

Study on the Dissemination of Red Tourism Culture in Jiangxi under the Internet + Environment

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Abstract: Jiangxi red tourism culture as our country's unique culture type, have very important significance as a result, the spread of red tourism culture as the research content, this paper analyses the spread of red tourism culture under the age of the Internet status quo, found that network communication effect to strengthen network channel transmission lack brand channel transmission content lack of depth, and around the rich red tourism culture marketing mode innovation of red tourism publicity channels to strengthen the red tourism culture of mining research, and improve the service system in four aspects of red tourism culture, considering Internet + is put forward The communication strategy of jiangxi red tourism culture under the environment is for reference only.

1. Introduction

Jiangxi, as an important base of China's red tourism culture, is rich in red tourism cultural resources. Jinggangshan, ruijin and nanchang all belong to areas with more red tourism cultural resources. But in practice, jiangxi red tourism culture has not reached a more extensive publicity. Therefore, in the Internet era, the full application of Internet technology to the dissemination of red tourism culture has become an inevitable trend.

2. Analysis on the Current Situation of Red Tourism Culture Communication in Jiangxi under the “Internet +” Environment

2.1 Network Channel Communication Effect Needs to Be Strengthened

At the present stage, many red tourist attractions in jiangxi have established special websites one after another, and a few red tourist attractions have also established cooperation with sina weibo, douyin kuaishou and WeChat public accounts. However, network publicity efforts need to be improved, and the advantages of network communication need to be further exerted. At present, a lot of scenic spots not give full play to the role of the network platform, has caused many consumers to jiangxi red tourism culture is not particularly understand, a network platform is given priority to with sina weibo attention is not very high, Internet users a message as well as interaction is not active, it remains to be further strengthen propaganda effect of Internet channel.

Table 1 Tourism Situation Of Jiangxi Red Tourist Attractions in 2019

	Tourist arrivals (100 million)	Tourism revenue (100 million yuan)
Bayi monument	1.2	165
Jinggangshan scenic spot	0.16	127
Site of Soviet government	0.13	77
Fang zhimin martyr monument	0.11	65

2.2 Lack of Brand Effect in Network Channel Communication

At present, the network channel communication of jiangxi red tourism culture still lacks certain network effect and has not fully aroused the attention of netizens on the red tourism culture. As for the education of red culture, the biggest teaching subjects are teenagers and students. However, due

to the lack of innovation in the existing network channels, many teenagers and students are not very interested in the culture of red tourism. At the same time, the contents presented to the public by many red tourist attractions in the network communication are relatively messy, and the brand theme of red tourist attractions is not very obvious. Although the public receives a large amount of information about red tourist attractions, the real meaning of the brand theme is not highlighted. According to the survey, students are not particularly interested in the red tourism culture, only the middle-aged and elderly groups are more enthusiastic about the red tourism culture.

Table 2 Attention of Different Age Groups to Jiangxi Red Tourism Culture (%)

	Very interested	Occasionally attention	indifferent
college student	15%	23%	62%
quinquagenarian	55%	30%	15%

2.3 Lack of Depth of Network Channel Communication Content

At the present stage, there are some network propaganda videos about red tourism culture in jiangxi, but the content of the propaganda videos lacks depth. Most of them simply introduce the basic content of red tourism scenic spots, and lack of professional explanation of historical events, historical background and historical figures. At the same time, some red scenic spots produced a relatively simple network promotional video, and there are similar phenomenon, not to highlight the characteristics of their respective red culture. For example, in some videos produced by the management department of bayi memorial, the basic information of bayi memorial is only roughly introduced, without in-depth explanation of bayi memorial, and there is a lack of participatory activities, which cannot form secondary communication among consumers.

3. Research on the Propagation Path of Red Tourism Culture in Jiangxi under the “Internet +” Environment

3.1 Rich Marketing Mode of Red Tourism Culture

Driven by the Internet, it can enrich the marketing system of red tourism culture, make full use of multimedia technology to present rich and diverse products, and further explore the intrinsic value of red culture. For example, the theme of “red history tour” and “search for great men tour” can be considered to design a variety of red tour routes, and do a good job in theme marketing. At the same time, fully using the technology such as light, sound, and electricity to improve the innovative force of scenic products, increase the understanding of the consumer interest, and organize some in red as the theme of the knowledge question and answer activity, creative design some knowledge about red through games, attract consumers to participate in, and according to the difficulty of the red formulate corresponding knowledge, set up certain reward, will do a experiential marketing. In addition, the Internet platform can also be used to realize whole-process marketing, that is, from ticket booking, trip tickets and experience sharing. For example, we can cooperate with ctrip, feizhu and hornet's comb and other tourism platforms to quickly and comprehensively provide consumers with relevant content of red tourism, such as tourism strategies, introduction of scenic spots and ticket prices, etc. so as to realize online booking and online payment of red tourism products. In the whole travel process of consumers, big data technology can be used to mine relevant data of consumers, such as consumption characteristics, actual age, travel habits and consumption level, so as to develop personalized and differentiated red tourism plans for consumers. Finally, you can also means a chain marketing via the Internet, to design some different subjects of red tourism routes, then the small red effective into the classic red tourism routes, and fully strengthen the cooperation between each red scenic area, to ensure that the content of the red scenic spots are rather unique and innovative, gradually formed a huge order of red tourism chain, drive all the development of red tourism scenic spot in jiangxi province.

