AHP Evaluation of Chongqing Rural Tourism Poverty Alleviation & E-Commerce Poverty Alleviation Integration Development Strategy

Yan Yu*

School of Economics and Management, Chong Qing industry Polytechnic College, Chong Qing, China
*Corresponding Author.

Abstract:

The paper investigates the integration development of tourism poverty alleviation and ecommerce poverty alleviation in Chongqing, and quantitatively analyzes the degree of integration development of the two through AHP, constructs an evaluation index system for the integration development of the two, and gives development strategies and opinions based on the research results. Firstly, we analyzed the practical significance of the linkage and integration development of tourism poverty alleviation and electric business poverty alleviation, followed by investigating and analyzing the integration development of rural tourism poverty alleviation and electric business poverty alleviation in Chongqing, and quantitatively analyzing the degree of integration development of the two with AHP fuzzy comprehensive evaluation. Focusing on the construction of Chongqing rural tourism poverty alleviation and e-commerce poverty alleviation integration development degree evaluation index system, including e-commerce and tourism industry poverty alleviation integration degree 1 primary indicators, resource conditions, industrial economic development, government support, enterprise organization driven poverty alleviation integration innovation 5 secondary indicators, and 27 tertiary indicators. And AHP fuzzy comprehensive evaluation is used to empirically study the development status of integration degree of poverty alleviation of rural tourism and electric business in Chongqing. In terms of the degree of integration between tourism industry and electric business integration poverty alleviation in Chongqing, Wulong and Jiangjin are at a medium level, Pengshui has an average level of integration, and Chengkou has a relatively poor level of integration in the analysis conclusion. Based on the empirical analysis, we propose countermeasures to promote the integration of tourism poverty alleviation and e-commerce poverty alleviation in Chongqing, including the construction of a "five-in-one" poverty governance model of "government, market, society, community and farmers", focusing on regional resource sharing and functional planning. Planning, building a rural tourism e-commerce platform based on the 020 model, improving the ability of three-dimensional capital participation, relying on special tourism brands, promoting the integration of agriculture and cultural ecological leisure tourism development, through the four paths of technical integration, resource integration, market integration and functional integration to achieve, strengthening vocational skills, cultivating composite e-commerce talent, etc.

Keywords: Rural tourism, E-commerce, AHP evaluation analysis, Linkage integration, Poverty alleviation measures.

I. INTRODUCTION

In 2015, the Guidance on Promoting the Integrated Development of One, Two, Three Industries in Rural Areas issued by the State Council proposed that the overall level of integrated development of rural industries in China should be significantly improved by 2020.In 2018, it was pointed out in the Opinions on Implementing Rural Revitalization Strategy that new momentum of rural development should be cultivated [1]. Tourism poverty alleviation is an important grasp of industrial poverty alleviation in the current and future period, and an important way to precisely alleviate poverty. 2020 is the year of Chongqing's decisive battle against poverty, with 14 national key districts and counties for poverty alleviation and development, 4 municipal key districts and counties for poverty alleviation and development, all of which have been lifted out of poverty, 1919 poor villages have been lifted out of poverty, and the cumulative dynamic identification of 1.906 million people in poverty with established cards has been lifted out of poverty. This includes the promotion of industrial integration development, focusing on the creation of 36 rural tourism boutique routes, and the creation of 9 new Chinese beautiful leisure villages in poor districts and counties. Promoting the integrated development of rural tourism poverty alleviation and electric business poverty alleviation injects great energy and vitality into rural tourism, which is conducive to its development to form the flow of people, logistics, information and capital, and give play to the tourism multiplier effect [2]. It is of great practical significance to promote the integrated development of one, two, three industries in rural Chongqing, extend the industrial chain, enhance the value chain, improve the benefit chain, accelerate the cultivation of new subjects and new industries and new modes in rural areas [3], and promote industrial prosperity and urban-rural integration.

