

Original Paper

Study on Countermeasures for the High-quality Development of Zunyi Red Tourism

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Abstract

In recent years, the momentum of red tourism development is on the rise, and has become a new growth point leading the socio-economic development of the old revolutionary areas. During the 14th Five-Year Plan period, red tourism entered a new stage of high-quality development. How to promote the high quality of red tourism has become a new boom in the tourism industry. Zunyi is one of the five revolutionary holy places, rich in red tourism resources, but has not yet formed a good trend of high-quality development. Based on the realistic dilemma of the high-quality development of Zunyi red tourism, the high-quality development of Zunyi red tourism should take the promotion of supply-side reform as the main line, dig deep into the cultural connotation of red tourism resources, strengthen regional integration, carry out red tourism product innovation, build red tourism brand with local characteristics, improve the quality, efficiency and product effect of Zunyi tourism industry.

Keywords

Red tourism, High-quality development, Red resource development

1. Zunyi Red Tourism Development Status Quo

Zunyi has a long history, a rich collection of humanities, the territory has 200,000 years ago, the ancient human ruins of the “TongZi Human”, the Spring and Autumn Period was the territory of Pakistan, Fujian, Nightingale and other states, is an important link between Yungui, Sichuan and Chongqing. Zunyi is well-known to the world’s beautiful business cards in addition to the Chishui River Maotai wine, that is, into the textbook Zunyi conference. Zunyi has a very valuable and rich tourism resources, to Zunyi conference site as the center, distributed in the surrounding Red Army Mountain, Gouba Conference site, Lushanguan, Red Army Sidu Chishui Memorial Park and other red tourism has gradually become an important pillar of Zunyi tourism industry. At this stage, Zunyi red tourism resources show a benign development trend, and has the historical value advantages of the red tourism brand, the management advantages of free visits to red tourism, the policy advantages of the Zunyi government to support the development of red tourism, the network advantages in the context of information technology and other development advantages. However, there are still many problems in

its high-quality development path, how to promote the development of high-quality innovation in Zunyi red tourism, so that red resources become a red melting pot of patriotic, party-loving education and practical classroom, has a very important practical significance.

2. Zunyi Red Tourism High-quality Development Dilemma

2.1 Red Tourism Product Development is not Unique Enough

Zunyi red tourist attractions of the external appearance of most of the form of the former residence, memorials, statues, etc. the display of old-fashioned and insufficient innovation ability The lack of service supply level, unable to provide tourists with a one-stop tour experience, is an important factor leading to a short stay of tourists. Zunyi City minority culture is colorful and prosperous, colorful national costumes, there are the Yi, Miao, Tu, Bui, Yi, Yi, Hui and other 36 ethnic minorities, a total of 890,000 people, accounting for 12.2% of the city's population, on the contrary, Zunyi Conference site memorial, building features, not very good with the local natural resources, local customs and customs combined, highlighting cultural characteristics, weaken the value of commercial integration. Unique national culture also failed to integrate into Zunyi red tourism, innovative integration and development, resulting in scenic areas and outside the regional characteristics of cultural characteristics are not prominent, tourists can play fewer items, mainly to the site to see, old items explained, horse-watching flower-style visit mainly, resulting in a single tourist content, can not retain tourists, it is difficult to play the zunyi red tourism resources gathering effect.

2.2 The Exposure is not Enough, the Publicity is not in Place

Zunyi is located in the western interior, the economic development is relatively backward, regional information updates do not cause timely information lag, so that a large number of people on the current stage of Zunyi's development is not impressioned, resulting in cognitive deficiencies. In particular, Zunyi's red tourism resources, tourists' memories only stay in the pre-founding Zunyi Conference and the more famous and significant events such as Qidu Chishui. Only through historical knowledge to understand that the Zunyi Conference is the party's history related to the turning point, as for other red tourist attractions almost do not know. This is mainly Zunyi in the early publicity, the use of traditional media: television, newspapers, radio, magazines, etc., did not make reasonable use of new media, short video and other emerging media to engage with the outside world, the use of network means for information updates.

2.3 Red Resources High-quality Development of Night Tour Products to be Excavated

With the development of tourism, tourism form is becoming more and more intense, how to retain tourists, attract tourists, improve visibility has become a major problem, how to stand out in many projects, the development of red resources has become the focus. In the past, red resources rely on light shows to make visitors feel happy in entertainment, for the development of red cultural resources only rely on gorgeous night lights can no longer promote red resources to a higher stage of development. Zunyi red resources at first by the landscape because of the light show more pleasing to the eye, but

with the rise of the light show, it is no longer novel and unique, can not enhance the overall image and characteristics of red resources, but from a one-sided appearance to give a gorgeous feeling. Red cultural scenic buildings have a profound historical accumulation and rich cultural heritage, for the building lighting atmosphere is also exquisite. It's just simple to visually create a very bright light environment through light. Failure to display the historical and revolutionary sense of the building at night with the appropriate light scale.

2.4 Red Resources High-quality Development Audience Targeted Insufficient

The development of red resources is influenced by the age structure deviation of the masses, and the older tourist groups are far superior to the young. Red culture has distinct characteristics of the times, the contemporary youth of the revolutionary historical facts lack of real experience, so it is difficult to produce strong interest in the red tourist attractions. At present, the single red product, homogenization is serious, lack of experience elements in line with the trend of the times, the demand for the youth population, the lack of attention to the development of the times, resulting in excessive age structure deviation of tourists. The development of red resources lacks the excavation and development of foreign people. In the various exhibition halls at the Zunyi Conference site, the signs in the scenic area only provide translations of one language in English, and there are even many grammar and spelling mistakes. Among the other less well-known lines, the explanations in each showroom are only Chinese. The development of red resources should not only be open to Chinese tourists, but also let more foreign tourists know about the history of our Party's arduous struggle and the unique red culture on Chinese soil.

