

Research on the Development of Red Tourism in the Context of New Urbanization

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Abstract: red tourism is a theme tourism form combining revolutionary traditional education and tourism activities, which is of great significance at this stage. In recent years, with the promotion of new urbanization, the integration of red tourism and new urbanization is worthy of attention. At present, red tourism still faces problems such as low level of product development, low brand image and insufficient development of new business forms of cultural tourism integration. Under the background of new urbanization, we should attach importance to the coordinated development of red tourism and urbanization construction, and the construction of characteristic tourism towns with red tourism as the theme image is its development direction; we should strengthen the planning of red tourism; adapt to the development of experience economy, develop more participatory and experiential projects; focus on promoting the development of new business forms of cultural tourism integration, and materialize red culture This will be the way and strategy for the further development of Red Tourism under the new urbanization.

1. Introduction

In 2004, the State Council issued the outline of the national red tourism development plan for 2004-2010, and the red tourism gradually attracted the attention of the society. In 2012, the report of the 18th National Congress of the Communist Party of China pointed out that “new urbanization is the historical task of China's modernization”, and issued the national new urbanization plan (2014-2020) in 2014. The development of China's urbanization has a clear direction and entered a new era.

Red tourism and new urbanization are of great significance to the development of old revolutionary base areas. In the study of the relationship between tourism and urbanization, scholars put forward the concept of “tourism urbanization”. Liu Min and other scholars summed up the concept of tourism urbanization as “a special type of urbanization based on enjoyment and consumption driven by the development of tourism. It is due to the emergence of exclusive tourism space for tourism consumption, which attracts a large number of non urban population to transfer and gather to cities and towns, presents the process of resource redistribution dominated by tourism cities and towns, and is also the process of space, population and labor force , social class and the complex interaction process of identity and identity changes “. Its connotation is the coordinated development of tourism industry and urbanization to create a town formed by the consumption mode of leisure and entertainment. In this type of urbanization, the development of tourism is the leading factor to drive the construction of urbanization. This statement has attracted the attention of the academic community, and carried out relevant research and practice, tourism urbanization has become an effective way of new urbanization. With the continuous development of China's tourism industry and the expansion of the process of urbanization, the red tourism urbanization is undoubtedly an effective path choice for its new urbanization in the old revolutionary base areas with backward economy but relatively advantageous red tourism resources. In the context of this new urbanization, the deepening and innovative development of red tourism deserves attention.

2. The Development of Red Tourism

The definition of red tourism in the outline of national red tourism development plan 2004-2010

is: “red tourism refers to the memorial places and symbols formed by the great achievements of the people under the leadership of the Communist Party of China during the revolution and war, and the connotation of the revolutionary history, revolutionary deeds and revolutionary spirit carried by them, to organize and receive tourists to carry out Memorial study and participation The theme tourism activities of sightseeing. This definition is accepted by most people.

Red tourism is the spiritual and cultural product of the Communist Party of China leading the people against foreign aggression, unity and struggle, and unyielding. The core of red tourism is to inherit the precious spiritual wealth of China, carry forward the red spirit, remember the ancestors of martyrs, and cherish the spirit of the present. Through the form of education and entertainment, red tourism studies the modern revolutionary history of China, carries forward the national spirit, emphasizes socialist values, cultivates patriotism, and promotes the common development of the economy, society and environment in the old revolutionary base areas. Based on the importance of red tourism, after the 21st century, the state and government attach great importance to the development of red tourism.

In 2004, the State Council issued the outline of the national red tourism development plan 2004-2010, and decided to focus on the construction of 12 large red tourism areas, 30 excellent routes and more than 100 classic scenic spots nationwide in the next five years. With the promulgation of the outline, the development and research of red tourism have attracted the attention of the society, and various provinces and cities have issued corresponding policies to support the development of red tourism. After the outline was issued in 2004, the second and third national red tourism development plans were launched in 2019. With the support of the state, red tourism has shown a rapid growth situation, with the number of reception, economic income and employment achieved ahead of time. In 2013, according to incomplete statistics, the national red tourism scenic spots received 786 million tourists, a year-on-year increase of 17.3%; under the premise of free opening of memorial venues, the comprehensive income of red tourism reached RMB 19.56 billion, a year-on-year increase of 19.1%; the National Red Tourism direct employment was 1.224 million, indirect employment was 4.6 million, a year-on-year increase of 12.3% and 2%. after more than ten years of development, red tourism has made great achievements in economic and social benefits.