II. MATERIALS AND METHODS

From 2019 to 2020, six members of the research team went to Chongqing's major poverty-stricken areas to conduct two surveys and seminars. In May 2019, they researched the integration development of tourism industry and e-commerce poverty alleviation in Pengshui, Wulong and Jiangjin. In August 2020, they researched the integration development of tourism industry and e-commerce poverty alleviation in Pengshui and Wulong, and obtained rich first-hand research data. Through social survey and empirical research, the group grasped the current situation, mode, characteristics, and driving mechanism of the integration development of rural tourism industry poverty alleviation and e-commerce poverty alleviation in Chongqing, and conducted empirical analysis on the 850 questionnaires returned.

2.1 Research Background

Through research and study, it can be seen that the rural tourism in Chongqing has developed to the stage of quality improvement. In recent years, Chongqing City, with the "two places", "two points" positioning as a basic guide, the construction of "beautiful land with beautiful mountains and clear water" as an important task, vigorously implement the implementation of rural tourism to enrich the people project. It has launched nearly 200 summer-themed activities, 285 leisure spots and 63 summer vacation routes, and successfully launched a number of distinctive, market-responsive and strong rural tourism

demonstration spots, such as Nanchuan Ecological Grand View Park, Fengjie Xinglong, Chengkou Kanggu and Kaizhou Full Moon Township, which have effectively driven poor people out of poverty and increased their income. At present, there are more than 2,966 e-commerce trading platforms, and the annual turnover of e-commerce has exceeded 600 billion yuan, reaching 1.8 trillion yuan during the 13th Five-Year Plan, which has grown to become one of the core industrial forces of Chongqing's economic and social development. Chongqing City and Wanzhou District, Wulong District, Fengdu County, Fengjie County, Wushan County and other nine batches of e-commerce into the countryside comprehensive demonstration district and county demonstration projects, in the public service capacity enhancement, e-commerce poverty alleviation and promotion, agricultural products network marketing and other aspects of the focus on the implementation of work, demonstration leading the city's rural e-commerce development. It has built a three-level e-commerce service network around key industries such as rural tourism poverty alleviation at county, township and village levels, established an e-commerce operation center in the county, set up sub-centers in townships, and set up "online village" service stations in administrative villages. Enterprises initiated the establishment of Chongqing Electricity Business Alliance for Poverty Alleviation to promote agricultural specialties and rural tourism in poor areas. Thirty-three thousand poor people have realized entrepreneurship and employment through e-commerce and related industries. Through "tourism +" "ecology +" and other modes, we establish integration mechanisms, cultivate multi-industry symbiosis and multi-wheel-driven poverty alleviation industries, and then promote the deep integration of rural tourism with agriculture, culture, recreation and other industries, and promote the integration of one, two, three industries with rural tourism as the leader. Industry integration.

Chongqing rural tourism poverty alleviation and electric business poverty alleviation integration development features: First, promote the integration of rural tourism and high mountain ecological poverty alleviation relocation. The integration of rural tourism and electric business development, drive rural tourism and high mountain ecological poverty alleviation relocation integration. The city's 90 high mountain ecological poverty alleviation relocation centralized resettlement areas, around the "food, housing, transportation, tourism, shopping, entertainment" tourism six elements, rural tourism to alleviate poverty in the region to create special features, improve infrastructure, and continue to improve the tourism reception conditions. Also vigorously carry out tourism training to alleviate poverty, and effectively enhance the ability of the masses to self-development, and achieve the effect of "a move to live the whole situation". Among them, Fengjie County issued preferential policies to encourage the county's 28 high mountain ecological poverty alleviation relocation sites to develop rural tourism, relying on scenic spots to develop farm caravans, provide special tourism products and logistics services, to achieve "open is a store, close is a home", Xinglong Town, Sanqiao Village and other resettlement sites 36 poor households engaged in rural tourism, the average household income of 30,000 yuan More than, to achieve a peaceful and happy home, and can increase income to become rich. Second, to promote the integration of rural tourism and the development of special benefit agriculture. The integration of rural tourism and e-commerce development, promote the integration of special benefit agriculture and rural tourism development, and constantly improve the added value of agricultural and sideline products, and promote the farmers to increase income and wealth. Shizhu County focused on creating 10-20 rural tourism agricultural products with their own brands, such as native honey, wild mushrooms, rice, native chicken

