

Tapping the Red Gene by Red Tourism

-- Take Dabie Mountain as an Example

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Abstract

As a kind of thematic tourism activity, red tourism plays a vital role in spreading red culture and inheriting red spirit, and has a broad development prospect in the construction of the country in today's new era. Taking Dabie Mountain Red Scenic Area as an example, this article delves into the problems of red tourism from the perspective of tourists' needs and proposes specific improvement measures.

Keywords

Red Tourism; Red Culture; Red Spirit; Dabie Mountain.

1. Introduction

The year 2021 marks the centennial of the Chinese Communist Party. The world will turn more eyes to China, focusing on the Chinese Communist Party's unswerving determination to work for the happiness of the people, the revival of the nation and the commonwealth of the world. The construction of red tourism, a tourism industry that can show the history of the Party and extol the spirit of the Party, has good prospects for development. In order to better inherit the red culture and dig deeper into the red genes hidden in the red areas, many places have drawn up a new blueprint for the development and construction of red tourism.

By reviewing literature and collecting information, we will take Dabie Mountain Red Scenic Area as an example to explore scientific and effective methods of red tourism to promote red spirit by understanding the current development status of Dabie Mountain Red Scenic Area, exploring the current ways as well as the current problems, and conducting countermeasure research to lay the theoretical foundation for the specific practice afterwards.

In 1947, Liu Deng's army leaped into Dabie Mountain, and the People's Liberation Army turned into a strategic offensive. In 1948, Liu Deng's headquarters held a strategic deployment meeting in Jiuzi River at the foot of Tianzhai. From the Dabie Mountains of EYUAN, one marshal, two presidents and more than 300 founding generals of the Republic have come out, and there are rich red tourism resources.

However, based on the perspective of tourists' needs, the development of red tourism in Dabie Mountain is still facing many difficulties, which even restricts the further development of rural red tourism and fails to give full play to its role of inheriting national culture and red spirit.

2. Literature Review

Here we summarize three questions based on the reviewed literature and our own research. The first point is that there is insufficient excavation and research and development of red cultural resources based on core values.

Our team's data survey shows that a large number of tourists who have visited red tourism sites believe that the current "playability" of red tourism sites is not high, and generally believe that there are few elements to visit in red tourism sites, and that it only takes a short time to tour

the scenic spots once. We note that many of the celebrity residences are currently being explored for their cultural resources by simply restoring the houses and adding signs. In addition, the interior decoration is uniform and featureless, which does not leave a deep impression on visitors. In the current domestic research on the theoretical value system of red tourism, the political education of red tourism is also a consensus concept. Scholars believe that the goal of tourists understanding the value and significance of the red spirit and actively shaping patriotic consciousness can be achieved through the form of exhibitions or activities. However, in the research and evaluation of red tourism resources, it is found that although previous plans have conducted detailed surveys of red tourism resources and made substantial funding arrangements for project construction, there is insufficient interpretation of the market purpose of red tourism, core socialist values, data support, and insufficient research on tourists' motivation to visit, consumption evaluation and future needs, and many exhibitions and tours are too formalized, unable to give correct political guidance to the revolutionary spirit, and lacking innovative interpretations of the red spirit in the new era. In particular, there is no in-depth exploration of the spirit of core socialist values embedded in the revolutionary heritage. The scenic spots lack deep excavation of the core of red culture, and the overall research and development is insufficient to give secondary creation to red tourism content products and to elevate the revolutionary spirit to positive and healthy mainstream social values at a higher level, making it difficult to show the deep charm of red tourism and narrowing the scope of application of red values.

The second point is that the integration of red cultural values and tourism industry is not enough, and the form is single and lacks innovation.

Due to the comprehensive role of red tourism in education, culture, politics and economy, in 2017, the National Development and Reform Commission, National Tourism Administration and other 14 ministries released 300 red tourism classic scenic spots, 229 of which have been included in the third phase of planning. The rapid development of red tourism, on the one hand, shows that red tourism has reached a critical period of development, on the other hand, is also a prominent period, many problems intertwined and overlapping presentation, which is very obvious negative development that the red cultural value and tourism industry integration degree is not enough, the development form is single, dull, too flat, lack of innovation. For example, the Dabie Mountain red tourism scenic area is developed only for historical revolutionary sites, while the natural ecological resources of the area are simply adjusted. This makes Dabie Mountain's red tourism products too single. Whether it is marketing, project investment, attraction development, are only the pursuit of the surface, the form of pure "red", in the planning, propaganda, but also separated from other tourism sectors, did not form an effective division of labor, only the "red" a single show.

The third point is that there is a contradiction between core values and business logic.

