

Reflections on the Current Situation and Breakthrough Path of Red Rural Tourism under the Strategy of Rural Revitalization

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Abstract

The development of red rural tourism is of great practical significance in the overall promotion strategy of rural revitalization, and it is an important means for rural residents to get rid of poverty and become rich and to promote overall revitalization. This paper sorts out the current situation of red rural tourism, puts forward the problems at the present stage, and thinks about its breakthrough path. In the new era, the red rural tourism should improve the mechanism, strengthen the standardized management, take into account the ecological civilization and innovation competition, and play the role of the government. We will further boost the vitality of red rural tourism and encourage the construction of new models.

Keywords

Rural Revitalization; Red Country Tour; Ecological Civilization.

1. How to Integrate and Develop Red Countryside Tourism with Rural Revitalization

The report of the 19th Party Congress has proposed a major decision to revitalize the countryside, which has almost become one of the most important development guidelines for the country, and has become the overall grasp of the "three rural areas" in the new era of socialism with Chinese characteristics[1]. In addition, the Fifth Plenary Session of the 19th CPC Central Committee further proposed to pay attention to the issue of agriculture and to focus on agriculture as the key to development, to take the road of revitalization of Chinese socialist countryside, to increase the mutual integration between culture and tourism, to develop red countryside tourism, and to vigorously promote the revitalization of the countryside as an important mission of the new journey of the country in the new era[2]. Cultural revitalization drives the revitalization of the countryside, and is a more crucial, far-reaching and long-lasting force in rural development.

China's rural areas are rich in red culture, and promoting the integration of red culture and tourism is not only an important element of China's tourism development, but also an important means of promoting local revolutionary revitalization, lifting rural people out of poverty and promoting rural development strategies. General Secretary Xi Jinping proposed that "we should make good use of red resources, carry forward red traditions and pass on red genes"[3]. In June 2021, on the occasion of the 100th anniversary of the founding of the Communist Party of China, General Secretary Xi Jinping stressed in a presidential study that "red resources are proof of our Party's hard, remarkable struggle and are the most valuable cultural spirit. Many studies have shed light on the multiple values of red culture for rural revitalization[4], Contributing to rural revitalization through the refinement and innovation of red historical resources[5], Some scholars also believe that red tourism is an effective way to achieve economic growth in the countryside and lift villagers out of poverty and wealth[6]. Therefore, red culture is not only a valuable spiritual property and tourism resource

in rural areas, but also has a leading role in promoting rural development and achieving rural revitalization.

Despite the increasing number of studies on the relationship between rural revitalization and red rural tourism in recent years, there are still relatively few reflections on the current situation and breakthrough path of red rural tourism under the rural revitalization strategy. This paper takes the principles that must be followed for modern development in the 14th Five-Year Plan period as theoretical guidance, and takes the theme of how to promote high-quality red countryside tourism as the theme to sort out the current situation of red countryside tourism in China, and then proposes a breakthrough path for the development of red countryside tourism under the rural revitalization strategy.

2. The Current Situation of Rural Red Tourism Contributing to Rural Revitalization

China's rural tourism industry has been developing since the 1990s, but until now, red rural tourism has been suffering from this stunted development, which to a certain extent has hindered the integration and development of both: (1) The market business concept is backward. Participants in the red countryside tourism market are mainly local villagers and private entrepreneurs, who often lack professional business planning, lagging business strategies that lack novelty and sustainable business concepts. (2) Chaotic market order. The attractions of red rural tourism are mainly concentrated in revolutionary memorials, revolutionary war relics, revolutionary museums and patriotic bases with educational significance. It is difficult for local villagers to enter the tourism market in an orderly manner, and even if they do enter the market, there may be disorderly construction, haphazard selling and other acts that disturb the market order. (3) Poor infrastructure construction. Red countryside tourism development zones are often rural areas in remote locations, and their infrastructure (public transport, roads, water, electricity, etc.) is backward. Although rapid development has been achieved under the promotion of red countryside tourism, there is still room for improvement compared to other big city tourist attractions. (4) Lack of innovation. Most of the red countryside tourism is government-based, and the business model lacks innovation, and under today's trend of booming Internet, it lacks the innovation to interoperate and communicate with the times. China's red countryside tourism is still in the development stage, and there is still a long way to go before the development is mature. In the context of the rural revitalization strategy, the shortcomings of the red countryside tourism industry itself will become an uncertainty and affect the further development of red tourism.

