

Research on Issues and Countermeasures for Consolidating and Expanding Poverty Alleviation Achievements and Effectively Connecting with Rural Revitalization in Ethnic Areas of Hubei Province, China

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Abstract: This paper explores the transition from targeted poverty alleviation to rural revitalization in Hubei Province's ethnic regions. Building on China's success in eradicating absolute poverty by 2020, the focus shifts to addressing relative poverty. The study highlights the need for systematic strategies to consolidate and expand poverty alleviation achievements, emphasizing the multidimensional nature of the challenge. Drawing on the Fifth Plenary Session of the 19th Central Committee of the Communist Party of China, the paper advocates for effective integration of poverty alleviation and rural revitalization. Key strategies include precise identification and support systems, industry-based prosperity, specialized industry development, and ecological and cultural reinforcement. Policy formulation should prioritize household-centric approaches and encourage multi-stakeholder participation to foster sustainable and inclusive rural development.

Keywords: Issues and Countermeasures; Consolidating and Expanding; Effectively Connecting; Rural Revitalization in Ethnic Areas.

1. Introduction

Since 2013, when Xi Jinping proposed the concept of "targeted poverty alleviation" during his research visit to Shibadong Village in Xiangxi, Hunan, "targeted poverty alleviation and targeted poverty elimination" have become a national strategy and a focal point of China's anti-poverty efforts. China has entered a new era of systematic anti-poverty initiatives and set an ambitious goal of lifting all people living under the current poverty line out of poverty by 2020. Following 2020, China will enter a post-targeted poverty alleviation era. Some literature and official statements refer to this period as the "post-poverty era," but we argue that this term is inappropriate. The target of eliminating absolute poverty by 2020 refers only to absolute poverty, which is poverty defined statistically. After 2020, the issue of relative poverty will gradually become more prominent and become the main focus of China's anti-poverty efforts, indicating that the problem of poverty will persist over the long term.

In the "post-targeted poverty alleviation" era, the focus of anti-poverty efforts will shift from absolute poverty to relative poverty, and the nature of the challenge will undergo multidimensional changes. The Fifth Plenary Session of the 19th Central Committee of the Communist Party of China (CPC) first clearly stated that it is necessary to "effectively connect the consolidation and expansion of poverty alleviation achievements with rural revitalization." Although rural areas in Hubei Province have achieved victories in poverty alleviation, some regions still struggle with low-quality poverty reduction, lagging industrial development, and the risk of falling back into poverty. In this context, consolidating and expanding the achievements of poverty alleviation and effectively connecting these with rural

revitalization becomes particularly important and urgent.

2. Literature Review

2.1. Research on the Relationship between Poverty Alleviation and Rural Revitalization Strategies

Most scholars view poverty alleviation and rural revitalization as part of a continuous process, characterized by:1)Content: They share common elements, including industrial development, rural governance, household livelihoods, and spiritual civilization;2)Function: Poverty alleviation serves as the foundation, while rural revitalization represents a deeper extension of these efforts;3)Subject: Both strategies target the broader rural areas (Dou Shulong and Ye Jingzhong, 2019; Wang Sangui and Feng Zixi, 2019, 2020).

To achieve effective integration between the two, it is necessary to promote a transition in their logic towards "targeted and holistic, special and universal benefits, welfare and efficiency" (Xu Xiaojun and Zhang Nannan, 2019). Wang Guoli and Luo Yihong (2021) argue that the intrinsic logical relationship between the battle against poverty and the implementation of the rural revitalization strategy encompasses both high interconnectivity and significant differences. To address this interconnectivity and differentiation, they suggest focusing on the establishment of:1)Deeper integrated mechanisms among stakeholders;2)Broader mechanisms for shared content across fields;3)Higher-level institutional mechanisms for mutual promotion;4)Regarding how each strategy operates, Wei Houkai (2019) posits that during the rural revitalization phase, it is essential to:1)Summarize the experiences gained during the poverty alleviation period in detail;2)Analyze problems that arose during the poverty alleviation period;3)Expand and

consolidate the achievements made in poverty alleviation. Rural revitalization is seen as a further deepening of poverty alleviation efforts, and only through achieving rural revitalization can the root causes of poverty be fundamentally addressed.

