

Research on the Development Countermeasures of Linyi Red Research Tourism Products

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Abstract: Red research tourism is the result of the integration of red culture, tourism and education. As a classic scenic spot for red tourism, Linyi has rich research tourism resources, diverse product types, and features both storytelling and learning. This article analyses the development status of Linyi's red tourism products through questionnaires and telephone interviews, puts forward its existing problems, and proposes corresponding solutions, so as to provide suggestions for the development of Yimeng Mountain's red research tourism.

1. Introduction

Research and study tourism is a new form of integration and development of cultural tourism and education. Through students' travel experience, education and fun are combined to truly combine "learning" and "tourism", which is to enhance students' overall quality, inherit the red gene, and connect School education and off-campus education are important ways to pass on the revolutionary spirit and red culture^[1]. Linyi has rich red tourism resources and mature red tourist attractions. It can vigorously develop red research tourism, effectively combine "learning" and "tour", and develop red culture with red culture as its connotation and tourism as a carrier, which has red educational significance. Research tourism products.

2. The Development Status of Linyi's Red Research Tourism

In recent years, Linyi has made full use of its unique red tourism resources and seized opportunities to carry out red research tourism^[2]. According to online information, the Yimeng Revolutionary Memorial Hall has carried out more than 30 red research activities in 2019, mainly including various special studies, civilized tourism theme practice activities, and red story teller contests. The "Red Journey" patriotism education and research activity was held in Menglianggu Scenic Area. The number of elementary and middle school students who participated in the organization reached more than 2,800. The activities included a team flag ceremony, flower baskets, red songs, visits to the exhibition halls, and life experience at the battle sites on the mountain And other activities. In 2019, the city's red culture research and study in Linyi City reached 826,000. Among them, Yishui County received a large group of 1,000 people, such as Weifang and Qingdao, and nearly a hundred groups of research and study tour groups with more than 100 people. All key red scenic spots received red study tours. The team has more than 60,000 people. At the same time, Yinan County of Linyi City hosted the China (Linyi) Red Culture Research Travel Conference and the "China Red Culture Research Travel High-end Dialogue Forum". Linyi was awarded the honorary title of "China Red Research Travel Destination City" by the China Red Culture Research Association.

2.1 The Red Research and Tourism Resources Are Rich

There are 21 red tourist attractions in Linyi^[3], including the Yimeng Revolutionary Memorial Hall in the urban area of Linyi, the East China Revolutionary Martyrs Cemetery, the former site of the New Fourth Army Military Headquarters, etc.; the Yimeng Red Film and Television Base (4A) in Yinan, the Yimeng Mother Wangchang Memorial Hall, Shandong Province The Anti-Japanese Democratic Regime Creation Memorial Hall, Dazhong Daily's Wartime Printing Office Site, Anti-

Dalian First Branch Site, Qingtuo Town Shandong War Trade Union Memorial Hall; Yishui's CPC Central Committee Shandong Branch Site, Yimeng Mountain Base Tourist Attraction, Yishui Revolutionary Martyrs Cemetery, Eight Route Army Shandong Column Headquarters, Site of the Provincial Committee of the Communist Party of China, Jiangsu, Shandong, Henan and Anhui, the site of Chen Yi Command Post in the Menglianggu Campaign; the site of the 115th Division Headquarters of the Eighth Route Army in Junan (4A), the site of the Shandong Provincial Government, the Shandong Branch of the Communist Party of China, the Shandong Provincial Station Labor Union, and the Shandong Military Region Station, Jiazishan Battle Site, Revolutionary Martyrs Cemetery in Southeast Shandong; Daqingshan Battle Site in Feixian County, Feixian Martyrs Cemetery; Mengyin Menglianggu Battle Site (4A), Daigu Landform Tourist Area (4A), the birthplace of Yimeng Mountain minor, etc., Among them, there are 4 4A-level scenic spots. These scenic spots are committed to building a red tourism research base to give full play to the educational function of red tourism and provide a solid foundation for the development of red research tourism products[5].

2.2 The Red Spirit of Yimeng Mountain Has a Long History

The Yimeng spirit was born in the old Yimeng area of Linyi and developed in the land of Qilu. The self-improving spirit of Yimeng laid the spiritual and cultural foundation for the development of Linyi's red research tourism^[4]. It is a unique tourism resource in the Yimeng mountainous area and should be continuously carried forward in accordance with the needs of the times.

2.3 The Main Body of the Red Research Tourism Market is Huge

According to data released by the National Tourism Administration, the number of people participating in red tourism has increased from 430 million in 2010 to 1.32 billion in 2017, and the proportion of domestic tourists has increased from 20.45% to 26.39%. The average annual growth rate exceeds 17.3%, research tourism occupies a large proportion. The main body of red research tourism is mainly young students^[5]. With the continuous popularization of quality education, the market demand for red research tourism will continue to expand.