and bacon, and sales of agricultural products processing reached 50 million yuan. Chengkou County has refined tourism commodities with unique rural characteristics, such as Shan Shen lacquerware, Chengkou old bacon and pecans, among which Chengkou old bacon and Chengkou mountain chicken have obtained the national geographical indication trademark. Fengjie County mainly develops the characteristic benefit agriculture mainly based on "three trees", forms three industrial belts of navel orange in low mountains, oil olive in middle mountains and Chinese herbal medicine in high mountains, builds 116 demonstration bases of agricultural characteristic industries and industrial poverty alleviation demonstration parks, and promotes the integration of agriculture and tourism in the whole area. Third, to promote the integration of rural tourism and new rural construction. In the integration of rural tourism and electric business development, focus on creating rural tourism poverty alleviation demonstration areas, demonstration villages, demonstration households, vigorously implement rural tourism poverty alleviation "six changes three construction a beautification", improve public services, infrastructure and living environment, build a number of beautiful environment, unique style, distinctive ecological landscape villages. The village of Maying in Kaizhou District combines its own resource endowment to do a good job of characteristics, green, the development of summer health and leisure as the theme of rural tourism as an important grasp of poverty alleviation, invested nearly 20 million yuan, the implementation of infrastructure projects more than 10, improve the tourist service center, parking lot, tourist toilets, full horse road hard oiling human drinking project and stone forest attractions to create night scenery and other tourism supporting facilities. Four is to promote the integration of rural tourism e-commerce service network and the ability of poor households to increase income. In the integration of rural tourism and electric business poverty alleviation development, around rural tourism poverty alleviation and other key industries, the construction of county, township, village three-level electric business service network, set up in the county into the rural operation center, set up sub-center in township, set up in the administrative village "online village" service station. Chengkou County has developed 6 demonstration pieces and 50 demonstration villages for e-commerce poverty alleviation, built 15 online villages such as Beiping Taiping Village and Xiuqi Donghe Village, consolidated and upgraded the construction of 7 online villages, realized online booking for more than 500 tourism poverty alleviation demonstration households, and driven 1,000 poor households to realize online and offline agricultural and sideline products network transactions. Dong'an town gold village, new construction, Xingtian and other electric business poverty alleviation village, the development of community members 365 households 957 people, including 184 poor households card 493 people, accounting for 51.5%, the real realization of the poor households benefit. Chongqing City relies on the "online village" e-commerce poverty alleviation platform, and carries out activities such as "catching up with the New Year Festival" in poor districts and counties, organizes 1 million self-driving tours into poor villages, and implements the "trunk project The "trunk project" has been implemented to purchase agricultural products from poor farmers and promote their income growth.

2.2 Research Methodology

2.2.1 Introduction of AHP fuzzy integrated evaluation method

AHP and fuzzy comprehensive evaluation method are both mature methods in the field of management

science, with clear calculation ideas and steps. AHP fuzzy comprehensive evaluation method integrates the above two methods to measure industrial integration, which is mainly divided into two steps: firstly, we use AHP to establish the evaluation index system of industrial integration, use 9 scales to judge the relative importance of two indicators to construct a judgment matrix, and then clarify the weight of each indicator, the combination of weight vector and consistency test. Secondly, combining the evaluation index system and index weights, the fuzzy comprehensive evaluation method is used to evaluate the industrial integration degree. This method is a combination of qualitative and quantitative methods, and the calculation process is complicated, which can be simplified by using relevant calculation software [4].