2.2. Study on the Pathways for Seamless Transition from Poverty Alleviation to Rural Revitalization

Dou Shulong and Ye Jingzhong (2019) took a broader perspective in their research, delving into how poverty alleviation and rural revitalization strategies can be seamlessly integrated. They highlighted that one of the primary challenges is to skillfully coordinate industrial poverty alleviation with the thriving industries under the rural revitalization strategy. The scholars emphasized that local areas should deeply explore and fully utilize their comparative advantages, encouraging and supporting the co-development of multiple industries to form a complementary and mutually reinforcing virtuous cycle. This diversified industrial development strategy is seen as the core approach to increasing farmers' income and ensuring its stability and abundance. Notably, e-commerce plays an extremely important role in this process. The booming rural e-commerce not only becomes an indispensable force in consolidating the achievements of poverty alleviation but also serves as a bridge for the effective integration of poverty alleviation and rural revitalization strategies (Du Yonghong, 2019).

The promotion of e-commerce for poverty alleviation can be analyzed from multiple levels. On one hand, it directly increases farmers' economic income by broadening the sales channels for agricultural products (Ma Zebao, 2017). On the other hand, the widespread use of e-commerce platforms reduces transaction costs and improves market efficiency, indirectly contributing to poverty reduction (Soriano, 2007). These studies show that e-commerce is not just a technological innovation but also a profound transformation in the thinking and methodology of poverty governance.

Zheng Ruiqiang (2021) deepened the understanding of the mechanism for the transition from poverty alleviation to rural revitalization. He proposed that to achieve this goal, there must be a progression from deepening cognition, external embedding of behavioral patterns, to conscious strategic planning, and the continuous optimization of resource allocation with a focus on long-term effects. This multi-layered and multidimensional thinking provides policymakers with new perspectives and ideas. Liu Xuewu et al. (2020) focused on practical pathways from poverty alleviation to rural revitalization, suggesting that guidance should come from the overall requirements of rural revitalization. From macro-level governance goals to specific implementation subjects, beneficiary groups, policy design, and precise strategies, they delineated the logical connections and content transformations between the two. In summary, these studies collectively reveal that in moving towards rural revitalization, scientific planning, precise policies, and continuous innovation are required to consolidate and expand the achievements of poverty alleviation and lay a solid foundation for the comprehensive development of rural areas.

From current research, the academic community has established a good understanding of the relationship between poverty alleviation and rural revitalization. However, there are notable problems, primarily in three aspects:

One-sidedness in Research on Relative Poverty: Studies on

relative poverty follow two lines of inquiry based on income and expenditure, which are somewhat one-sided. The basis for consolidating and expanding the achievements of poverty alleviation and effectively linking it to rural revitalization is "consolidation and expansion." To do this well, the issue of relative poverty must be addressed. Absolute poverty is defined by two standards: income and expenditure. The United Nations uses the expenditure standard, while China, due to historical reasons, has always used the income standard, identifying absolute poverty through a poverty line. Research on relative poverty in China follows two routes: one based on income, defining the population at risk of poverty as those earning less than 1.5 times the poverty line; and another based on expenditure, defining the population vulnerable to poverty or families with expenditure difficulties. Both approaches are somewhat one-sided because they consider either income or expenditure alone.

Lack of Strategic Research on Transition: Current research focuses on the logical relationships, complementarity, and differences between the two major strategies, but there is a lack of strategic research on the transition, particularly regarding specific measures for the overarching goals of rural revitalization.

Static Perspective in Poverty Research: Most studies view poverty and its causes as important components in poverty response, but timely warning systems for poverty are even more crucial, especially in the context of shifting the focus of poverty alleviation to managing relative poverty. Therefore, preventive and immediate response strategies are essential. Current static research overlooks the dynamic process of poverty reproduction.

3. Policy Implementation and Efficacy of Poverty Alleviation in the Survey Area: Based on Township-Level Research

3.1. Implementation of Poverty Alleviation Policies in the Survey Area

Badong County's Yesan Pass Town, as a key case study for poverty alleviation and rural revitalization in ethnic regions of Hubei Province, presents unique social and economic characteristics. This town offers rich practical examples for understanding development paths and outcomes in China's impoverished areas. Notably, the town has a high proportion of Miao ethnic group residents, and its diverse cultural background contributes to social harmony and cultural heritage. Since the launch of targeted poverty alleviation efforts, Yesan Pass Town has prioritized these initiatives. The main poverty alleviation policies include:

1) Precision Identification and Tailored Strategies

Targeted Service: Focusing on "poor households" as the primary service target, with their welfare as the fundamental starting point.