According to statistics from the first half of 2018, the country's 436 red tourism classic scenic spots achieved a tourism revenue of 252.498 billion yuan, equivalent to 10.32% of the total domestic tourism revenue, which cannot be ignored in terms of both economic and commercial value. However, due to the original intent of red tourism, its political education role far outweighs its economic development goals, which results in its core values not being reconciled with its business logic in the short term. Many museum-style red tourism attractions, for example, are free of charge, and even some of them cooperate with local schools to organize volunteers and offer their services to students. Secondly, it is the red education and training base set up in the scenic spot, as the initial investment and development are funded by the government, and later special training and education will be provided to party cadres and outstanding party members, the return and circulation of funds is difficult to match with commercial projects. The conflict between core values and commercial logic is an important reason that restricts the sustainable development and upgrading of red tourism.

We have also proposed solutions to the above problems, taking into account the information we have reviewed, and will continue to study them in depth and explore their feasibility in the coming period.

3. Questionnaire

In this questionnaire survey we collected the opinions of a total of 87 volunteers and made an analysis of the results of the questionnaire. The respondents' were mainly young students group, some middle-aged group, 36.78% of 13-20 years old; 50.57% of 21-30 years old; 11.49% of 30-45 years old; 1.15% of over 45 years old. We came up with three conclusions, and the following are our detailed analysis and conclusions.

3.1. Dabie Mountain Scenic Area has a Relatively Broad Market Space.

Most people have a basic understanding of Dabie Mountain because it has recorded the history of the Party's development and has its figure in textbooks, while the proportion of those who do not understand it only accounts for 8.05%, and the proportion of those who know it very well accounts for 24.14%. Most people have not actually gone to Dabie Mountain to experience the red atmosphere here, but after our questionnaire survey, we found that most people are interested in going to Dabie Mountain to further understand the history of the Party and receive the red spirit here.

3.2. Awareness of the Red Spirit is Mostly Clear, But There is Room for Further Improvement, and Acceptance of Red Tourism as a Way to Deepen Understanding is High

After the survey found that the majority of the public have had the experience of red tourism have been to 3 and more red tourism sites accounted for 45.98%, but there are still a small number of groups have not experienced red tourism accounted for 12.64%, more than half of the people like red tourism, most people do not resist to carry out red tourism, and through parental popularization, movies and TV shows to understand, the network way, newspapers and books, etc. The percentage of those who like red tourism is 51.72%, more than half, and those who do not like it is only 10.34%. Most of them are clear about the connotation of red spirit, accounting for 75.86%, while a few are not so clear about the need to promote understanding through red tourism, accounting for 24.14%.

With these data we can conclude that for the group of young students targeted by the survey, the promotion of understanding of the red spirit through the channel of red tourism is needed, accepted and welcomed.

3.3. Because the Demand for Red Tourism has been Upgraded, The Level of Scenic Spot Promotion and Construction Needs to be Further Improved

With the progress of economy, material life, science and technology, especially the development of network technology, the promotion and experience mode of red scenic spots has become more diversified, and the survey of questionnaires found that for the young student group the channels of information acquisition are no longer limited to traditional media, but more diversified. People are more willing to accept movies and TV dramas made from red stories, and to see related videos on video sites such as ShakeYin and b-site. People also prefer the "online + offline mode" for travel experience, with 12.64% choosing online VR, 39.08% choosing online + offline, and 36.78% choosing offline field experience, which is still the preferred choice.

This fully reflects the higher requirements for spiritual satisfaction, because the feeling of field experience is still irreplaceable, and field trips to scenic spots are still the main way of red tourism, while the construction of scenic infrastructure, special projects, innovative

experiences and the promotion of scenic information is a huge challenge. At the same time, it is also an important development opportunity.

This questionnaire is limited by time and the number of samples is small, lacks the investigation and analysis of more groups, but for the young student group, the options are set especially for their characteristics, so that the attitudes reflected by the options are more reliable. If we want to get a more extensive conclusion, we need to further expand the scope of the survey and improve the options.

4. Improvement Measures

4.1. Conduct Resource Integration and Strengthen the Development of Resources Within the Scenic Area

Dabie Mountain tourism development product type single, most red tourism products are similar, mostly martyr cemetery type, product design lack of innovation. Relying on the revolutionary sites as the main form of tourism development of the construction of tourist attractions, tourists travel to visit the form of mainly by the guide to explain, picture display, display visits, etc. as the main form, the tourists to participate in the tourists can not get a deeper understanding of the Dabie Mountain red culture. At present, the revolutionary sites and memorials placed in front of tourists in the form of display are prone to the same content, while the way of display also seems too monotonous and boring. But Dabie Mountain is rich in natural and cultural resources, good ecology and deep cultural heritage, combining red resources with natural and cultural resources can better improve the quality of tourism for tourists.