2.4 Strong Support for Red Research Tourism Policy

In 2018, Linyi City issued the "Linyi City's Implementation Plan for Promoting Red Cultural Research and Study Travel Work". Governments at all levels in the Yimeng Mountain area issued a series of policies, "Linyi City Red Tourism Master Plan", "Linyi City Red Tourism Service and Management "Regulations" and "Implementation Plan on Accelerating the Development of Red Cultural Tourism (2019-2021)" are committed to building a strong red cultural city and establishing a Yimeng red tourism brand^[6]. Each scenic spot makes use of existing tourism resources, infrastructure, organization and market popularity, vigorously develops red tourism products, and carries out thematic publicity and promotion activities.

3. Problems in the Development of Linyi Red Research Tourism Products

3.1 Research Design

This paper conducted a questionnaire survey on potential tourists for the development of red research tourism products in Linyi City, and collected 158 valid questionnaires. At the same time, we conducted a telephone interview with the staff of the Linyi City Culture and Tourism Bureau website to understand the development of the red research tourism in Linyi City.

3.2 Analysis of the Basic Situation of Survey Subjects

Among the subjects this time, men accounted for 48.1% and women accounted for 51.9%. The gender ratio is relatively balanced, which is in line with the actual situation. In terms of age distribution, those under the age of 18 accounted for 61.39%, followed by those aged 18-25, accounting for 29.75%, while those aged 26 and above accounted for only 8.86%. Primary school students and junior high school students accounted for the largest proportion, 37.97% and 38.61%,

respectively, followed by undergraduate and junior college students, accounting for 12.03%, while high school students and those with a master's degree or above accounted for a relatively small proportion, accounting for 9.49% and 1.9% respectively.

3.3 Problems in the Development of Red Research Tourism Products in Linyi City

3.3.1 At the Initial Stage, Lack of Special Planning

Through investigations, it is found that the development of red research tourism in Linyi City is in its infancy. In 2018, the implementation plan for red research and learning was issued, mainly based on principled guidance. A specific plan for red research and learning tourism has not yet been formed. This shows that the work of government departments in promoting the development of red research tourism products needs to be further strengthened.

3.3.2 Red Research Products Lack Innovation and Lack of New Gravity

Linyi's red tourism products lack local characteristics, are not attractive and culturally expressive, and cannot meet the diverse tourism needs of tourists. Through the survey, it is found that the way to participate in the red research tourism is mainly school organization and travel agency group, accounting for 60.13% and 53.8% respectively; the red research tourism organized by most travel agencies is mainly sightseeing tourism, which is not deep in connotation, and the research function is reflected insufficient, 64.56% of people think that the red research tourism products that they have participated in in the past lacked design and single types; the participation of tourists was extremely limited, and the harvest experience was not deep. Only 32.28% said that they had gained a lot from participating in red research tourism. 61.39% of people think there is a lack of experiential and participatory projects.

3.3.3 Incomplete Product Supporting Facilities

From the perspective of overall tourism products, many supporting facilities in some red tourist attractions in Linyi are imperfect, and there are problems in roads, transportation, accommodation facilities, and hygiene. According to the questionnaire, 50% of people think that they have participated in red research tours in the past. There is a problem of imperfect infrastructure. The backwardness of convenient infrastructure makes it impossible for the staff of scenic spots to provide convenient services for tourists, which will affect the tourist experience to a certain extent and affect the number of potential tourists.

3.3.4 Lack of Professional Management and Service Talents

Most of Linyi's red research tourism products are located in remote rural areas, and the economy is not developed. It is difficult to attract professional and high-quality tourism management professionals. According to the questionnaire, 29.75% of people think that there are service personnel to explain and provide services for red research tourism. The problem of poor level. At present, the management staff in some red research tourist attractions are not well-educated, professional service level and service awareness are not strong. For example, some tour guides or narrators with weak professional ethics do not respect historical facts in the explanation process for economic benefits. Even distort historical facts.

4. Linyi City's Red Research Tourism Product Development Strategy

4.1 Resource Mining

4.1.1 Respect History and Uphold the Principle of Education

The target group of Linyi's red research tourism products is mainly young students. Therefore, the development of the product must adhere to the principle of education, have a clear educational theme, and the presentation of the content can cause students to think and experience in depth, so that students can achieve expectations it is necessary to respect history and ensure the authenticity of the red cultural content. For example, in the construction of the red pavilion, it is necessary to

objectively and completely show the revolutionary historical process, restore the original appearance of the revolutionary history, and reproduce the historical scene^[7].