3.2 Innovative Publicity Channels of Red Tourism Culture

Driven by the Internet, the publicity channels of red tourism culture can be innovated, the publicity effects of various network channels on red tourism culture can be exerted, and the influence of red tourism culture can be further expanded. First of all, official websites can be specially established for each red scenic spot, and unified standardized management, and then local red cultural resources can be effectively integrated to create a unique charm of red brand culture. For example, a classic red brand can be built around the story of jinggangshan meeting teachers and sparks of fire to attract the public's attention to the red culture of jinggangshan. Second, can create a distinctive network program, and according to the red classics, hero and revolutionary deeds such as material to carry on the design, let the public to learn more about the red culture connotation, through personal interviews in the form of a review of cultural and historical culture, make more people realize that behind the red culture bearing the weight throw the spirit of the revolution. For example, a popular science program "reliving red culture" can be co-produced with tencent, youku and other online platforms. In each episode, a red hero is interviewed, including revolutionary soldiers, cultural workers, medical workers and other volunteers, so that more young people can have a new understanding of red culture. In addition, it can also build a rich and diverse network communication channels to promote the red tourism culture in an all-round way. For example, can be in ruijin, jinggangshan and nanchang red revolutionary base red song, attracting a large number of young singer, music lovers to come to a red song competition, and a network voting system, to absorb a large number of Internet users in real time to participate in the red song competition, strengthening the red song competition platform and audience interaction, can let the audience through weibo and WeChat, public participation in the message, choose your favorite songs as well as the red song competition, red song contestants virtually increase the influence of red tourism culture, also reached the effect on the spread of the red tourism culture N times.

3.3 Strengthen the Research on the Mining of Red Tourism Culture

Driven by the Internet, the research on the mining of red tourism culture can be strengthened to effectively excavate the red tourism culture with the full help of the Internet, so as to bring the red tourism culture closer to the public. First of all, the culture of red tourism can be fully implemented in the architectural design, and the cultural elements of red tourism and architectural design can be effectively combined to create an architectural landscape with the characteristics of red tourism culture. For example, some elements of red tourism culture can be added to the surrounding architectural landscape of jinggangshan scenic spot, including famous people's monuments, famous quotes and revolutionary history introduction, so that the public can fully feel the strong red culture during the visit. Second, red tourism culture can be fully into the teaching design, making some video about red tourism culture of the network class, guide students to watch, and ask the students complete an article about it in view of the network class content, deepen students' understanding of red tourism culture, make the red tourism culture can be spread in the student body. At the same time, some practical activities can also be organized around the red tourism culture, including watching red tourism culture documentaries, field visits to the red tourism culture base and other activities, and help students feel the charm of red tourism culture through the artistic technique of scene reproduction. In addition, can also encourage students to collect from the Internet a lot of useful information about red tourism culture, and in teaching class, oneself know red tourism culture, and to explain video uploaded to the network platform, make more people can be downloaded via the Internet, web browsing, and looked, and in the form of network reproduced and thus more in-depth understanding of different content of red tourism culture. Finally, it is necessary to increase financial support for red tourism and culture. The government, as the main body of red tourism and culture development, and enterprises and associations, as the auxiliary of red tourism development, should jointly create a unique red tourism and culture map of jiangxi.

3.4 Improve the Service System of Red Tourism Culture

Driven by the Internet, the service system of red tourism culture can be improved, and the Internet technology can be fully utilized to optimize the service of red tourism culture and further improve the service quality of red tourism culture. First, to set up specialized official website, each

red tourist attractions such as sina weibo, trill and WeChat public, and so on, regularly updated scenic hotel accommodation, transportation arrangement, festival activities, ticket price and performance activities such as content, make the public can fully understand the important content of red tourism scenic area, in order to better adjust the travel arrangements. For example, red scenic spots can cooperate with local catering enterprises, accommodation enterprises, transportation departments and online platforms, through which consumers can book tickets, tickets, hotels and restaurants in advance, greatly reducing consumers' time. Secondly, according to the specific content of the scenic spot in the field production of LED display, real-time release content of scenic spots, including scenic area video, mass message, and news etc., and adding virtual tourism module, image is clear of the content of the red tourism culture is presented to the audience, such as important war and classical story, make public can real experience to the red tourism culture. At the same time, it can guide consumers to interact with each other in real time through the network platform, so that consumers can independently publish travel photos, travel videos and travel evaluations on the network platform, and give rewards to some of them, so as to encourage online communication among consumers regarding the red tourism culture. Finally, the network technology fully applied to the tour guide, the implementation of electronic guide and APP guide model, and in the electronic guide device installed in the intelligent tourism route, improve the sensing performance of electronic guide device, let consumer can through the electronic guide equipment choose optimal red cultural tourism routes, again according to the consumer in some spots the stay time of personalized, in order to improve the quality of tour guide service.

4. Conclusion

As mentioned above, the communication effect of jiangxi red tourism culture in the Internet age still needs to be improved. Therefore, it is necessary to further enrich the marketing mode of red tourism culture, innovate the publicity channel of red tourism culture, strengthen the excavation and research of red tourism culture, and improve the service system of red tourism culture, so as to better promote the red tourism culture.

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