic phenomenon. Therefore, we must study it in a systematic, holistic and dynamic way.

Mulder pointed out that the low per capita income level in developing countries has led to low living standards, poor health, backward culture and education, low population and labor quality, and difficult employment. The low quality of labor force leads to low labor productivity, stagnation or decline in output, resulting in low output and low income, thus further worsening poverty. As a result, developing countries have always been trapped in the accumulative cycle of low income and poverty. Therefore, the reform of power relations, land relations and education system should be carried out to gradually make income more equal and stimulate the consumption of the poor so as to stimulate investment. With the increase of the income level, the nutrition and education of

the poor people will be improved, so that the labor productivity will be improved, the income will be increased, and a virtuous circle will be formed. Combining with this theory, this paper analyzes the causes of poverty in Yunnan Province, and summarizes the deep-seated reasons in the following three aspects.

Weak infrastructure. Although Yunnan is in an important strategic position of “The Belt and Road Initiative”, due to historical reasons, transportation infrastructure and rural comprehensive medical facilities are very weak. It is difficult to form a systematic network of infrastructure, which will adversely affect the work of rural poverty alleviation.

Single economic structure. The rural economy in ethnic minority areas is basically agricultural income. In the development of deep processing of agricultural products, trade and logistics or other related industries, there is a lack of development basis, relatively single economic structure in knowledge-based rural areas, and narrow income channels.

Low comprehensive quality. Influenced by education and ideas, most of the poor villagers have low educational level, lack of awareness of self-reliance and lack of methods.

On the basis of the comprehensive international post road project, the above analysis will guide the construction of poverty alleviation fairs along the transportation hills in Yunnan Province, which will play an active role in improving the infrastructure and optimizing the economic structure of Yunnan Province.

2. Taking the Opportunity of International Post Road Comprehensive Project to Guide the Construction of Poverty Alleviation Market along Yunnan's Transportation Line

The 13th Five-Year Transport Poverty Alleviation Plan of the Ministry of Communications and Communications clearly calls for the promotion of “transportation + characteristic industries” to get rid of poverty, the creation of “characteristic rich road” and the construction of resource road, tourist road and Industrial Park road. We will further strengthen the basic supporting role of transportation in industrial poverty alleviation, support the development of special industries in poverty-stricken areas, and provide policy support for the development of poverty alleviation fairs along the transportation line. Under the background of “The Belt and Road Initiative” strategy, the International Post Road comprehensive project is combined with the superior position of Yunnan Province. It is the three strategic project cluster constructed by the city and county highway living room in Yunnan Province, the tourist stations of China's provinces/autonomous regions/special administrative regions, and the national

image post of “The Belt and Road Initiative”. Spread the comprehensive transportation resources of the surrounding countries in Yunnan Province, integrate all kinds of natural resources, land resources and human resources, integrate local cultural elements, and strive to open the economic corridor along the line of transportation and the demonstration corridor of international cooperation in the border areas. We are committed to opening up a demonstration channel for economic cooperation along the open traffic and international cooperation in border areas. It is necessary to create a cross-cutting platform, sharing channels and win-win channels for people flow, logistics, information flow and capital flow on-line and off-line integration for tourism, agricultural industry, large health industry, integration of old-age industry and local government and enterprise cooperation and development. It provides a new path or carrier for the construction of poverty alleviation fairs along the transportation line, and also provides a policy resonance area for the coupling of them.

The construction of poverty alleviation fairs highly conforms to the special requirements of the policies of poverty alleviation through transportation, rural tourism, the integration of transportation and tourism, and the development of transportation-supporting service industries. The measures to solve the poverty situation and difficult problems in rural areas of Yunnan Province are multi-angle. The comprehensive project of international post road can integrate the resources of surrounding towns and villages, connect tourist destinations and other special towns in series in various parts of the province, make full use of the value of transportation network and assets passage along the road, and make use of its advantages of congenital flow of people, logistics, capital and information to divert all kinds of consumer groups to different regions. Now tourism, agriculture, characteristic towns and so on will realize a network marketing promotion and interaction cooperation. While opening up the economic development channel of Yunnan, we should realize the formation of the economic and tourism pattern of Yunnan, and then promote the sustainable implantable poverty alleviation in the aspects of flow of people/logistics in poverty-stricken areas, and the precise employment of the poor people to alleviate poverty.