2.2.2 Construct the index system for evaluating the integration development of tourism industry and poverty alleviation

The index system of industrial poverty alleviation integration degree includes many factors, and the evaluation requirements are more comprehensive. The determination of the indicator system is a very important step in the assessment of the integration degree of Chongqing tourism industry, mainly by drawing on literature and consulting experts, there is a certain subjectivity, but also must be considered from different aspects, follow certain principles, to maintain the objectivity of the calculation of indicators. The selection process of evaluation indexes in this study mainly refers to the following principles: First, the principle of system independence. Chongqing tourism industry poverty alleviation and e-commerce poverty alleviation integration index system is a complete and mutually coordinated system, which can objectively and comprehensively reflect the overall goal and sub-goals. The overall goal is based on the principle of relevance to determine the sub-goals and guidelines, and the indicators in the sub-goal layer and the guideline layer should be independent of each other, and generally there is no cross, inclusion, cause-effect relationship, and the indicators are consistent with the overall goal. In addition, the indicators of each layer must contain sufficient amount of information to accurately measure the basic situation of the degree of integration of the two. Second, the principle of operability. Operability is mainly considered in terms of indicators and the ease of data acquisition. The indicators should be derived from practice, the relevant data should be available, quantifiable, and as much information as possible at a low cost. The indicators in this study are mainly from tourism research practices, simple and easy to understand. The evaluation data should be easily accessible to facilitate effective evaluation of the indicators by experts. Third, the principle of comparability. In the selection of indicators, the connotation of each indicator in the evaluation index system of Chongqing tourism industry poverty alleviation and e-commerce poverty alleviation should be clarified, and the evaluation results can be compared vertically and horizontally to better grasp the degree of integration between the two. This index system can be extended to different districts and counties in Chongqing, and can also be compared with the degree of integration of tourism industry in other regions, and can be targeted to areas with higher degree of integration of tourism industry to learn from the experience. Fourth, the principle of objectivity. Qualitative assessment has a strong subjectivity, which will change with the change of evaluation time, place and subject, while the principle of objectivity can try to avoid or reduce the influence of such subjectivity. The coverage of the integration of the two is extensive, the integration degree measurement is complex, and maintaining the principle of objectivity in the construction of the evaluation index system can effectively reduce the subjective

influence of experts, ensure the objectivity of the assessment index, improve the validity of the assessment, and guarantee the validity of the assessment data and the authenticity and reliability of the assessment results [5].In this study, the Delphi method was used to design the evaluation index system of tourism industry integration in Chongqing, and the evaluation index system after the initial selection was tested and improved by consulting tourism teachers in Chongqing universities, agricultural experts from the Academy of Agricultural Sciences, and visiting village cadres in villages through emails and face-to-face interviews. The modified evaluation index system is shown in TABLE I. [6,7].

TABLE I. CHONGQING TOURISM INDUSTRY INTEGRATION DEGREE EVALUATION INDEX SYSTEM

GENERAL OBJECTIVE LAYER	SUB TARGET LAYER	GUIDELINE LAYER
DEGREE OF INTEGRATION OF E-COMMERCE AND TOURISM INDUSTRY (A)	**Resource Conditions (A_1)**	Natural scenery (B_1); ecological environment (B_2); rural specialties (B_3); regional culture (B_4); tourism popularity (B_5); infrastructure construction (B_6)
	Industrial and Economic Development (A_2)	Development of special industries (B_7); Degree of integration between e-commerce and tourism industry value chain (B_8); Logistics and distribution system (B_9); Rural tourism income growth rate in rural areas (B_{10}); Number of consumers absorbed by tourism industry each year (B_{11}); Contribution of e-commerce to tourism industry (B_{12}); Service system for poverty alleviation through e-commerce (B_{13})
	Government Support (A_3)	Management and planning; the degree of perfection of supporting policies (B_{14}); the strength of financial investment (B_{15})
	Enterprise organization driven (A_4)	Education level of e-commerce and tourism practitioners (B_{16}); Number of tourism and e-commerce enterprises (B_{17}); Efficiency of tourism and e-commerce enterprises (B_{18}); Construction of e-commerce platforms for tourism enterprises (B_{19}); Online promotion and marketing of tourism products (B_{20})
	Pro-poor Integration Innovation (A_5)	Innovation of e-commerce and tourism products (B_{21}); cultivation of e-commerce talents (B_{22}); degree of integration of economic and service functions (B_{23}); improvement of poverty alleviation work mechanism (B_{24}); enthusiasm of poor farmers' participation (B_{25}); contribution of integrated development to poor households' entrepreneurship and employment (B_{26})