A beautiful natural ecological environment is the basis for improving the experience of red tourism tourists, and should vigorously protect the natural ecological environment of red tourism scenic spots and maintain the originality of the scenic ecological environment. The Dabie Mountain area is rich in ecological resources and beautiful natural scenery, which is less affected by the ecological environment destruction brought by rough economic development. The combination of red cultural resources and natural environment ecological resources can make the red cultural resources more attractive to tourists, so as to better play the educational value of red cultural resources. On the other hand, the natural scenic areas of Dabie Mountain are developed at a low level and are not flexibly combined with the thematic features of red tourism to shape the ecological environment corresponding to the red theme, thus creating a good atmosphere of red tourism and strengthening the tourist impression of tourists.

In the favorable external environment, the development of tourism resources in the Dabie Mountain region, while strengthening its own internal coordination links, should also actively strengthen tourism project cooperation with the surrounding areas, combining Dabie Mountain red tourism with local folk culture and historical and cultural monuments, such as Dongpo Chibi in Huangzhou District, Li Shizhen's tomb in Herb Spring, local Huangmei opera, etc., combining multiple tourism and cultural products to effectively improve the resource the integration rate.

4.2. Open up a Wide Range of Funding Channels, Forming a Variety of Sources of Funding

The development of tourism in Dabie Mountain is closely related to the financial resources to maintain the project, as it is difficult to maintain the daily management activities in the scenic area by promoting the red faith and the entrance fee income alone, so a stable inflow of funds is needed.

Most of the red scenic areas are too remote, the economic development is relatively weak, relatively insufficient investment, and a single form of investment and financing, the development of the main body is relatively scattered, it is easy to cause investment and

financing information asymmetry, due to the special geographical and historical situation, each scenic area between the relative inconvenience of traffic, so it is difficult to build a communication between the scenic areas "bridge ". And the focus of domestic financial institutions is not on the national support policies for remote areas, so in the case of less understanding of the scenic spots, it is likely that not only the development of scenic spots will not achieve the planned results.

Without a full analysis of the expectations of the national policy on the industry and its development prospects, there are variances in the estimation of its possible economic inflows and the theory of risks faced. So on this basis, we can consider the establishment of a state-controlled red tourism investment company, with the red tourism industry as the main business entity and a flexible and diversified financing method to provide favorable conditions for the development and follow-up of the red tourism industry chain. At present, China lacks specialized tourism investment and financing companies, so it is important to carry out professional training about the red tourism industry in investment companies, and open relevant industrial knowledge learning in order to be better prepared to handle such investment and financing activities and increase the possibility for broadening financing channels. According to their own situation, companies should hire professional external teams or gather their original employees to set up professional investment and financing management departments to handle investment and financing operations, learn modern management theories, and integrate financing activities and financial management management in a better and adequate way.

4.3. Strengthen Regional Cooperation and Build a Dabie Mountain Red Tourism Community

1. Current cooperation status

The three provinces of Anhui, Gan, Eurasia and Henan have initially established a multi-party border collaboration work mechanism, such as: in the four provinces of Anhui, Eurasia and Henan in many aspects of the specific work level docking collaboration. In the CPPCC work linkage, the CPPCCs of EYUAN and EGYUAN provinces have actively negotiated and made joint efforts to promote the development of Dabie Mountain region, and put forward many constructive suggestions in many fields such as the integration of Dabie Mountain regional transportation and tourism development. In the collaboration of cultural and sports undertakings, the basketball tournament of the Soviet Union Sports Collaboration Area in EYUAN is a red sports brand carefully built and jointly owned by more than ten counties and cities in Dabie Mountain area. Finally, in the collaborative development of tourism, the two provinces cooperated in holding a symposium with the attendance of relevant department heads, and actively put forward proposals for programs to promote economic, trade and tourism cooperation between the two provinces.

2. Future development direction

In terms of resource development and ecological environmental protection, it is necessary not only to jointly promote the construction of the old revolutionary area in Dabie Mountain, but also to coordinate the shared red tourism and ecological tourism resources and collaborate to promote the growth of special industries, thus exploring a new cooperation model for establishing a collaborative area for tourism and special industries in Dabie Mountain. Make full use of the jointly owned red sports and tourism brands to hold more regional activities of a promotional nature for exchange and cooperation to expand the visibility and influence, and the three provinces to jointly build events with national visibility, thus promoting the development of red scenic spots, enhancing the visibility of scenic spots and expanding the radiation of their influence. The three provinces also need to explore win-win mechanisms for ecological and environmental protection, and set up or entrust specialized agencies to manage

and maintain the human landscape, infrastructure, ecological environment and historical relics of the scenic spots in a unified manner to achieve sustainable development.

Information sharing and policy support, continue the CPPCC work linkage model, consultation and joint efforts to put forward policy recommendations for the development of the Dabie Mountain region, planning the direction of development. Should hold more tourism cooperation plea conference and other activities, set up a special group for docking, strengthen policy support, break the information barriers and administrative barriers, promote the flow of information sharing, so as to achieve complementary resources, reach consensus, form a synergy, promote the use of red resources in Dabie Mountain scenic area, and drive the development of the region.

