

Study on the Exploitation of Red Tourism Resources in Qingyang

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Abstract: The paper puts forward the development mode of the experience education about red tourism resources centered on tourists in Qingyang, which is to connect the tourists with the local government, the red tourism, enterprises and the residents of the scenic spot, and puts forward corresponding countermeasures and suggestions to the government, enterprises and residents.

1. Introduction

Red tourism resources are very rich in Qingyang, “Nan Liang revolutionary memorial hall” was included in the national red tourism boutique route, and Xing long Red Army long March camp” is a well-known scenic spot in Gansu They are rated the national 4A and 3A scenic spots respectively. For recent years, the development of the red tourism industry is remarkable in Qingyang, red tourism activities of the large-scale forums, the research sessions and the festival celebrations are in full swing, the effect is obvious.

2. The Significance of Red Tourism Resources Development in Qingyang

2.1 The Political and Educational Significance of Developing Red Tourism

The existing red tourist resources in the old revolutionary areas are very rich in Qingyang, in which there are nine bases for patriotism education at the provincial and municipal levels, including Helianwan Qingyang Provincial Party Committee, Castle Battle site, the site of the Soviet Provincial Government, Ning County Martyrs Mausoleum, Lenin Primary School, Wuqingyuan-Guanzhong Special Committee, the former site of the Special Zone Soviet government, Laoyeshan revolutionary martyrs mausoleum. San-cha Red Army long March Mao Zedong encampment. These red tourism resources play a positive role in the ideological and political education of young people in Qingyang and all over the country. Besides being able to let the tourists visit the revolutionary remains, the red tourism activities resonate with the revolutionary spirit in the deep heart, and the revolutionary martyrs are naturally and born, and the double effect of the visit and the spiritual reception is achieved.

2.2 The Significance of Red Tourism Resources on the Economic Development of Old Areas

With the development of red tourism resources and the development of red tourism industry in Qingyang, the economy of red tourism destination has a great development. In 2008, red scenic spots in Qingyang received “red tourism at home and abroad, the number of 470 thousand passengers, the red tourism income of 14 million 960 thousand yuan.2009 the city received a total of 420 tourists trips overseas red, red tourism the foreign exchange revenue of \$79 thousand, domestic tourists 520 thousand passengers, an increase of more than 2008 50420 people”. The development of the red tourism industry has increased the economic income of the old district, further promoted the development of the transportation of the old district, promoted the rapid development of the third industry, and promoted the optimization and upgrading of the economic structure of the old district.

2.3 The Significance of Red Tourism to Spread Red Culture

Red resources breed red spirit; red spirit conserves red culture, red culture shows the spirit of old area. Red culture is an important part of Chinese spiritual treasure house. It has played a very important role in the abundance and development of the spirit of the Chinese nation, and the red tourism resources have played a positive role in deeply understanding the socialist core values of the broad masses of the people. To help the broad masses of the people to build a free, democratic, loyal and patriotic national feelings of a strong belief, while the development of red tourism. Red spirit and red culture have been intentionally or unintentionally spread to red tourists throughout the country.

3. Development Conditions of Red Tourism Resources in Qingyang

3.1 Location Conditions

Qingyang is located at the junction of Shaanxi, Gansu and Ningxia provinces, the east-west national highway 309 and the provincial highway 303 and the north-south national highway 211. Provincial Highway 202 constitutes the main frame of two vertical and two horizontal highways in Qingyang. Fuzhou to Yinchuan Expressway (G70) and Qingdao to Lanzhou Expressway (G22) run through the territory. Xichang Feng Expressway and Raysey Expressway were opened to traffic, Qingyang Airport 4C class reconstruction and extension has been officially completed in end of 2012. The completion of these projects, such as Xiping Railway and Yinxi High Speed Railway, which are under construction, will be of great strategic significance for accelerating the development of the old revolutionary areas.

3.2 Resource Condition

According to the national standards of the People's Republic of China" the classification, investigation and evaluation of red tourism resources", by the actual investigation, we know: "Qingyang determined the red tourism resources monomer (independent and combined type) of 231; there are 8 main categories, 26 subclasses." Among the 73 basic types, there are 5 major categories of red historical and cultural red tourism resources, a total of 15 scenic spots, including 2 national scenic spots, 6 provincial scenic spots. "Qingyang also has many valuable relics, such as Zhou Zuling, North Grottoes Temple, Huachi Shuangta Temple and so on, which complement each other's red resources." while receiving the red culture education, visitors can also feel the strange natural landscape, good ecological environment and diverse biological types. This can greatly enhance the red tourism attraction of Qingyang, so Qingyang in the integration and development of red tourism resources, bright theme of red tourism resources. The strange and diverse ecological natural resources and simple folk customs have great advantages.