2.2.3 Empirical analysis of the evaluation of the integration degree of Chongqing tourism industry and e-commerce poverty alleviation based on AHP

AHP evaluation of tourism industry integration degree. The AHP method is used to evaluate the integration degree of tourism industry, which mainly addresses the evaluation index system, the weights of specific indicators and their consistency tests, and prepares the basic conditions for fuzzy comprehensive evaluation. The evaluation index system is proposed as shown in Table 1.The weights are calculated mainly by inviting experts to make pairwise comparisons of the importance of each factor in the evaluation at all levels, and the results of the comparisons are used to establish the judgment matrix of the distribution weights of AHP. In this subject, through expert consultation, the corresponding A-An judgment matrix of Chongqing tourism industry integration degree and An-B judgment matrix are derived. As TABLE II.

TABLE II. JUDGMENT MATRIX OF A-AN

MATRIX	λ	CR	DOES IT PASS
$A\text{-}A_n$	5.28	0.06<0.1	YES
$A_1\text{-}B_6$	5.14	0.03<0.1	YES
$A_2\text{-}B_{13}$	4.15	0.06<0.1	YES
$A_3\text{-}B_{15}$	5.14	0.03<0.1	YES
$A_4\text{-}B_{20}$	6.48	0.08<0.1	YES
$A_5\text{-}B_{26}$	7.43	0.05<0.1	YES

The eigenvectors of each judgment matrix are calculated as the weights of each criterion layer for the target layer, and the consistency test is performed, as in TABLE III.

The combined weight vector of the lowermost layer for the target is calculated, and the combined consistency test is done according to the formula. If the test is passed, the decision can be made according to the result represented by the combined weight vector, otherwise, it is necessary to rebuild the model or reconstruct the pairwise comparison matrix with a larger consistency ratio. In this study, the maximum eigenroots and eigenvectors of the judgment matrix using the square root method passed the consistency test.

TABLE III. RESULTS OF CONSISTENCY TEST AMONG INDICATORS AT EACH LEVEL

A	A_1	A_2	A_3	A_4	A_5
A_1	1.00	0.20	0.20	0.14	0.33
A_2	5.00	1.00	3.00	1.00	1.00
A_3	5.00	0.33	1.00	1.00	1.00
A_4	7.00	1.00	1.00	1.00	3.00
A_5	3.00	1.00	1.00	0.33	1.00

Fuzzy comprehensive evaluation of tourism industry integration degree. After the weights of the criterion layer and sub-criterion layer are clarified through hierarchical analysis, the fuzzy comprehensive evaluation method is combined to conduct the research on the evaluation of the integration degree of tourism industry poverty alleviation and e-commerce poverty alleviation in Chongqing and some districts and counties, which can compare and mirror the relationship between the socio-economically developed regions and the development level of the region, and provide an intuitive understanding of the basic situation of tourism industry integration in Chongqing. In this study, we divided the evaluation into 5 grades, i.e., U1=very good, U2==really good, U 3=fair, U4=not very good, and U5=poor. In the evaluation of the tourism e-commerce industry poverty alleviation degree grade, because the fuzzy matrix operation is a fuzzy vector, cannot be directly used for the ranking evaluation of the results, so this study to assign values to each comment grade, using the vector U to represent the comment grade set, this paper takes "very good" as 100, "better" as 80, and "better" as 80. In this paper, "very good" is 100, "good" is 80, "fair" is 60, "not so good" is 40, and "poor" is 20 points. According to the hierarchical analysis method described above, the weight value of each factor is obtained, and 15 experts are invited to judge, so that the single-factor fuzzy relationship matrix R of Chongqing tourism industry integration degree can be obtained, which is shown in TABLE IV.