Industrial Development: Promoting modern agricultural business models to broaden farmers' income sources.

Employment Support: Facilitating job information dissemination and offering vocational training, such as e-commerce and domestic services, to enhance employability.

2) Resource Integration and Coordinated Management

Improving Living Conditions: Prioritizing the creation of livable conditions for poor residents, including housing security.

3)Combining Poverty Relief with Education

Education Focus: Emphasizing educational poverty alleviation as a cornerstone, promoting competitive awareness for poverty reduction and fostering positive social values.

4)Strengthening Social Safety Nets

Healthcare Support: Ensuring health-related expenses for each poor household, establishing a comprehensive healthcare safety net.

3.2. Outcomes of Poverty Alleviation Policies

1)Changes in Income Composition

Before the poverty alleviation strategy, the main income sources were wages from migrant work and government transfers, with nearly half of households earning less than 4,000 yuan per capita annually. Recent developments have led to significant increases in per capita disposable income.

2)Impact of Industrial Development

Targeted poverty alleviation efforts emphasize industrial development. Yesan Pass Town has developed several key industries, including:

Long-term projects: 35,000 mu of high-altitude walnuts, 48,000 mu of high-altitude ginkgo biloba, and 20,000 mu of low-altitude papaya.

Short-term projects: 42,000 mu of vegetables, 5,400 mu of tobacco, 25,000 mu of medicinal herbs, and hog and goat farming.

These industries have enabled 5,299 households (17,593 individuals) to increase their income and escape poverty.

3)Changes in Public Services

Prior to poverty alleviation, basic facilities like clinics and libraries were rudimentary and largely ineffective. Some poor households did not participate in cooperative medical insurance, and all poor residents lacked access to critical illness insurance and supplementary medical insurance.

Following the poverty alleviation initiative, improvements included:

Establishment of village committees and convenience service centers, as well as libraries to promote local ethnic culture and provide related training.

Construction of village clinics providing convenient medical services, with family doctors assigned to chronic disease patients, significantly improving healthcare access.

4)Changes in Village Governance Capacity

Before the poverty alleviation effort, the administrative team was incomplete, with low educational attainment and weak organizational structure. Party members were typically older, with an average age of 51 years and limited education, resulting in a diminished leadership role.

To enhance village governance:

A Village Party Branch Work System was implemented.

Active party members and reserve cadres received evaluation and training.

Regular heart-to-heart talks were conducted to foster the growth of reserve cadres.

Youth League and Women's Federation organizations played a more active role in village governance.

3.3. Issues in Poverty Alleviation in the Survey Area

1) Limited Effectiveness of Certain Policies

Taking Village M as an example, the employment poverty alleviation policies implemented there are limited to employment subsidies. For households that have been lifted

out of poverty but continue to receive support, 72.7% of the reasons for poverty are illness, disability, or lack of labor force. These households find it difficult to benefit from employment policies beyond the subsidies. Among the labor force of those who have been lifted out of poverty but still receive support:40.9% work outside the village.

44.3% have no labor capacity or have lost their labor capacity. This segment of the population has little internal demand for employment poverty alleviation policies beyond the subsidies.

2) Need for Transformation in Poverty Alleviation Mechanisms

While governments at all levels generally recognize the long-term value of "capacity-building" poverty alleviation over "aid-based" poverty alleviation, in practice, policy design and implementation often lean toward the latter. "Capacity-building" poverty alleviation emphasizes enhancing the self-development capabilities of impoverished areas to achieve stable poverty alleviation, whereas "aid-based" poverty alleviation relies more on external assistance to directly improve living conditions.

