

Research on the Promotion Strategy of Red Tourism Education Function under the Background of New Era

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Abstract: This paper mainly takes the red tourism status as the starting point, digs into the significance of the red tourism education function, and then raises the questions and analyzes the reasons from the aspects of cultural connotation, educational function and educational form, and then combines the theme of “not forgetting the original heart and remembering the mission”. Dig deep red tourism culture connotation, show the charm of red culture, combined with local economic development, in order to comprehensively enhance the effect of red tourism education.

1. Introduction

General Secretary Xi Jinping emphasized that the development of red tourism should be in the right direction, and the core is to carry out red education and inherit the red gene. The promotion of the red tourism education function aims to strengthen the party members and cadres, not forgetting their initial intentions, bearing in mind the mission, strengthening the conviction and confidence to fight for the cause of the party, and promoting the popularization and normalization of patriotism and revolutionary traditional education. In the new era, national conditions, party sentiments, and international situations have undergone tremendous changes. In order to enhance the ideological awareness of party members and the masses, it is necessary to carry out red tourism education. The purpose of red tourism education is to enhance the ideological understanding of the majority of party members and cadres and the masses in order to better promote socialist construction.

2. Red tourism status

With the support of red tourism in recent years, the number of people participating in red tourism has increased year by year. According to the red tourism big data report, from 940 million in 2014 to 1.147 billion in 2016, the number of young tourists increased by more than 16%. The cumulative increase to 3.2 billion people. The number of red tourists in 2017 increased by 15.4% year-on-year to 1.324 billion, which is much larger than the number of visitors to the red tourist attractions in 2016 (see fig 1). According to the targets set out in the Outline of the National Red Tourism Development Plan 2016-2020, it is estimated that the number will reach 1.5 billion by 2020.

From the perspective of consumption and travel rules of red tourism, the proportion of surrounding tours and short-distance tours is relatively large. From fig 2, the two-day travel process of red tourism accounts for 43%. About five days or so is about 21%. As a public product, red tourism, ticket economy, status we believe should gradually decline, and more emphasis on its public product, so that everyone can more opportunities to participate in the process.

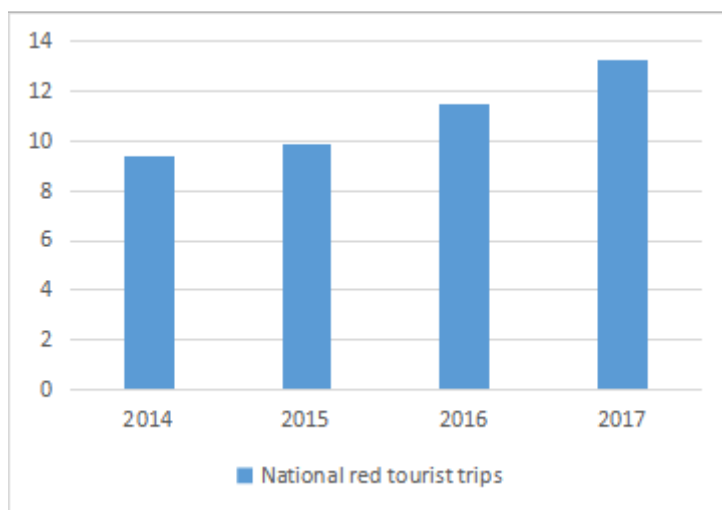


Fig. 1 National Red Tourists

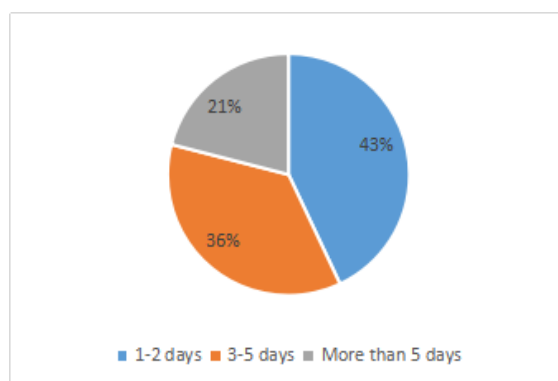


Fig.2 red travel time map

Red tourist tourists have a more positive performance in the middle-aged and elderly markets. As can be seen from fig 3, 24% under 18 years old, 19% from 19 to 39, 23% from 40 to 59, and 34% over 60. If you put people over 40 years old If it is a piece, it will already account for nearly 60%. It can also be seen that the source of red tourism income is mainly the middle-aged and elderly people.