3.3 Policy Conditions

In 2004, the General Office of the CPC Central Committee, the General Office of the State Council and the National Red Tourism Administration jointly issued the outline of the National Red Tourism Development Plan 2004-2010. In 2011, the outline of the National Red Tourism Development Plan 2011-2015 was issued, and in 2012, the State Development and Reform Commission issued the Plan for the Revitalization of the Old Shaanxi-Gansu-Ningsia Revolutionary area. The outline and planning at the national level supported and encouraged the development of red tourism in the old revolutionary areas. In 2015, the "Qingyang Red Tourism Development Plan" was approved for the construction of scenic spots and publicity and promotion. The promotion of scenic spots and other aspects to strengthen the support of red tourism, red tourism industry status gradually improve the multi-party investment momentum is good and gradually show the advantages of industrial development.

4. The Development Pattern of Red Tourism Resources in the Old Revolutionary District in Qingyang

Combined with the development of the red tourism from the perspective of the development of Qingyang, the author puts forward the experience education mode centered on tourists. The experience education mode centered on tourists connects the tourists with the local government, the tourism enterprises and the residents of the scenic spot, and puts forward different demands on the government, enterprises and residents.

Firstly, the government should encourage local residents to participate in the development of red tourism resources, encourage, support and guide private enterprises. In addition, the government should encourage local residents to participate in the development of red tourism resources, enhance their awareness of protection of scenic spots and scenic spots, train education in tourism service industry practitioners, and guide them to start family hotels to develop a series of activities such as local specialties.

Secondly, tourism enterprises should integrate the scenic spots in the scenic spot, dig deep into their connotation and characteristics, upgrade the product level, carry out the research of red culture extensively, grasp the historical situation with historical scene reproduction and tourists ' simulation participation, and use various modern scientific and technological means, such as sound - optic image technology, to enrich the attraction of scenic spots.

Finally, the residents of the scenic spot are responsible for the tourists ' eating, drinking, living, using, walking, providing tourists with special snacks and folk customs services, and actively and warmly welcoming the foreign tourists. The residents and tourists in the interactive links can also interact and sing the red songs and let the tourists feel the red spirit. For example, the festival of the Anti - Japanese War, Wang Ting, the leader of the Eighth Route Army and the Eighth Route Army, and other commemorative activities such as the sweep of the Red Army tomb, the eating of a red army millet meal and a red army tree, truly enables the traditional education of revolution and modern leisure to combine to create a unique red spot brand.

5. Countermeasures and Measures of Exploitation of Red Tourism Resources in Qingyang

5.1 Reasonable Development of Red Tourism Resources and Design of Fine - quality Lines

In the process of resources integration of red tourism, Qingyang should consider the surrounding Pingliang, Ningxia Zhongwei, Guyuan, Wu Zhong, Yan'an, Tongchuan and other cities as a whole, to achieve the complementary and optimal allocation of red tourism resources with the neighboring cities. At the same time, based on the traffic, the red tourism in this area will be integrated into the four classic red tourism routes, "Yan'an-Qingyang-Guyuan-Wu Zhong-Yulin "Border area experience line," Yan'an-Yanchuan-Ansai-Qing jian-Suide-Mizhi-Jiaxian-Wubao north-shanxi shift Line, "Huining-Jingning-Guyuan-Xiji-Longde-Huan".

County-Wuqi long March assembly line. "Jingyang-Chunhua-Xunyi-Tongchuan-Fuping" revolutionary vestige line. Focus on creating a cross-regional "revolutionary ruins-natural scenery tour" with red-green combination as the core, revolutionary sites red tourism, and red-ancient custom combined tour, and promote the overall development of Qingyang red tourism resources.

5.2 Strengthening the Cooperation between the Provincial and Inter-provincial Governments and Expanding Its Propaganda

The development of the red tourism resources in the old district of Qingyang must strengthen cooperation and exchange among the governments of the three provinces and regions of Shaanxi, and explore the establishment of a unified system for the development of the red tourism resources. Qingyang Red Tourism must strengthen the propaganda and the level with the help of the traditional news media such as radio and television, and create a good social environment for the development of the red tourism in the old district of Qingyang.

5.3 Innovating Qingyang Characteristic Red Tourism Products

The exhibition mode of the revolutionary memorial hall is static display in Qingyang, the first is to reform the static commentary mode of the exhibition hall , to explain the way to combine the static exhibition with the dynamic demonstration , especially the reproduction of the historical scene to make the red tour have the feeling of being in the place of the scene , so as to improve the attraction of the scenic spot ; secondly , to organize the tour item with local characteristics to make the red song , the weaving workshop , the washing and dyeing workshop , the rice mill workshop and the like , and organize the activities such as spinning , weaving , washing and dyeing , etc ., all these scenes makes the visitors feel the effort of the people for the victory of the war, and also makes them understand the culture of the time.

5.4 Strengthening the Training of Red Tourism Management Talents

The red tourism management talents are the important support and support for the development of the red tourism. Qingyang should seize the unique talent highland of Longdong University, and establish the long - lasting talent training mechanism for the red tourism through the combination of the red tourism authorities and the red tourism enterprises in Qingyang. In addition, it is necessary to formulate preferential talent introduction policies and incentives, and to explore the problems and countermeasures in the development of the red tourism in the old Revolution district in Qingyang.

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