3) Need for Deeper Integration of Poverty Alleviation with "Empowerment and Motivation"

Although industrial poverty alleviation has played a significant role in driving rural economic development and stimulating internal motivation, achieving comprehensive rural revitalization and sustainable development requires exploring and implementing a multifaceted approach. To generate endogenous development momentum in rural areas, in addition to industrial poverty alleviation, various strategies need to be employed, ranging from improving farmers' educational levels and skill diversity, utilizing digital tools to expand markets, to enhancing social security systems. This comprehensive approach aims to strengthen the self-development capabilities of rural areas and ensure that rural development aligns with the rural revitalization strategy, achieving lasting poverty alleviation and comprehensive development.

4) Insufficient Policy Support for Marginal Populations

Since the focus of poverty alleviation efforts remains on eliminating absolute poverty, there is a lack of supportive policies for marginal populations in the survey area. Despite the core objective of focusing on eradicating absolute poverty, the absence of support for marginal populations represents a significant weakness. Marginal populations, whose incomes are slightly above the poverty line but remain vulnerable to shocks, highlight the multidimensionality and complexity of poverty issues.

4. Livelihood Capital and Livelihood Models: Analysis Based on Survey Data

4.1. Basic Household Information of Sampled Farmers

In August 2022, the research team distributed 50 questionnaires in H Village and S Village in Yanshanguan Town, Enshi Tujia and Miao Autonomous Prefecture. Since the researchers were present throughout the questionnaire administration process to provide explanations, all 50 questionnaires were returned as valid, resulting in a 100% effective rate.

From the perspective of the age distribution of the surveyed

households, 78% of the sample households were aged between 30 and 60 years. Using the criterion of spending eight months or more at home to determine whether households are permanent residents, 62% of the marginalized population were not permanent residents. Further analysis shows that 73% of the non-permanent marginalized population were aged between 18 and 60 years. These statistics indicate that most of the labor force among the sample marginalized households chooses to work outside or in nearby towns rather than engaging in farming at home, primarily to meet household expenses and education costs for their children.

Regarding the health status of the surveyed households, there were 50 households and 270 individuals surveyed. First, 186 individuals (68.8%) were reported to be healthy, suggesting that most of the households are in good health. However, since most households do not have regular check-ups and have limited knowledge about sub-health conditions, the 68.8% figure may not be entirely accurate. Nonetheless, it indicates that these individuals are unlikely to incur significant medical expenses in the short term.

Second, 60 individuals (22.2%) suffer from chronic diseases, such as diabetes, mild gout, heart disease, and coronary artery disease. These individuals require ongoing medication for conservative treatment. While the medical burden is manageable when their conditions are stable, complications can arise suddenly, leading to substantial medical expenses, placing an additional strain on already financially challenged households.

Finally, 24 individuals (8.89%) suffer from serious illnesses. For households with limited income and savings, a sudden onset of a serious illness can be financially devastating.

In terms of educational attainment, the 1995 survey of S Village showed that 72% of the population had an education level no higher than elementary school. In the current survey, the educational level has significantly improved, largely due to the widespread implementation of compulsory education in China. Among the sample households, the elderly have a higher proportion of those with an education level no higher than elementary school. Education is highly valued in China, and in economically underdeveloped rural areas, the promotion of education is particularly important.

4.2. Livelihood Capital Situation of Sampled Households

Livelihood capital theory posits that rural poverty and household vulnerability are closely interrelated, forming a vicious cycle. Different types of livelihood capital lead to different livelihood strategies, which in turn shape the livelihood model and the reality of household vulnerability. This vulnerability is a primary cause of poverty and the risk of falling back into poverty among marginalized households.

Based on the suggestion of the UK Department for International Development (DFID), livelihood capital is categorized into five types: natural, physical, human, financial, and social capital. We examine the stock of livelihood capital in the survey area:

Natural Capital: The available natural resources in the survey area are limited, mainly consisting of farmland (paddy fields). The average per capita farmland in Villages S and H is 1.1 mu, mostly paddy fields. There are differences in soil quality and location, but these do not correlate with the poverty status of the households surveyed.

Physical Capital: From the perspective of material capital, the surveyed households each possess assets such as color televisions, mobile phones, refrigerators or freezers, and gas or liquefied petroleum stoves. These are durable goods used in daily life. Although all the surveyed marginal households have these assets, some of these assets are quite old and have depreciated in value. Additionally, 94% of the households own motorcycles, electric vehicles, or other modes of transportation. Given the relatively flat terrain and good road conditions in the survey area, motorcycles and electric vehicles have become nearly ubiquitous. Those households without any form of transportation generally have older members who are unable to operate vehicles.