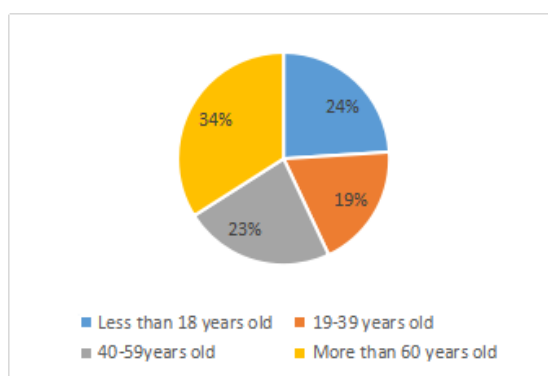


Fig. 3 Red tourist age map

3. The role of red tourism education in the new era

The development of red tourism is an important measure to thoroughly implement the spirit of the Fourth Plenary Session of the 16th CPC Central Committee and continuously improve the ability to build advanced socialist culture. It is a concrete manifestation of the establishment and implementation of a people-oriented, comprehensive, coordinated and sustainable scientific development concept. Economic engineering, cultural engineering and political engineering, is a

major measure to benefit the country and the country. The development of red tourism has important practical significance and far-reaching historical significance for strengthening the revolutionary traditional education, strengthening the patriotic sentiments of the people of the whole country, especially the young people, carrying forward and cultivating the national spirit, and promoting the coordinated development of the economic and social development of the old revolutionary areas.

3.1 Promote patriotism education

China has gradually entered a stage of comprehensive well-off, belonging to a new era of socialism, facing a more dangerous task, and a corresponding change in the way of patriotic education. The development of red tourism is to interpret revolutionary history, revolutionary spirit, revolutionary culture, etc., and play the role of ideological and moral education, so that the majority of party members and the masses can learn. Red tourism is to deeply analyze the patriotic spirit and patriotic behavior of revolutionary martyrs, provide spiritual support and spiritual food for the majority of party members and cadres, and lead them to actively participate in the construction of a new era of socialism.

3.2 Protecting the revolutionary history and culture

Red culture belongs to the important composition of modern Chinese culture. The development of red tourism is to protect the revolutionary history and culture. Since the 16th National Congress of the Communist Party of China, it has attached great importance to the protection of cultural heritage and the development of red tourism culture in remote areas, which not only helps to promote its cultural development, but also consolidates socialist ideological and cultural positions. The historical and cultural heritage of the revolution is an important component of Chinese culture, and it is the spiritual wealth of the majority of party members and the masses. Paying attention to the protection of revolutionary historical and cultural heritage is the protection of Chinese culture. In the land of China, revolutionary sites, martyr cemeteries, etc., as patriotic education bases, are used in red tourism, which exudes a strong sense of revolutionary culture and also reveals a strong spiritual wealth. Protecting, managing, and making good use of revolutionary historical and cultural sites not only maintains good ideological and cultural fronts, but also promotes advanced culture and has positive significance and effect on modern impetuous society.

3.3 Coordinate economic development

Most of the old revolutionary areas are located in remote areas, and the level of economic development is generally not high. How to lead the people in the old district to get rid of poverty is an arduous task for party committees and governments at all levels. Red tourism project as a natural development project, mining the red tourism industry chain is an important means to drive the people in the old district to get rid of poverty. In other words, with the help of the natural red cultural resources of the revolutionary old district, the red tourism industry can be developed, the township economic structure can be reconstructed, the township red tourism characteristic industry can be cultivated, the ecological construction and environmental protection can be promoted, and the related industries such as business services, transportation and telecommunications, urban and rural construction, etc. can be promoted. The development, expansion of employment, increase of income, injects new vitality into the economic and social development of the revolutionary old areas.

4. Problems in the red tourism education function under the background of the new era

In the process of red tourism development, a series of problems will inevitably occur. The cause of these problems is the result of interaction between subject and object. in particular. There are the following points:

4.1 Deep digging tourism culture lacks connotation

Red tourism is a combination of red culture and leisure tourism, and is filled with red cultural connotations. However, in practice, the connotation of red culture is not deep, the explanation is not detailed enough, the attraction is not enough, it is difficult to mobilize the initiative of tourists, and restricts the development of red tourism education function. The main reasons for this situation are as follows: The first reason is that the lack of understanding of the red tourism education function is too much in the composition of the tourism industry chain, while ignoring the interpretation of the red tourism culture connotation, there are historical events, historical figures A brief introduction to the situation. The second reason is that the interaction between green culture and tourists is not fully considered. Although the red tourism culture is in the viewing, the proper experience can enable tourists to truly feel the revolutionary spirit and play the role of red tourism education. The third reason is that there is no suitable guidance for tourist attractions. If it is self-driving tour, this will form a one-sided understanding of red tourist attractions to a certain extent.

4.2 Red tourism education function is not comprehensive

The incompleteness of the red tourism education function is caused by many factors, such as insufficient understanding of red tourism education, insufficient internal incentive mechanism, and lack of operation, which will affect the development of red tourism education. In other words, red tourism education is composed of political functions, social functions, cultural functions, etc. The political function of red tourism is relatively obvious, but cultural functions and social functions are relatively weak. To this end, it is necessary to strengthen the construction of these functions and promote the development of red tourism.

4.3 Insufficient innovation in red tourism education

The red tourism education form is relatively traditional and requires a new study. In other words, how to make the red spirit and red tradition truly rooted in the souls of party members and cadres and the masses of the people. How to tell the Chinese story, reflect Chinese wisdom, and carry forward the Chinese spirit is a problem that needs to be studied in the red tourist attractions.