TABLE IV. SINGLE-FACTOR FUZZY RELATIONSHIP MATRIX OF TOURISM INDUSTRY INTEGRATION IN CHONGQING

The target layer / Sub criteria Layer	A_1 0.05	A_2 0.29	A_3 0.19	A_4 0.31	A_5 0.17	The weight of the sub criteria layer B relative to the target Layer A
B_1	0.36					0.02
B_2	0.36					0.02
B_3	0.16					0.01
B_4	0.08					0.00
B_5	0.04					0.00
B_6		0.09				0.03
B_7		0.09				0.03
B_8		0.21				0.06
B_9		0.61				0.18
B_{10}			0.09			0.02
B_{11}			0.05			0.01
B_{12}			0.37			0.07
B_{13}			0.07			0.01
B_{14}			0.42			0.08
B_{15}				0.21		0.07
B_{16}				0.04		0.01
B_{17}				0.44		0.13
B_{18}				0.21		0.07
B_{19}				0.04		0.01
B_{20}				0.06		0.02

B$_{21}$					0.03	0.01
B$_{22}$					0.03	0.00
B$_{23}$					0.31	0.05
B$_{24}$					0.07	0.01
B$_{25}$					0.07	0.01
B$_{26}$					0.22	0.04

The result of the fuzzy comprehensive evaluation of Chongqing tourism industry integration is 63.02 points, and the overall integration level is average. Similarly, Wulong scored 73.2, Chengkou scored 55.27, Jiangjin scored 71, and Pengshui scored 60.34. From the integration degree of Chongqing tourism industry and electric business integration poverty alleviation, Wulong and Jiangjin are in the middle level, Pengshui integration level is average, and Chengkou integration level is relatively poor.

III. CONCLUSION

This paper investigates and analyzes the integration development of rural tourism poverty alleviation and e-commerce poverty alleviation in Chongqing, and quantitatively analyzes the degree of integration development of the two using AHP fuzzy comprehensive evaluation. It focuses on the construction of the evaluation index system of the degree of integration development between rural tourism poverty alleviation and electric business poverty alleviation in Chongqing, and conducts an empirical study on the development of the degree of integration between rural tourism poverty alleviation and electric business poverty alleviation in Chongqing. In terms of the degree of integration of tourism industry and electric business integration poverty alleviation in Chongqing, the overall integration level is average, with Wulong and Jiangjin areas at a medium level, Pengshui at an average level of integration, and Chengkou area at a relatively poor level of integration. The construction of poverty governance model with Chongqing characteristics, accelerate the use of information technology to transform the traditional tourism industry, create special rural tourism brands to improve the quality of industry, is an important way to transform and integrate the development of tourism in Chongqing. Promote the integration of tourism industry poverty alleviation and e-commerce poverty alleviation in Chongqing, specific countermeasures include. The first, we have proposed to build a "five-in-one" poverty governance model of "government, market, society, community, and farmers". The "five-in-one" poverty governance model emphasizes the use of multiple forces, stimulates extensive social participation, and introduces the concept of participatory governance into industrial poverty development. The "five-in-one" poverty governance model emphasizes the use of multiple forces, stimulates extensive social participation, and introduces the concept of participatory governance into industrial poverty alleviation and development to make up for the lack of dualistic governance between government and market. Through the participation of multiple subjects, the differences in poverty between regions are taken into account, the channels for expressing the interests of subjects at all levels are opened up, and the implementation of differentiated and targeted poverty alleviation policies and measures is conducive to promoting precise poverty alleviation. Secondly, we should focus on regional resource sharing and functional planning and tourism industry integration planning and development. Relevant policies should be formulated for each