Human Capital: In terms of human capital, 58% of the households have working-age adults, 33% have non-working members (mainly the elderly and children), and 9% have members who are unable to work due to disability or illness.

Financial Capital: The financial capital indicators include per capita annual cash income, borrowing behavior, and the ease of obtaining bank loans. Regarding borrowing behavior, it is unexpectedly common among the sample households, although the frequency of borrowing is low. From the reasons provided, in recent years, rumors about demolition have occasionally circulated. To potentially receive higher compensation for demolition, many households have undergone home renovations. Although there are subsidies for the renovation of dilapidated houses, most families have borrowed money from relatives and friends to build or renovate their homes. Many households, motivated by social status or comparison with others, have chosen to construct larger homes, borrowing money to do so, which has increased their financial burden. Households without unexpected difficulties can usually repay their loans within a few years, but some households have experienced sudden illnesses among family members, making it difficult for them to repay their debts.

Social Capital: From the perspective of the surveyed households' social capital, it includes the presence of capable individuals within the family or close relatives, the level of mutual trust among households, and the influence of new agricultural business entities. Traditional Chinese society is characterized by close-knit communities, with households having relatively limited social circles and few capable individuals within the family or among close relatives. Due to geographical proximity, shared customs, familial ties, and a common rural culture and memory, households tend to have high levels of mutual trust among themselves. However, because of the relative isolation of rural areas, trust in external entities is generally low. The impact of new agricultural business entities on household development is often sporadic, and their ability to significantly improve household incomes is not evident.

It is clear that the financial and social capital of the surveyed households show significant shortcomings. This type of livelihood capital determines that the main mode of livelihood for households in the surveyed area is primarily wage labor. Based on the survey of household employment, wage labor remains the primary source of income for households.

5. Core of "Consolidation, Expansion, and Linkage": From Industrial Poverty Alleviation to Thriving Industries

5.1. Logic of Driving County Economic Growth Through Household Income Increase

County economic development is a critical component of President Xi Jinping's governance philosophy, with the core aim of achieving both county strength and wealth for the people. To drive county economic growth through household income increase, we need to consider its feasibility, which can be understood from both a logical and practical perspective:

1) Logical Feasibility

From a microeconomic perspective, livelihood capital mirrors the endowments of various resources. Households, through trial and error and competition, develop livelihood strategies based on their livelihood capital. The emergence of these strategies inevitably entails certain livelihood risks. Ultimately, the strategies and associated risks determine the final livelihood outcomes. In this endogenous system, there is no guarantee of developing specialized industries or achieving ideal livelihood results.

To address this, county governments need to integrate, coordinate, and leverage the comparative advantages inherent in livelihood capital. They should guide the development of specialized industries, the maturation of factor markets, and the extension of industrial chains. This would ultimately realize the feasibility of driving county economies through specialized industries. This forms a logical chain where specialized industries drive household income growth, and increased household incomes in turn drive county economic development.

2) Practical Feasibility

On July 12, 2019, the Sichuan Province County Economic Development Conference stated that county economies are essentially characterized by specialized economies, and the competition among counties fundamentally revolves around distinctive features. From the perspective of county economic development models, scholars and policymakers have summarized and categorized a variety of models. It is clear from these summaries that, regardless of the specific model, the ultimate focus must be on industry-driven growth. To achieve the goal of driving county economies through increased household incomes, it is essential to focus on the stimulation of specialized industries and adhere to the principles of comparative advantage strategies.

5.2. Strategic Discussion on Linking Industrial Poverty Alleviation and Thriving Industries

1) Strategic Support: Integrated County Economic Development

Preconditions for Integration: Integrated county economic development requires certain preconditions, which constitute the feasibility of integrated development in Hubei Province. Taking the nine counties in the ethnic regions of Hubei Province as an example, these counties are all located in the Wuling Mountain region, a concentration area for the Tujia and Miao ethnic groups. They share similar ecological tourism resources and have designated ecological tourism as

a key industry, using terms such as "dominant industry," "strategic dominant industry," "leading industry," "advantaged industry," "distinctive industry," and "distinctive advantageous industry." Furthermore, these counties have similar economic development levels and are classified as contiguous impoverished areas. These similarities in resource endowments and industrial foundations enable these regions to better leverage their advantages and form polarized advantages through integrated development.

