

Development and utilization of red tourism resources in the digital age

-- Taking Jing County, Xuancheng City as an example

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Abstract. In the era of mobile Internet, the development of digital technology is becoming more and more mature. How to use digital means to develop and utilize red resources has become an innovative trend of the times. While celebrating the 100th anniversary of the founding of the Communist Party, our group used modern digital technology to take the red tourism resources of Jing County, Xuancheng City as the research object, and established a red tourism resource database to promote the red resources to play greater social and economic benefits in a digital way.

Keywords: digitization; red tourism; development and utilization; resource library.

1. Introduction

In the era of mobile Internet, our college students not only need to learn new technologies, but also apply the technologies we have learned to practice. Under the careful organization of the school, our group started our social practice activities. The former site of the New Fourth Army is the core of the research. It conducts field research on many red tourist attractions in Jing County, such as the Martyrs Cemetery in Southern Anhui and the former residence of Wang Jiaxiang. The main research methods are questionnaires, in-depth interviews, and visits to the public account of the scenic spots to understand the current status of red tourist attractions, in view of the problems existing in Jingxian red tourist attractions, and analyze the problems from the perspective of our college students, and provide valuable solutions.

2. Research Background

Under the important instructions of General Secretary Xi Jinping on "telling red stories well and inspiring the power of inheritance", red tourism is in the ascendant all over the country. We are in an era where the Internet era is widely used. How to use digital means to develop and utilize red resources has become an innovative trend of the era. Jing County, Xuancheng City has abundant red tourism resources, but from a national perspective, its red tourism popularity is relatively low. After the investigation, our team sorted out the research results and applied the knowledge learned to provide help for the digital development and utilization of red resources in Jing County.

As a political concept, "red" originated in the Paris Commune and Soviet Russia, and over time has become the color of socialist countries, symbolizing revolution, political consciousness, the red regime and the revolutionary base area. In terms of foreign countries, "red tourism" activities are relatively rich and complete abroad, such as the Paris Commune Wall and the Martyrs' Tomb to the Red Square in Moscow, the Liberty Bell in the United States and the Normandy D-Day Museum in France, the Memorial Hall of the South African Pioneers, etc. These commemorative places all run through the theme of patriotism and national spirit.

On the domestic front, it is the 100th anniversary of the founding of the party, and the glorious deeds and red spirit of our ancestors have attracted more and more people to go on red tourism. General Secretary Xi Jinping pointed out that "the development of red tourism must be in the right direction, and the core is to carry out red education and inherit red genes, so that cadres and the masses can accept the baptism of red when they come here." On the 100th anniversary of the founding of the Communist Party, red tourism has developed rapidly across the country.

3. Research objectives

3.1 Development Strategy

The red tourist attractions in Jing County need to carry out strategic cooperation with professional companies such as Donkey Mama and Smiling Straw Hat. In the future, all red scenic spots should increase their efforts to strive upward, continuously increase their investment in red tourism, and deeply participate in the preparation of the 14th Five-Year Plan for red tourism and the exploration of red culture.

3.2 Infrastructure

The red tourist attractions in Jing County need to speed up the upgrading of red tourist attractions and improve the infrastructure. For each scenic spot, we can start from improving the infrastructure layout of tourist toilets, tourist shopping centers, tourist sign systems, internal traffic parking lots in the scenic spots, and tourist safety protection to improve construction standards.

3.3 Scenic connotation

The red tourist attractions in Jing County need to combine the needs of tourists and changes in the way of visiting to enhance the experience, participation and interaction of the scenic spots. Starting from the research and development of red-themed series of tourism commodities and cultural and creative products, we will continue to innovate the profit model of scenic spots, further strengthen the historical and cultural exploration of red tourism and the New Fourth Army, and refine cultural elements that are in line with the spirit of the times, and promote the spirit of the "Iron Army".

3.4 Key tourism projects

3.4.1 Characteristic tourism

Focusing on Yunling Town and Maolin Town, digital technology will be used to publicize red tourism projects such as National Peace Site Park and Red Heritage Corridor, and at the same time, theme tourism products will be developed to create a red cultural experience tourism area.

3.4.2 Quality upgrade

Taking the Martyrs Cemetery in Southern Anhui as an example, we will promote the improvement of the scenic spot of the Martyrs Cemetery in the Southern Anhui Incident, and complete the geological disaster control project for the slope and land slide at the entrance of the cemetery. Actively implement the upgrade and renovation project of the latest "Exhibition of the Southern Anhui Incident", reasonably design the construction plan, and start the construction project of the cemetery visitor center and the old people's rest place project in the martyr's cemetery.