3. Existing Problems in the Development of Red Tourism

Red tourism has made great progress. Some red tourism places have formed classic red tourism routes. But at the same time, there are also some problems and deficiencies, mainly in the following aspects:

3.1 Low Level of Red Tourism Industrialization and Low Level of Product Development

The industrialization level of red tourism is not high in general, without forming a complete industrial system, and the integration degree of related industries is not strong; the deep excavation and development of red culture in tourism resources is not enough; the form of red tourism products is single and similar. The level of product development is relatively low, mainly reflected in the lack of product experience and culture. Lack of distinctive theme features; for the display of red tourism culture, most of them are window display, mainly static display, lack of innovation; few projects can participate in the experience. This makes the red tourism still at the level of “visiting and learning”; this also makes the consumption of tourists in the red tourism area mainly focus on catering and transportation. Statistics show that 70% of tourists in the red tourism area spend no more than 300 yuan.the red tourist destination should enrich the exhibition methods, deeply explore the red culture, and develop and design unique cultural experience projects.

3.2 The Brand Image of Red Tourism is Not Prominent Enough

The first-class enterprises sell brands, without brand culture, their competitiveness will be greatly weakened. At present, the connotation of red culture in different places is basically similar, the red tourism products launched by different red tourism destinations are also similar, and the

tourism products are also lack of characteristics, resulting in the phenomenon that the advantages of tourism resources do not match the influence of brands. In Zunyi, a typical red tourism destination, although red tourism has already become Zunyi's tourism image, it also lacks its own unique red tourism brand image, and the red tourism brand effect is not significant.

3.3 Low Integration of Culture and Tourism

In the process of red tourism development, the integration of culture and tourism is not strong. It shows that the degree of cultural industrialization is low. For the cultural products of museums and memorials, there is no product and industrial development. They are valuable cultural resources in themselves, but they can not meet the current market demand, and they have not strong cultural attraction to the public. At present, it is only aimed at the integration of “tourism”, and the integration of other elements of tourism activities such as food, housing, transportation, shopping and entertainment is relatively low.

In addition, there are some deficiencies such as low quality of tourism service, imperfect infrastructure and low utilization rate of red tourism resources in some areas.

4. The Promotion Strategy of Red Tourism Development under the Background of New Urbanization

4.1 The Coordinated Development of Red Tourism and Urbanization

The development of tourism industry will drive the development of related industries, and there will be corresponding consumption and industry clusters, which will bring high benefits to local farmers, promote the transition of migrant farmers to the tertiary industry, and provide the most original driving force for the urbanization economy, which is intensive, efficient, green, low-carbon and distinctive. Most of the studies show that the new urbanization based on tourism development has significant effect in solving the problems in the process of urbanization development. Therefore, for the old revolutionary base areas, the construction of characteristic tourism towns with red tourism as the theme image is the development direction of their new urbanization, and the red tourism industry is the effective driving force of their urbanization.

In the process of integrated development of red tourism and urbanization, it is necessary to make rational use of the characteristic tourism resources of red tourism destination, develop and build the tourism industry of red memorial place and cultural souvenir with characteristics, catering, homestay and tourism infrastructure with red culture theme. At the same time, we should increase the construction and investment of public infrastructure, and enhance the infrastructure of tourist attractions. The residents of the red tourist destination should also carry out quality construction to improve the local education level. In order to promote the sustainable development of red tourism, it is necessary to attach importance to sewage treatment, demolition of dilapidated houses, environmental protection and beautification.

Under the background of new urbanization, the old revolutionary base area should be clearly defined. The government should actively support and promote the participation of local residents and enterprises, strengthen red tourism planning, promote tourism consumption, expand the driving force of red tourism industry, highlight the contribution of red tourism to local economy, society and environment, and make the red tourism industry in the new urbanization construction of old revolutionary base area It acts as an engine.