2) Strategic Focus: Land Tenure Reform to Extend Distinctive Industry Value Chains

Land is the dominant resource in rural areas and serves as a fundamental basis for the development of specialized industries. The household contract responsibility system has been in place for over 40 years in China, contributing to increased agricultural productivity but also hindering the process of agricultural scale operations and limiting the extension of specialized industry chains. To address this, the report of the 18th National Congress of the Communist Party of China explicitly proposed the development of diversified forms of scale operations and the establishment of a new agricultural operating system that combines intensification, specialization, organization, and socialization.

Firstly, the legal transfer of land use rights facilitates the integration and formation of decentralized small-scale rural tourism operators into tourism estates or industrial groups, overcoming the disorderly and unsustainable development of rural tourism specialties.

Secondly, policies regarding land rights transfers encourage the rapid entry of commercial capital into eco-rural areas, promoting the integrated development of urban and rural specialized eco-agriculture, rural technological innovation agriculture, and leisure eco-agriculture.

Moreover, land transfers contribute to the transformation and upgrading of specialized industries. Therefore, the transfer of land rights not only effectively supports the deep implementation of rural industrialization but has also become an inevitable internal requirement and path for promoting industrialized economic development.

3) Strategic Core: Driving County Economic Growth Through Distinctive Industry Clusters

The mechanism by which specialized industrial clusters drive county economic growth is demonstrated in several aspects:

Enhanced Scale of County Economies: Industrial clusters effectively increase the scale of county economies. Through the accumulation of production factors within clusters, they form tightly interconnected industrial chains across various sectors, optimizing the economic structure of counties.

Enhanced Innovation Capacity: Industrial clusters contribute to increased innovation capacity in counties. Once formed, clusters reduce transaction costs and barriers to information flow, leading to increased exchanges both within and outside the cluster. This fosters innovation in managerial and worker mindsets, as well as technological and institutional innovations, enhancing the competitiveness of county industries. Enterprises within the cluster grow through competition and cooperation.

Increased Regional Openness and Technological Competitiveness: Specialized industrial clusters enhance regional openness and technological competitiveness. Composed of a large number of closely related enterprises and service organizations, these clusters can strongly promote the development of upstream and downstream industries.

6. Support for "Consolidation, Expansion, and Linkage": Ecological Livability and Rural Civilization

6.1. Issues in Effective Linkage Between Relocation and Ecological Livability

1) Daily Life Inconveniences in Relocation Communities

Households relocated to new communities through the relocation program have been severed from their original living environments and often face numerous inconveniences in unfamiliar settings. These inconveniences encompass both external and internal factors. Internally, the primary issue is psychological discomfort among the relocated households, stemming from the disruption of their previous living environment and the abandonment of their rural memories. This can lead to a sense of loss; however, such psychological discomfort is typically transient. If households can integrate quickly into their new environment and reconstruct their rural memories, the discomfort will dissipate rapidly. Conversely, if they cannot adapt swiftly, the disruption of their rural memories by the unfamiliar surroundings can intensify the sense of discomfort.

Given that changes in the level of discomfort experienced by households largely depend on external factors, it is crucial to focus on the daily lives of relocated households in these communities. In our research, we found that some relocation communities lack adequate supporting facilities. For example, smaller-scale relocation communities may not have built their own kindergartens or primary schools, necessitating travel to nearby towns for education. Larger relocation communities often have dedicated shuttle services arranged by local governments to address transportation needs for schooling, whereas smaller communities do not have such services, leading to inconvenience for the residents. Additionally, some relocation communities exhibit inadequate waste management practices, which degrade the quality of life for the relocated households.