4.1.2 Innovative Forms of Expression to Fully Demonstrate Spiritual Connotation

When developing red tourism products, it is necessary to strengthen party history research, collect a large number of historical events and classic stories closely related to Linyi red tourism products, dig deeper into their spiritual connotations, and enhance cultural appeal; integrate tourism product development with red spiritual culture Close integration, innovative expression methods, create an atmosphere of red culture in space, enrich the connotation of red culture in content, strengthen red cultural elements in service, and fully display the spiritual connotation of products in a three-dimensional manner^[8].

4.2 Marketing

4.2.1 Expand the Scope of the Target Market and Develop Diverse Products

At present, most of Linyi's red research tourism products target their target market to groups of primary and middle school students, focusing on research learning and off-campus practical activities carried out by the school collective organization. This actually narrows the target market for red research tourism. University students, community groups, and company employees can all be included in the target market for red research tourism. Therefore, the development of red research tourism products should expand the scope of the target market, analyze their individual characteristics and demand characteristics according to different target consumer groups, and develop targeted products. For example, for the elderly market, the development of red research tourism products such as "Reminiscence and Sweetness"; for the youth market, the development of tourism products that combine the spirit of the times and the red culture.

4.2.2 Open Up Multiple Channels for New Media Marketing

Use new media for marketing and create online celebrity products for red research and tourism. Signing agreements with new media platforms such as Douyin, Kuaishou, Xiaohongshu, WeChat, etc., to promote local red research tourism products by shooting videos that young people like. At the same time, establish its own official Weibo, official website and official WeChat public account, hire professionals for operation and management, and conduct effective new media marketing. For example, the Menglianggu Scenic Area announced the recent red research activities on its WeChat public account.

4.2.3 Expand Marketing Channels for Red Research Tourism Products

Red scenic spots can cooperate with schools and education departments to build channels and carry out various types of activities. Carry out large-scale theme activities, launch red tourism promotion activities; combine the Revolutionary War Memorial Day or National Day and other important holidays, carry out various forms of red tourism theme education activities.

4.3 In Terms of Supporting Facilities

4.3.1 Improve Facilities and Upgrade Facilities and Equipment

Starting from the concept of holistic tourism products, a good tourism product should have a good infrastructure and complete supporting service facilities. The development of Linyi's red research tourism products should focus on improving the accessibility of external traffic; rationally plan small traffic within the scenic area, increase tourist service facilities such as parking lots and toilets, further improve rest facilities and spaces, and enhance the scenic reception capacity.

4.3.2 Create a Good Atmosphere and Enhance Tourism Experience

The development of Linyi's red research tourism products should focus on creating a good atmosphere and improving tourists' travel experience. In terms of eating, eating utensils from the Anti-Japanese War, such as coarse porcelain bowls, are used; Anti-Japanese rice is provided, such

as wild vegetable porridge, wild vegetable cakes, vegetable husks, wowotou, etc.; the restaurant environment layout and service personnel dress close to the revolutionary war era. In terms of accommodation, the hotel's architectural appearance, decoration style, facilities and equipment can be designed with characteristic elements of the revolutionary era, echoing the theme of red research and tourism. In terms of transportation, some unique decorations are made to the vehicles to create a good tourist image and enhance the sense of experience.

4.4 Management

4.4.1 Introduce Talents and Optimize the Talent Training Mechanism

Introduce professional talents for the development of red research tourism products, especially innovative professionals who can provide constructive opinions for product development and management, and provide support for the development, comprehensive management, marketing, and logistics of Linyi red research tourism products.

Improve the overall quality of the internal personnel in the red research tourist attractions, especially in the revolutionary history, party history, military history, etc. to conduct special training. Establish a group of relatively stable, professional and high-level red research tourism volunteer teams to carry out red tourism volunteer services; establish a talent transfer partnership with local universities to cultivate high-quality professional red research tourism talent teams.

4.4.2 Government Planning, Perfect System

Governments at all levels in Linyi provide corresponding policy support, optimize the investment environment, and actively encourage tourism groups at all levels to participate in the operation and cooperation of scenic spots, and jointly carry out the development of red research tourism products according to market demand; government departments should also follow the current red research tourism in Yimeng Mountain The actual situation of development, formulate corresponding development goals and plans, coordinate operations, optimize the allocation of human, material, and financial resources; improve and improve relevant laws, regulations, and system guarantees, such as formulating special laws, regulations, and Disposal methods, clarify the responsibilities of all parties, resolve disputes, and ensure that safety issues that may occur in red research and tourism activities can be reasonably resolved.

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