3. Guiding Blueprint for the Construction of Poverty Alleviation Market along the Route by the International Post Road Comprehensive Project

Platform construction. On the basis of transportation infrastructure, the construction of poverty alleviation fairs along the transportation line will create livelihood corridors such as the national poverty alleviation and wealth alleviation road, tourism road, industrial road, national

tourism landscape corridor, international fine tourism belt, national culture corridor, international e-commerce corridor, etc. They promote the positioning of transportation and economic corridors to “shared international industrial trading corridors with industrial docking function” (trade corridors for all parts of China to enter foreign countries and cooperation corridors for border countries to enter domestic markets) and “Creative National Cultural Heritage Path with Cultural Communication Connotation” and “Common Network National Tourism Landscape Path with Tourism Exchange Attribute”. It is a sharing platform, information platform and fund exchange platform for cultivating industry, developing economy and disseminating image in prefectures and counties of the whole province.

Resource docking. Combined with the regional position of Yunnan Province, we should give full play to the advantages of “The Belt and Road Initiative” and the coordinated development of Southeast Asia and South Asia. Relying on the service area, ETC, high-speed communication, traffic and tourism data fusion center, e-commerce platform, poverty alleviation themes such as open lottery, boutique hotels, motels, 1000 simultaneous broadcast screens, car rental maintenance and other formats, the comprehensive international post road project can realize the data collection covering the whole province, tourist guide, traffic sharing, facilities and so on. And construct an open network-level service platform which can serve the government publicity, tourism destination promotion and the cooperation of various industries and enterprises. Hundreds of thousands of jobs will be created along the way and tens of thousands of poor people will be set up for employment and entrepreneurship to provide basic support for the construction of poverty alleviation fairs.

Goal programming. In the “poverty alleviation market”, information sharing and capital flow can be realized in various industries and various economic and social subjects. Poor people can not only truly feel the atmosphere in which everyone cares, pays attention to and supports the fight against poverty, but also stimulate their own endogenous motivation to get rid of poverty and become rich. More importantly, poor households can understand market demand, collect customer preferences, and adjust their production and operation activities scientifically in time by communicating with caring “consumers”. Other participants can also provide new industrial assistance or product supply to poor areas according to the market information they have, so as to achieve a win-win situation. In this way, both the hardships of the hardships and the win-win development of all sectors of society can be achieved. It provides new ideas for the masses to join hands with all sectors of society to against poverty.

4. The Specific Path of the Construction of Poverty Alleviation Market along Yunnan's traffic along the International Post Road Comprehensive Project

We are committed to helping Yunnan and other major industries, cities and towns, villagers, and enterprises to realize the networking function of “buying, selling, paying, transporting and touring” in the whole province. It is necessary to build a poverty alleviation market integrating information flow, logistics, capital flow and traffic flow. Specifically, from the following six aspects.

Build international post road project on the basis of operating assets (land, service area, etc.) along the line of transportation. Integrating with the surrounding land, forests, farmland, reservoirs, rivers, ancient villages and the existing urban layout planning, characteristic towns, key projects of tourism in Yunnan Province, it forms a poverty alleviation market based on facilities along the transportation lines and a poverty alleviation relocation and industrial employment/entrepreneurship complex, sharing time-sharing economic linkages and other strategic functions (traditional industries, transport emergency, transport poverty alleviation, plateau characteristic agricultural industry development, Yunnan brand promotion, tourism rescue and various innovative tourism demonstration, etc.). It is combined by the prefectures and counties (including existing characteristic town owners) cooperative development of the highway tourist living room, a cultural tourist station participating in the cooperation between the provinces/autonomous regions/special administrative regions, and the national image post, which is initiated by “The Belt and Road Initiative”, especially the South Asian countries and regions adjacent to Yunnan. It is highly integrated through the Internet in peacetime.

Based on the international post road project, we build interconnected infrastructure and sharing platform. Firstly, “Yunnan Poverty Alleviation Fair Data Center” is formed in the districts and sub-centers where the main data are collected and managed. Secondly, the “International Transport E-Commerce Platform” of the province's one-card mode is realized by fully deploying the channel-based E-Commerce Platform in the strategic supporting projects, all service areas/characteristic towns/campsites along the transportation line and taking ETC card as the carrier. Thirdly, in all projects and major scenic spots, holiday resorts, highway service areas, the establishment of an electronic advertising screen can be linked to the whole province, to achieve an information, the province-wide joint broadcast of marketing and government information services, the formation of “Yunnan traffic poverty alleviation marketing joint broadcast screen”. Fourthly, it is necessary to launch the application of “tourism poverty alleviation theme namely open lottery”

with the theme of humanities, natural resources and cities as the theme, and to publicize the application of “poverty alleviation theme as open lottery” with the function of poverty alleviation.