region from the characteristics of each regional industry to promote the integrated development of tourism industry. It is proposed that It is proposed that the core urban area of Chongqing should develop innovation-oriented characteristic urban tourism, the urban function expansion area should develop resource-oriented leisure tourism around the city, the new area of urban development should develop industrial park-oriented tourism and mutual promotion mode, the ecological protection development area of southeast Chongqing should develop multi-channel promotion ecological tourism, and the ecological cultured area of northeast Chongqing should develop six times of industrial integration landscape tourism. Thirdly, we should attach importance to the e-commerce of rural tourism based on 020 mode. First, we should build a tourism e-commerce platform and guide tourism enterprises to strengthen cooperation with e-commerce platform service providers. Second, to promote tourism enterprises to enhance the level of e-commerce. Three to promote the construction of tourism information technology industry. Fourth, to carry out e-commerce poverty alleviation action. Fourthly, we should improve the participation capacity of three-dimensional capital to participate in the implementation of the five leading ways. Participatory poverty alleviation advocates improving the participation capacity of participating subjects, including three aspects of physical capital, human capital and social capital. Specific measures include: First, support for financial poverty alleviation. Second is to support the market. Third is to support technology to alleviate poverty. At the same time, five major driving methods are implemented, mainly including: driven by asset income, driven by new main body, driven by brand leading, driven by park development, and driven by one village with one product. Fifth, we need to rely on special tourism brands, promote the integration of agriculture and cultural ecological leisure tourism development. Emphasis should be placed on the use of characteristic agricultural functions, culture and brand integration values, innovative integration, innovative agricultural industry models, promoting the integration of industry chain, value chain and brand chain, and guiding the development of rural tourism characterization. First, we should use unique characteristic tourism resources to convey brand culture with characteristic tourism products and services, enhance consumers' brand value recognition, and improve the reputation and customer loyalty of characteristic tourism brands. Second, we should rely on tourism brand linkage to create tourist attractions, launch agricultural boutique tourism and leisure lines, and carry out the combination of agriculture and tourism, culture and tourism, business and tourism in rural tourism three-dimensional construction. Third, to innovation and creativity as the core, vigorously cultivate tourism, leisure and experience agriculture and other new industry brands. Focus on mutual penetration with the planting industry, processing industry, catering industry, etc. to enhance the organic combination of agricultural production and tourism, catering, education, etc. Sixth, we propose that it can be realized through four paths of technology fusion, resource fusion, market fusion and function fusion. We should improve the infrastructure network construction of Chongqing's major tourist areas, and we can strengthen the construction of e-commerce platforms for Chongqing's tourist attractions and tourism enterprises. Resource integration is the use of resource integration to promote industrial product innovation. Mainly by combining the unique technology and platform of the e-commerce industry with the various resources of the tourism industry, new tourism products can be formed through innovative development, while the customer consumer base already owned by the e-commerce platform can be used for marketing. Market integration on the basis of the existing tourism consumer base, can promote the market integration of the industry by

designing and developing tourism products, cultivating the concept of tourism e-commerce and other methods to increase the number of consumers in the tourism industry and e-commerce industry. Functional integration is mainly the integration of economic functions and service functions. The seventh, we should also strengthen vocational skills training to cultivate compound e-commerce talents. It should focus on the quality improvement of human resources of poor households and build a long-term training mechanism. First of all, we should improve the accuracy and effectiveness of training and poverty alleviation work, to achieve twinning help to the village to the household at the same time, education and training also to the village to the household. Secondly, encourage all kinds of tourism colleges and universities, hotels, scenic spots, travel agencies, industry associations and other organizations to the poor village twinning help, help object clear to the poor households. Finally, in accordance with the principle of "classification, batching, grading", experts and scholars are invited to hold various thematic rural tourism business management training courses to improve the overall quality of poor households, service skills, entrepreneurial and employment capabilities.

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