4.4. Red Cultural Values and Tourism Industry are Highly Integrated to Enhance Innovation

In recent years, with the development of technology, more young people favor things that are innovative. Therefore, tourism scenic spots, especially red tourism scenic spots, can only attract more and more young people if they are integrated with culture, creativity and technology. Youthfulness and parent-children are the characteristics of the current red tourism population, and the red scenic spots should also follow this trend. In the past, the red scenic spot for tourists to provide more boring explanation content, tourists "passive" listening, it is difficult to integrate. In the future, Dabie Mountain scenic spot should create a very rich content, interactive tourism, to create the current hot network of "immersion" tourism. Get the favor of today's young people. The ability of young people to spread red culture should not be underestimated, and if red tourism can attract some young people, then a larger proportion of young people will be interested in red culture and deeper understanding. In the process of enjoying tourism, young people of today will be able to deeply feel the historical progress and changes of the times, sigh the hardships and difficulties of the development of the motherland, cherish the present and inspire the patriotic spirit.

The future innovation of red scenic spots can be digital innovation and thematic innovation as the main direction.

1, digital innovation: At present, there are many red scenic spots to explore the combination of red tourism and digital research, the results are promising. Digital technology can realize the restoration and reproduction of cultural resources of Dabie Mountain red tourism scenic spots, bringing back the scenes from years ago to achieve "immersive" tourism. As an important tool to promote the future development of red tourism, digitization technology is of great significance to enhance the soft power of culture and economic development. The digitalization of party building can be a successful example, with more than 10 kinds of VR and AR red culture experience contents, such as "The Battle of the Tunnels", "The Long March of the Red Army Climbing the Snowy Mountains" and "40 Years of Reform and Opening Up", receiving unanimous praise from the public once they are released. Therefore, customized personalized digital technology is one of the innovative development directions for future Dabie Mountain scenic spots.

2, theme innovation: cultural and creative products have been popular in recent years, and it is a good choice to design red tourism cultural and creative products. Creative cultural products can realize the organic unity of practicality and fun, artistry and ideology. Therefore, thematic innovation is one of the innovative development directions of Dabie Mountain scenic spot in the future.

4.5. Improve Transportation Conditions, Improve Infrastructure Construction

From the small side: first of all, we need to improve the convenience of transportation and the design of tourist routes. Only when the roads are built can we attract more people and more

cars in. The first step to improve the economy in every region is usually to build roads. The time of tourists is precious and the experience is crucial to make tourists feel a more abundant experience in as short a time as possible, so the convenience of tourist transportation and the rational layout of tourist routes are very crucial.

Second, to improve the Dabie Mountain red scenic dining, accommodation conditions. Whether the tourist place can retain tourists lies in whether the infrastructure is sound, whether the basic clothing, food, housing and transportation are complete protection. Restaurants, hotels must strengthen the supervision of health. Dabie Mountain location weeds, mosquitoes and insects, food and beverage waste should be cleaned in a timely manner to avoid bacteria breeding, mosquitoes and insects fly.

From the big picture: First, the state, the government and localities should increase their support. Improvements in construction, the fund can not be less, need to apply to the provincial treasury for more fund support. Provincial Development and Reform Commission should be in the meeting to discuss in depth about the construction of Dabie Mountain related issues, with the relevant departments to submit policy advice, and strengthen the docking with national ministries to promote the relevant content into the national and provincial comprehensive or special planning. Relevant provincial departments should respond positively to the national call for protecting revolutionary base areas and carrying forward the red revolutionary spirit, increase support for the local construction of Dabie Mountain, and speed up the implementation of the construction project.

Second, we must strengthen communication with Anhui and Hubei provinces. Dabie Mountain's development and perfection is also inseparable from the policy system and policy support of Anhui and Hubei provinces. The three provinces should work together and unite to better inherit the Dabie Mountain red gene.

5. Conclusion

In general, the inheritance of red spirit culture is moving into a brand new stage, and in the context of today's era of building a modern country comprehensively, insisting on cultural self-confidence and transmitting spiritual civilization, there is a long development prospect for the construction activities of embodying the red spirit through red tourism. Most people have a certain understanding of red culture and are interested in red tourism, and are eager to experience the new mode of tourism. Taking Dabie Mountain red scenic spot as the entry point, it is easy to see that the development of red tourism based on the aspect of tourists' demand still needs to be improved, which can be started from five aspects: resource integration, capital remittance, regional cooperation, innovation, transportation and infrastructure construction to better promote the construction of red culture tourism and add bricks to the excavation of red genes and inheritance of red spirit.

Acknowledgments

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