Improve the compatibility of markets. It is necessary to set up a synergistic mechanism among the government, the market and the different poverty-alleviating bodies of the society, and give full play to the role of the market and social forces in the market, and enhance the efficiency and effect of the poverty-alleviating market construction. Secondly, we must harden our poverty alleviation policy and strengthen resource integration. On the basis of market, we should guide enterprises to participate in poverty alleviation, rely on cooperative organizations to drive poverty alleviation, invite investment to promote poverty alleviation, and promote financial capital to amplify poverty alleviation benefits. Thirdly, we should establish a coordination mechanism between different government departments and their different levels, strengthen the capacity building of grass-roots organizations, and ensure the effective docking of Poverty Alleviation Policies and poverty alleviation fairs along the transportation line. We should enrich Township and village poverty-alleviation organizations, especially village-level organizations, strengthen grass-roots poverty-alleviation forces, and improve the awareness rate of poverty-alleviation fairs and the accuracy of policy implementation. Fourthly, we should establish a coordinated mechanism between economic poverty alleviation and spiritual poverty alleviation, stimulate the endogenous motive force of poverty-stricken households and enhance the long-term effectiveness of poverty alleviation. Poor households (villages) are internal causes, and poverty alleviation bazaars are external environments, and they can form joint forces with the same frequency resonance. Poverty relief fairs should pay attention to the coordination of material poverty relief and spiritual poverty relief, and play the main role of poor households in fighting poverty. “Strengthen the will” can reduce the “poverty roots” of spiritual level, and “improve the wisdom” can provide security for accurate poverty alleviation, by stimulating the endogenous motivation of poor households to interrupt intergenerational poverty, so as to ensure that the benefits of poverty alleviation market play.

Differentiation of implementation standards of international post road projects, docking of poverty alleviation market standards innovation. Firstly, establish a standard system of infrastructure, transport services and transport equipment suitable for the development of poverty-stricken areas. Such as supporting the construction of major towns and townships set passenger transport, logistics, commerce, postal, express, supply and marketing and other services in one of the township passenger integrated service station. Secondly, combined with the conditions of rural highway, study the suitable model for

rural passenger transport and easy to carry small pieces of express to the countryside; study and introduce the freight vehicle model which meets the load requirements and material transport characteristics of rural highway. Thirdly, according to the natural environment, development needs and construction difficulties in poverty-stricken areas, the construction plans and standards should be determined according to local conditions, so as to minimize the damage to the natural environment. Provincial highways and county highways do not deliberately pursue high-grade, rural highways in the premise of ensuring safety, do it as it needs and fits. Fourthly, combining the habits and knowledge level of villagers in poor areas, we should formulate reasonable market access standards and service guidelines to promote the integration of villagers’ market into the market.

In the process of poverty alleviation market construction, efforts should be made to obtain special funds or policies from the central and provincial departments so as to provide more financial support for poverty alleviation market construction. It is necessary to put relocation, transformation and upgrading of enterprises into the scope of the budget, and take macroeconomic development and infrastructure construction as an important part of poverty alleviation fairs. In the construction of international post comprehensive project, the characteristics of residents along the route and the level of economic and social development should be considered, and special or functional funds should be considered in the design scheme, and the amplification effect of financial funds or international post comprehensive project construction funds should be enhanced.

Perfect examination and supervision mechanism. Firstly, according to the planning process and object, all participants are assessed, and a targeted assessment mechanism is designed for the participation of public policy executing subjects, social economic subjects and poor people, and corresponding reward and punishment measures are formulated. Secondly, strengthen supervision. Supervision over the construction of poverty alleviation bazaars through multiple channels and multiple means. It also designs and perfected the supervision process and deviation handling process of different participants to ensure the leading role, promoting role and basic role of the international post comprehensive project in the construction of poverty alleviation fairs.

Relying on the international post road project, making use of the advantages of people, materials and information gathering of the transportation system which has been distributed all over the province and can be connected with the network, and combining with the concept of shared economic development, this paper focuses on the study of the comprehensive international post road project leading the construction of poverty alleviation fairs along the transportation line in Yunnan Province.

We are committed to opening up the provincial transportation along the economic corridor of cities, counties and towns, border areas of International Cooperation Demonstration corridor to create a cross-cutting platform, sharing channel and win-win channel for the integration of tourism, agricultural industry, large health industry, pension industry and other characteristic towns, and the cooperation and development of local governments and enterprises. It is necessary to promote the coordinated

development of transportation development and poverty alleviation.

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