4.2 Integrated Development of Red Tourism and “Cultural and Creative +”

Red tourism should constantly enrich its product types, more integrate other industries, form an industrial chain integrating “food, housing, transportation, tourism, shopping and entertainment”, and promote the upgrading of red tourism industry. We can integrate the red culture with the local historical culture, folk culture, landscape culture, ecological culture, etc. organically, form a complex tourism product with red as the theme and various forms, build a tourism product system with distinctive cultural connotation and rich diversity, and avoid the phenomenon of

homogenization.

Red tourism should be further integrated with “cultural innovation +”. Red tourism culture can be integrated into cultural and creative industries, combined with food, accommodation, bookstores, museums and memorials, animation, performing arts and media, and commodities to develop distinctive red cultural and creative products. In this way, we can not only improve the economic structure of red tourism, build the red tourism industry chain, but also shape the image, form our own unique brand, integrate with the urban brand development, and create a red tourism cultural town.

4.3 Integrated Development of Red Tourism and Experience Economy

Most of the tourism urbanization should rely on leisure and entertainment consumption, but at present, most of the red tourism urbanization still stays in the stage of tourism consumption. Therefore, in the development of red tourism, we should pay attention to the transformation from tourists' sightseeing to tourists' experience. In addition, the development and design of red tourism products should also integrate the era development of experience economy, and more participatory and experiential projects should be developed.

In the development and design of red tourism products, red culture and local characteristic culture should be combined, and material culture and non-material culture should be combined. Based on the historical revolutionary sites and by using modern high-tech means such as light, electricity and sound, the historical events of the red revolution, the Red Army ballads and revolutionary stories handed down are developed into tourism products, tourism experience activities are designed, and historical scenes are reproduced; large-scale scene song and dance plays and live performances are developed, so that visitors can get inner regrets and experience; theme is carried out by using memorial day Tourism activities, etc.

On the display of red tourism products, we must break the traditional single model of cabinet display, enrich the exhibition form, increase the experience of red tourism projects, create experience scenes, so that tourists can participate in it. For example, you can go on a popular road, watch red movies, fight underground, guerrilla warfare, hold a Zunyi Conference, even experience “torture”, experience perseverance, etc., so that visitors can have in-depth experience.

4.4 Integration Development of Red Tourism and Intelligent Tourism and Emphasis on Personnel Training

The development of red tourism also needs intelligence. To strengthen the intelligent construction of red tourism destinations, we should pay attention to the integration development of red tourism and “Internet +”, strengthen the construction and publicity of network pavilions, strengthen the marketing means of new media, and expand the publicity and construction of red tourism atmosphere.

The deep development of red tourism also needs to build a high-quality talent team, introduce talents, vigorously develop tourism vocational education and strengthen training. First of all, the integration and development of culture and tourism is not a simple combination of tourism and culture, but requires creativity, which requires talents to attract; secondly, tourism managers should also enhance their awareness of innovation and enhance their quality; thirdly, the quality of scenic area commentators needs to be improved, and the red tourism culture needs to be conveyed and explained deeply through the accurate and vivid explanations of commentators We should strengthen the professional training of the explanation team.

5. Conclusion

While protecting resources, constructing and beautifying ecological environment and advocating the construction of red spirit and culture, red tourism has realized the drive of new urbanization construction from the aspects of economy, society and culture. For the red tourism destinations, especially the towns with strong red resources and feelings and with red tourism as the economic pillar, the construction of the characteristic tourism towns with red tourism as the theme image is an

effective path for the new urbanization, and the red tourism industry drives the social and economic development and urbanization construction.

In the context of new urbanization, red tourism destinations should strengthen the planning and deepening development of red tourism; attach importance to the coordinated development of red tourism and urbanization construction; adapt to the development of experience economy, develop participatory and experiential projects; integrate red tourism with “cultural innovation +” development, focus on promoting the development of new business forms of cultural tourism integration, materialize red culture It integrates into the red tourism industry in the form of business and activity, so that the red culture can be well integrated into the tourism consumption and experience of tourists, and into the development of the city, so as to shape the image and form its own unique brand.

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