2) New Management Challenges in Relocation Communities

Relocation communities resemble urban residential areas in appearance but differ due to their rural location, which can lead to new management issues. These issues are most evident in the dissonance between the relocated households' previous living habits and their current living environment. Prior to relocation, households typically kept chickens and ducks at home. After relocation, despite the transition from open spaces to enclosed living areas where keeping poultry is no longer feasible, many households continue to maintain this practice. They now raise chickens and ducks in communal hallways and open spaces within the community. Although some relocation communities have explicit regulations prohibiting the keeping of poultry, many households find ways to circumvent these rules. This situation not only impacts the environment and disturbs neighbors but also fosters conflicts among residents.

3) Increased Living Costs

For households accustomed to self-sufficient rural lifestyles, the cost of living in relocation communities increases significantly. This is particularly evident in the expenses related to purchasing vegetables. Traditionally, each household in rural areas has a small plot of land for growing vegetables, which, with proper care, can adequately supply a

family's vegetable needs. However, in some relocation communities, especially larger ones or those lacking suitable conditions, there is no provision for individual plots of land for farming. As a result, households must purchase vegetables, which inevitably raises their living costs.

4) Impact on Farming Practices

Although households have moved into residential complexes, they retain their farmer identity and a strong identification with this status. In the relocation communities we surveyed, spatial constraints mean that the amount of farmland available to households does not change after relocation. Furthermore, the limitations of apartment-style housing prevent households from storing their farming tools, leading to a "dual-city" phenomenon in some relocation communities. This means that households live in the relocation community during regular times but return to their old homes, especially during the busy farming season, to perform agricultural work. They also store all their farming tools in their old houses. Some communities are located far from the fields, and to avoid the hassle of commuting, some households move back to their old homes during the farming season, significantly impacting their farming practices.

6.2. Strategies for Effective Linkage Between Relocation and Ecological Livability

Relocation is a key component of the "five batches" strategy for poverty alleviation. In some cases, local governments, driven by the need to meet targets, have overlooked the necessary supportive measures for relocation communities (a situation that was not prominently observed in our survey locations). As relocation programs connect with rural revitalization efforts, the tension between relocation and ecological sustainability becomes more apparent. Under the current circumstances, ensuring effective integration between relocation and ecological sustainability requires addressing the following aspects:

1) Reducing Living Costs Based on Existing Conditions

Taking the ZTG Village in Enshi Prefecture as an example, the village began implementing relocation and poverty alleviation resettlement work in 2015. Household visits were conducted to assess the needs of impoverished families, and housing requirements were determined based on their specific situations. In 2016, impoverished households were allocated new homes according to policy, and dilapidated mud houses were demolished with appropriate compensation. Essential infrastructure, including water supply, electricity, and telecommunications, was fully connected to every household. Road construction was carefully managed, achieving near-universal coverage of concrete roads accessible from each household. Trash bins were strategically placed to address the problem of littering and environmental pollution. In 2019, due to the concentration of resettlement, the distance between the farmland and the resettlement area was significant, and most villagers were elderly. To address the difficulties associated with traveling long distances to farm and obtaining fresh produce, the village committee undertook a unified planning effort to allocate approximately 15 square meters of land for cultivation to each household, adhering to the principle of proximity. By effectively addressing various living amenities, particularly the issue of accessing vegetables, the village significantly reduced the living costs for households and increased their satisfaction levels.

2) Promoting New Customs and Innovative Management

To address the contradictions between the living habits of

households in relocation communities and community management, two approaches are recommended. First, innovative community management models should be developed that take into account the existing living habits of households and recognize the distinctions between relocation communities and urban residential areas. This involves finding an optimal balance between household living habits and community management practices. Second, the advantages of population aggregation should be leveraged to expand public awareness campaigns and promote social norms that help resolve the tensions between living habits and community management. In one of the relocation communities we surveyed, the management regularly conducts cleanliness competitions, and through autonomous household management organizations, effectively curbs uncivilized behaviors, thereby transforming the community's appearance.

3) Addressing Livelihood Issues

Addressing the livelihood issues of households is a critical aspect of ensuring effective integration between relocation communities and ecological sustainability. For communities where conditions permit, land can be re-planned to reduce the distance between the community and the farmland, and designated areas can be set aside for the storage of farming tools. For communities without the capacity for land re-planning, shuttle buses can be organized during the busy farming season to facilitate travel to and from the fields.