5. Red tourism education function promotion strategy under the background of new era

5.1 Strengthening the theme of the times and highlighting political positions

The theme of “not forgetting the heart, remembering the mission” is an important part of the red tourism education. In the modern and contemporary history of China, the Communist Party members adhered to the belief of “national liberation and national unity”. In order to win the final victory, they went forward and fought bravely, and poured into the wave of revolution. It is the initial heart and mission of the Communist Party of China to seek welfare and seek rejuvenation. . In the new era, although the main contradictions in society have undergone fundamental changes, the initial intentions of seeking welfare and seeking rejuvenation have not changed. Red tourism, as a way of propagating the red revolution, has a strong political standpoint and a sense of mission. With the help of revolutionary memorial sites, landmarks, revolutionary martyrs and other red resources, it effectively reflects the initial heart of the modern revolutionary martyrs, and this initial heart is also needed by contemporary Communists. Red tourism should correctly position the theme education of “not forgetting the heart, remembering the mission”, and lead the majority of party members and cadres to revisit history and bear in mind the mission and responsibility. In other words, red tourism requires tourists to fully define their own political positions, root the purpose of “serving the people”, and turn the initial heart and responsibility into the driving force for the courage, down-to-earth, work hard, and dare to innovate to realize the Chinese nation. The great rejuvenation contributes to its own strength.

5.2 deep digging red connotation glow culture background

Looking back at the history of the Red Revolution, China's modern times have gone through

hardships and hardships, but they have not killed China. Chinese Communist Party members have always bravely marched forward with the “national liberation independence” and established a characteristic socialist China. In 2019, the 70th anniversary of the founding of the People's Republic of China, in this great historical moment, it is necessary to carry out great efforts, reorganize the party's work style, enhance the awareness of party members, and inspire the spirit of party members. This requires the use of red tourism to alert party members and cadres, and to stimulate party members and cadres with red tourism. The purpose of red tourism education is to sublimate Marxism-Leninism, implement political positions, strengthen the people's mission, and establish a clear-cut model. It is particularly important to explore the red connotation. In recent years, the audience of red tourism has become more and more extensive, but the problems have become more and more obvious. For example, the more common tourism products are single and the product chain is not perfect. This kind of need requires relevant units to pay attention to it. The focus is on red tourism. Seamlessly connect with the red culture to make the red culture shine.

First of all, we must do a good job in red tourism planning, explore and protect red resources, create regional red tourism brands, and enhance the visibility and influence of red tourist attractions. Taking Nanliang as an example, there are 39 red revolutionary relics such as the Lenin School and the former site of the Soviet government in the Shaanxi-Gansu border area. In the construction of the Nanliang infrastructure, the red cultural resources of the red scenic spots have been transformed into the red tourism industry chain, and the number of receptions exceeded in 2018. With 1.74 million person-times and a revenue of 413 million yuan, this is a typical example of creating a brand and industry chain for Honger. Secondly, deepen the red tourism connotation, create a red tourism boutique route, pay attention to the construction of the red tourism pavilion, ensure the authenticity of the red tourism, and stimulate the role of red tourism education. In order to integrate red tourism and red culture, Nanliang carried forward and passed on the spirit of Nanliang revolution, founded Nanliang Cadre College, and played the role of red tourism education. By the end of June 2019, more than 40 sessions have been opened. More than 7,000 people. The purpose of Nanliang Red Tourism is very clear, which is to carry out its educational function. Finally, we should pay attention to new media marketing and integrate red genes into new media for publicity. In order to comply with the development of the times, relevant units must combine the characteristics of the times to build red tourism products and expand the communication and influence of the red culture.

5.3 Coordinate economic development and run a well-off society

Red tourism is a systematic project with cultural functions, political functions, economic functions, and social functions. To promote the development of red tourism, it is necessary to combine with local economic construction, and always focus on the theme of “not forgetting the original heart and keeping in mind the mission”. Resources, inheriting the red culture and carrying forward the good spirit of red. We must always adhere to the overall development, pay attention to the development of red tourism products, continue to expand the scale of the industry, and promote local economic development. Relying on the abundant red resources, Nanliang Red Tourism has attracted a large number of tourists to visit and bring business opportunities to local villagers. There are 48 special restaurants, 11 hotels and 8 sales outlets. Under the influence of scenic resources, villagers are generating revenue. considerable. The red tourism service industry is not only the economic growth point of Nanliang Town, but also a new way for villagers to go to a well-off life together.

6. Conclusion

As an important component of cultural tourism, red tourism is an important measure for carrying out patriotic education, cultivating the revolutionary spirit of the new era, and promoting the building of socialist civilization. Red tourism was once valued by General Secretary Xi Jinping. He has participated in many red tourist attractions and made a series of important speeches and instructions on red tourism. Although the number of red tourist trips in China has increased year by

year, the problems that arise are still quite prominent, such as the lack of deep red tourism content and incomplete functions. For this reason, we should base ourselves on practice and strengthen the “not forgetting the original heart and keeping in mind the mission”. The theme, highlighting political positions, deepening the connotation of red tourism culture, and coordinating economic development in order to move toward common prosperity.

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