3. Breakthrough Path for the Development of Red Countryside Tourism under the Rural Revitalization Strategy

3.1. Leading the Deep Integration of Red Rural Culture and Rural Revitalization with the Spirit of Innovation for Rural Development

Development is inseparable from innovation, and the spirit of innovation should be used to lead the deep integration of red rural culture and rural revitalisation. Provide inexhaustible vitality for rural development. (1) Insist on innovative mechanisms to improve the quality of red tourism service management. The current red tourism scenic spots have uneven levels of service management quality, repeated construction, lack of innovation in design and planning, and failure to bring into play the potential value of red culture. Therefore, the establishment of a set of high-quality red tourism service management system, to ensure that red tourism in the development of management services have a trace, to promote the red tourism scenic area management service regulations in an orderly manner, to increase the competitiveness in the

tourism market. Secondly, the introduction of a grading and quality assessment system for the management quality of red tourism services. The grading and quality assessment system facilitates the implementation of management standardisation and promotes the enthusiasm of the government and relevant management departments. (2) Promote situational innovation in red tourism culture. Firstly, create a sense of multiple experiences in red tourism. Actively explore new tourism situations, not just relying on traditional ways such as visiting red sites, museums and relics, but introducing new technologies, such as VR experiences, to enhance visitors' feelings and create an immersive atmosphere for a more profound experience of history. In addition, promote the intersection of culture, art and innovation in red tourism. Relevant departments can collect red cultural and creative designs and IP designs from the society to promote the diversified development of red culture. (3) Increase publicity and innovate ways to market red countryside tourism. With the help of the Internet, the government, enterprises and the media can jointly establish a red countryside tourism platform to better support and help the development of red countryside tourism at the information level and attract more visitors.

3.2. Protecting the Essence of Red Tourism with Sustainable Development and Building an Eco-Friendly Village

The development of red tourism should implement the idea of ecological civilisation put forward by General Secretary Xi Jinping and establish the concept of green and sustainable development. Firstly, in the process of conception, planning, design, construction, protection and innovation of red rural tourism, the concept of green sustainable development should be adhered to, taking into account both the red rural tourism industry and ecological protection, promoting the concept of green environmental protection in red rural tourism, setting off red culture with green ecology and protecting the original appearance of red rural tourism. Secondly, in the development and protection of red rural tourism resources, the natural ecology is valued and respected, and the originality of the environment surrounding the red resources is preserved as far as possible. Finally, red countryside tourism should implement the harmonious development of man and nature and build an ecologically livable countryside. On the one hand, the rich red culture drives the development of the local rural economy. The development and protection of red tourism should be treated equally, and the development of red rural tourism under the rural revitalisation strategy should not only inherit and promote the valuable red culture, but also protect the natural environment to the greatest extent possible and safeguard the living environment of local villagers. On the other hand, the red countryside tourism industry, as a kind of cultural support, is a characteristic industry that implements the idea of ecological civilisation, which not only brings economic benefits, but also sets an example for society and brings social and ecological benefits.

3.3. Promoting the Development of Red Countryside Tourism with Improved Facilities for Overall Revitalisation

Innovate the development model of red rural tourism. Unblock tourism channels to alleviate poverty, such as channels for selling tourism goods and attracting tourists, and establish logistics channels, pedestrian flow channels and timely and effective information dissemination channels. Also establish efficient internal rural infrastructure design, such as water supply, power supply, transportation facilities, communication facilities and waste disposal. Secondly, optimise the policy environment and policy support for rural tourism. In addition, for attractions (areas) that are not well known, well-known companies and outstanding artists from the neighbourhood can be invited to conduct inspections and research, and organise activities such as folklore festivals and folklore competitions to attract travellers. Encourage the rural population to participate in the construction and development of tourism. Firstly, through door-to-door publicity and organised training, villagers can be made aware of the

improvements that rural tourism can bring to their lives. On the one hand, villagers can be allowed to sell their agricultural and sideline products in tourism or establish farm caravans for economic gain, and on the other hand, employment opportunities can be increased through the provision of accommodation, catering and entertainment services in conjunction with tourism, gaining remuneration for their labour and easing the pressure on villagers. In addition, the continued development of tourism will not only increase economic benefits, but will also benefit in various ways: in terms of local infrastructure development, ecological and civilisation protection, etc. In addition, lowering the threshold for villagers to participate in tourism planning and listening to their views widely will allow more people to participate in tourism development, which will invariably converge into a cohesive force. Through the development of red countryside tourism, it can drive the development and revitalisation of various industries in the countryside, such as planting, animal husbandry and catering, and improve the income of villagers. It will stimulate the villagers' sense of cohesion, enhance their cultural self-confidence and raise their awareness of environmental protection, so that the revitalisation of industries will lead to the revitalisation of culture and the environment.

4. Conclusion

The integrated development of red countryside tourism and rural revitalization is of great significance. However, there are many shortcomings in the current red countryside tourism in helping rural revitalisation. The backward market management concept, chaotic market order, backward infrastructure construction and lack of innovation are all resistance factors to the further implementation of the rural revitalisation strategy. To solve this series of problems, innovation is used to lead the deep integration of red rural culture and rural revitalisation, to innovate tourism management mechanisms, and to strengthen cultural innovation and publicity to attract more tourists. To protect the essence of red tourism with sustainable development, protect the original culture of the countryside, promote and develop the excellent red culture, and achieve both social and ecological benefits. Promote red countryside tourism by improving facilities, strengthening rural infrastructure and encouraging farmers to participate in the construction of the countryside, listening to a wide range of suggestions and enhancing cohesion. Through the effective cooperation of all parties, the development of red countryside tourism under the rural revitalisation strategy will be realised.

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