6.3. Beautiful Village Construction and Rural Civilization Construction: Effective Linkage

1) Bottom-Up Rural Civilization Construction: Relying on Farmer Self-Governance

China's poverty alleviation efforts primarily relied on a top-down government-led model, which was successful in lifting many households out of poverty. However, the construction of rural civilization involves changing long-standing habits, attitudes, and mindsets, which may be met with resistance if continued with a top-down approach. This is particularly true in ethnic regions.

To effectively build rural civilization, a bottom-up approach that relies on farmer self-governance is necessary. This involves empowering farmers to take the lead in shaping their own communities and fostering a sense of ownership and participation. Farmer self-governance organizations can play a crucial role in facilitating dialogue, decision-making, and implementation of initiatives that resonate with local values and needs.

2) Integration with Local Customs and Highlighting Uniqueness

Rural civilization construction does not follow a one-size-fits-all model. It should be tailored to local customs and highlight regional and ethnic characteristics.

For negative customs, such as the practice of "banquets" mentioned above, a bottom-up approach through farmer self-governance can help transform these practices.

For distinct customs that reflect local culture, they should be respected and incorporated into the construction of rural civilization. For example, in the Tujia and Miao Autonomous Region of Enshi Prefecture in Hubei Province, there are unique cultural heritages, customs, and gatherings. The construction of rural civilization should tap into the contemporary value of these cultural legacies and highlight the uniqueness of the region.

By combining these strategies, beautiful village construction and rural civilization construction can be effectively linked, fostering a harmonious and sustainable rural environment that respects and celebrates local traditions while addressing modern challenges.

7. Conclusion

After a systematic and in-depth analysis and research, this report aims to reveal the key issues in consolidating and expanding the achievements of poverty alleviation and effectively connecting them with rural revitalization in ethnic regions of Hubei Province. Through field research and data analysis in Yanshanguan Town, Badong County, we clearly understand that while significant achievements have been made in the battle against poverty in Hubei's rural areas, in the post-precision poverty era, facing the challenge of relative poverty, ensuring the sustainability of these achievements and seamlessly integrating with the rural revitalization strategy remains a complex and arduous task.

Firstly, this study confirms the urgency of consolidating and expanding the achievements of poverty alleviation. The elimination of absolute poverty does not mark the end of anti-poverty efforts. The prominence of relative poverty, the vulnerability of marginalized populations, and the risk of returning to poverty due to lagging industrial development require sustained attention and effective measures. Ensuring the continuity and stability of policies, optimizing resource allocation, and enhancing the self-development capabilities of households are key to consolidating and expanding these achievements. In addition, precise identification and effective support for marginalized populations, particularly through employment, education, and health policies, are crucial for preventing a return to poverty.

Secondly, this report explores the transition from poverty alleviation through industry to industry prosperity. By analyzing the logical link between specialized industries and county economic growth, we emphasize the strategic importance of specialized industry development. Specialized industries based on comparative advantages can directly increase household incomes and promote the endogenous growth of county economies through the extension of industrial chains and the utilization of cluster effects. However, to achieve this transformation, it is necessary to overcome GDP-centric thinking and ensure that government policies align with the goal of increasing household incomes. This can be achieved through land transfers, policy innovations, and other means to create favorable conditions for the development of specialized industries.

Thirdly, we highlight the supporting role of ecological livability and rural cultural development in consolidating and expanding the achievements of poverty alleviation. Effective integration of relocation and housing improvement policies, as well as simultaneous advancement of beautiful countryside construction and rural cultural development, lay the foundation for improving the quality of rural life and building a sustainable development environment. These measures not only improve the living environment for rural residents but also stimulate the intrinsic vitality of rural societies, promoting dual advancements in material and spiritual civilization.

In summary, achieving effective connection between consolidating and expanding the achievements of poverty alleviation and rural revitalization requires systematic strategies and continuous efforts. This includes, but is not

limited to, establishing a more precise identification and support system for marginalized populations, promoting the transformation of poverty alleviation through industry to industry prosperity, constructing a growth engine centered on specialized industries, and reinforcing ecological protection and rural cultural development. At the same time, policy formulation should place greater emphasis on the central position of households, encouraging participation from multiple stakeholders to form a synergy of government guidance, social collaboration, and household participation in anti-poverty and rural revitalization efforts.

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