3.4.3 5A plan

For the old site of the New Fourth Army in Yunling, according to the Yunling 5A-level tourist attraction creation plan, the Great Hall and the parking lot, square and visitor center of the Southeast Bureau will be rebuilt. At present, the construction of the public toilets of the New Fourth Army in Yunling, the maintenance of the doctor's house, the maintenance of the Yeting Bridge, and the maintenance of the field service group have been completed, and the assembly hall has been re-arranged and officially opened to the public.

3.5 Tourism products

Our research team is built around the "night economy", hoping to create a cultural scene in southern Anhui with the New Fourth Army in Jing County as the background. On the basis of the existing New Fourth Army living sites in Yunling Village and Xincun, with the theme of red culture, strengthen the creation of themed landscapes such as street parks, increase public service facilities such as outdoor recreation facilities, and introduce a variety of subjects and contextualized innovative

businesses forms, integrating a series of creative industries such as red collection, red music, red fashion, red art, red books, etc., to create a theme village full of red life atmosphere.

4. Research results

In general, with the attention and support of the local government, the red tourism in Jing County has achieved certain results, but there are still many problems compared with the well-known red tourist attractions in China. For example, infrastructure construction is still weak. After on-the-spot investigation, our group summarized some problems existing in the development of red tourism in Jing County:

(1) The phenomenon of scenic area convergence is serious, the setting of scenic spots is the same, and there is a lack of digital atmosphere.

(2) The scenic spots have low ability and low participation rate of tourists. Most of them are simply taking pictures, and they have no in-depth understanding of the content of the scenic spots.

(3) The main source of tourism revenue in scenic spots is parking fees, the source of income is extremely single, and there is a lack of derivative products.

(4) The service level of the accommodation and catering industry around the scenic spot is low, the pricing is unreasonable, and there is a phenomenon of "slaughtering tourists".

5. Research conclusion

According to the Classification, Investigation and Evaluation of Tourism Resources (GB/T18972-2003), the red tourism resources in Jing county cover 6 of 8 main categories, 10 of 31 sub-categories and 14 of 155 basic types, with a total of 83 monomer resources, including 1 of level 5, 4 of level 4 and 9 of level 3, which have potential for development.

The red tourism resources in Jing County are mainly human resources. Human resources cover 4 main categories, 8 sub-categories, and 79 individual resource units. According to the particularity of red culture, red human resources are inseparable from natural resources, and naturally the New Fourth Army. It provides the right time and place, so that nature has a red soul, and red resources and natural resources complement each other.

According to the classification, the red resources in Jing County are mainly concentrated in the relics and building facilities, tourism commodities and cultural activities, and the sub-categories and basic types are missing. At present, the abundance of red tourism resources in Jing County is insufficient, and the development is still shallow, which cannot meet the huge red special projects, market demand, tourist experience, consumption, and educational product demand.

Jing County's red tourism resources buildings are still protected, the quality of resources is acceptable, the five-level tourism resources that The old site of the New Fourth Army's military headquarters is unique and the scale is acceptable, and it is feasible to declare a 5A-level scenic spot. Other tourism resources need combined development and linkage.

6. Development Suggestions

6.1 Building the brand of Jing Country Red Tourism

Starting from the core of red tourism, "carrying out red education and inheriting red genes", our research team provides feasible suggestions for Jing County to actively develop red tourism. To build the Jingxian Red Tourism brand, our research team believes that we need to carry out the following aspects:

(1) Image Marketing. The marketing of city image and impression temperament is an important carrier for the refinement and expression of city ideas. The design of image slogans and cultural and creative cartoons has important cultural symbolic significance.

(2) Product sales. The marketing of products must accurately locate the market demand. It can promote tourists' awareness of red tourist attractions and increase their interest in visiting by marketing some products with unique characteristics designed by Jingxian Red Tourism.

(3) Cultural Marketing. Taking the red culture as the main line, relying on the history, culture and folk customs of Jing County, through tourism festivals, tourism activities, and participation in tourism, cultural and sports events, etc., to increase the interaction of tourists, enhance the extensive participation of the public.

(4) Build a platform for tourism informatization construction in Jing County. In the current tide of tourism informatization, informatization plays a huge role in improving the management level of scenic spots, promoting the sustainable development of tourism, and enhancing the core competitiveness of tourism.

6.2 Designing red tourist routes

Through on-the-spot investigation of red tourist attractions in Jing County and online collection of relevant information about relevant red tourist attractions in the surrounding area, and consulting maps and other media, our research team has designed the following three distinctive tourist routes to activate the further development of Jingxian red tourism market.

Route 1: Party Building and Study Tour Line

The main target groups are party members and cadres and members of the Communist Youth League.

Specific planning: Former site of the New Fourth Army in Yunling - Shuanghuayuan Party Branch - Former Residence of Wang Jiaxiang - Site of Baihukeng Military Conference - Taoling Village - Site of the CPC Jing County Party Committee - Cemetery for Martyrs of the Southern Anhui Incident.

Route 2: The New Fourth Army and the special tourist route around Jing County

Taking "New Fourth Army" as the theme of the route, combined with similar red tourism resource points around Jing County.

The New Fourth Army Memorial Tour: From Hefei (Hangzhou)-Jing County (the former site of the New Fourth Army, the Martyrs Cemetery of the Southern Anhui Incident) - Yansi (the former site of the New Fourth Army) - Huangshan and Bozhou (Xingxing Town Peng Xuefeng Revolutionary Memorial Hall) - Henan Shangqiu (Xuefeng Revolutionary Memorial Hall) - Henan Yongcheng (Xuefeng Anti-Daily) - Huaibei (Battlefield of Huaihai Battle) - Jiangsu Xuzhou Tour Line.

Route 3: New Fourth Army Tourism and National Famous Red Tourism Boutique Route

Taking "red tourism" as the theme of the route, combining with the nationally well-known red tourism resource points, carry out national red tourism integration and linkage, and carry forward the red spirit. National Anti-Japanese War Red Tourism Boutique Line: Nanjing - Zhenjiang - Changzhou - Suzhou - Huzhou - Xuancheng. The main red tourist attractions are: Memorial Hall of the Victims of the Nanjing Massacre by Japanese Invaders, the former site of the New Fourth Army Jiangsu and Zhejiang Military Region in Changxing County, Huzhou City, the former site of the New Fourth Army Jiangsu and Zhejiang Military Region - Column Headquarters, the New Fourth Army Jiangsu and Zhejiang Institute, Jing County Wannan Incident Martyrs Cemetery and the old site of the New Fourth Army.

6.3 Driving economic development

Guided by red tourism, it integrates various resources such as ecology, agriculture, and culture to create a model of "red + green", "red + agriculture", "red + culture", and "red + ancient" to enhance the value of red tourism.

Create a "red + green" model to integrate red tourism and ecological resources for development. At present, Jing County has landscape resources such as the first drift in the south of the Yangtze River, as well as a complete and continuous mountain landscape. Under the premise of ecological protection, the development of red tourism will drive the ecological environment. The development

of resources, the development of sports and fitness products, health and wellness products, etc. with the theme of red, to promote the development of eco-tourism.

Create a "red + agriculture" model, and promote the development of rural industries through the development of red tourism. The red resources of Jing County go deep into the villages of 9 towns. On the base of Jingxian villages, restore and improve the red historical relics, sort out and excavate the red historical spirit, and carry out red tourism activities to make the rural landscape more vivid and provide employment for the villagers.

Create a "red + culture" model, red culture leads the coordinated development of various cultures, and creates a cultural complex tourism destination in Jing County. In-depth exploration of Jingxian's rice paper culture, opera culture, story-telling culture, history culture, calligraphy culture, tile culture, oil umbrella skills, folk catering, Xuanjiu culture, etc.

Create a "red + ancient" model, and promote the development of Jingxian historic tourist attractions through red tourism. Restore the red cultural deeds of historical sites, and through the series of tour lines, enhance the stickiness between various products, enrich the types of red tourism through product and activity development, and enhance the existing value of viewing and recreation.

7. Conclusion

In the face of the ever-changing development of Internet technology, how to apply digital technology in the development and utilization of red tourism has great potential for development. Jing County in Xuancheng City is rich in red tourism resources, but there are problems such as unreasonable development of tourism resources and fragmentation of resource allocation. Thus, our group integrate red tourism resources, unite multiple red tourism resources, establish a database of red tourism resources in Xuancheng City, create a tourism area that combines red tourism and local characteristics in Jing County, Xuancheng City, and promote red resources to play a greater role in a digital way.

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