2.5 The Theme is Vague and Homogenized Seriously

Zunyi red tourist attractions to take a high-quality development path, must be in line with the modern society and Zunyi history of a clear theme, in the "National Red Tourism Development Plan" mentioned that the Zunyi-centered "Red Tourism Area in northern Fujian", the main theme image is "historical turning point, amazing victory". However, Zunyi red tourist attractions and most of the red scenic development model, the main form of the restoration of the original site, through the display of photographic materials, the story of the revolution, the display of relics Visitors understand this history, so that the main purpose of the popular display form is to promote education, remember the history, so that The Zunyi Red Scenic Area is not unique and innovative. At present, referring to the Zunyi site, the public's thinking is basically thinking that the older generation of revolutionaries held the Zunyi conference here, is a life-and-death turning point in the history of the Communist Party of China, but the deep connotation behind the Zunyi conference "turning point" has not been understood by the public. Because of the vague theme, but also brought a series of disadvantages, one is the low degree of unity between scenic spots, each scenic area alone development, some of the same form to bring tourists viewing fatigue; will no longer be used as a tourist destination.

2.6 Excessive Commercialization, Resulting in Waste of Resources

In recent years, the tourism industry, managers in the development process, the tourist attractions

simply as an economic product, in order to pursue the economic benefits of tourist attractions, the phenomenon of commercialization of tourist attractions more and more serious, even in Zunyi's red tourist attractions have appeared in this situation, under the guise of red tourism, in the scenic area to sell souvenirs at high prices to obtain benefits, some scenic spots to red culture as propaganda, the actual Admiral surrounding into a commercial street, many people rushed to the authenticity and integrity of the red ruins, but found that the remains have not been deeply excavated, in the commercial atmosphere, can only return with a sense of disappointment. As a scenic spot carrying red culture and red culture, we should focus on social benefits in order to maximize its value.

3. To Promote the High-quality Development of Red Tourism Countermeasures

3.1 Integrate the Advantages of Regional Red Resources and Build a New Pattern of Coordinated Development of Zunyi Red Tourism

In the construction of scenic area culture, pay attention to their own cultural connotation and construction, the history, culture and spirit of scenic areas in many forms of multi-level, multi-angle presentation, so that visitors can feel a full range of three-dimensional, multi-cultural experience. For visitors to feel, a single culture is prone to visual fatigue. Zunyi City' ethnic minority culture is colorful and prosperous, and ethnic minority costumes are diverse. Zunyi in the development of red tourism can seize this regional characteristics of cultural characteristics for development, according to the local architectural style, customs, to create a unique style of service, Zunyi site adjacent to the construction of a unique Red Army Street, in addition to the Red Army Street there is an adjacent community, mainly to the service industry, their housing buildings are restored to the former style of Zunyi City. Scenic areas can combine this more characteristic streets and neighborhoods, the Zunyi Conference site exhibition hall and the nearby Zunyi Conference site combined with the planning of a special line of tourism routes, forming a tourism planning route. And combined with Zunyi's green water green mountains, ancient towns, villages to form a red model, the development of regional characteristics of red tourist attractions.

3.2 Combining Cultural Connotations, Make Good Use of Emerging Media

By excavating the connotation of the red spirit and expanding the way of spreading the red culture, we will continue to improve the political and social benefits of the red resources. In the way of publicity, in addition to innovation and publicity, we should change the traditional way of only from the macro-propaganda to remember history, but to establish a unique brand image, the "historical turning point, amazing victory" theme of the integration of publicity into the public's view. Make good use of the information age, establish a digital media platform, grasp the important time node of science and technology renewal, combine the development of science and technology tourism, and enhance the awareness of the times. Integration of red tourist attractions, patriotic education base and other resources, the introduction of a number of red tourism boutique routes, held a series of characteristic, bright red theme exhibitions, theme preaching activities, through the current fire of short video APP -

shake, micro-video, micro-blog and other media release, increase its exposure, the use of public service advertising, cultural popularization, etc., to increase its influence.

3.3 Expand the Night Tour Mode and Enhance the Experience of Night Tour

Night travel mode and technology integration, with new technology to improve the night play experience, so that people enjoy the “moonlight” colorful life. When holding a red scenic light show, we should innovate its mode of communication, take the light show as the medium, use the unique light and shadow way to express the red spirit, or use the light and shadow show to show the red revolutionary story, let people feel the spirit of the older generation. Enhance the visual symbols and graphic elements of light and shadow shows to present cultural stories with more stunning visual conflicts, more flexible dynamic carriers, and more reasonable technical means. According to the characteristics and needs of different regions, planning has a differentiated red scenic night tour features, so that each experience has a complete story line, enhance the night experience of visitors. Science and technology should rely on Zunyi’s red scenic spots, to create fun red scenic night tours, so that red tourist attractions more attractive, better spread the revolutionary history and culture.

3.4 Strengthen Different Thematic Experience Activities to Enhance the Attractiveness of Zunyi Red Tourism Brand

The travel experience of different tourist groups is different. Red tourist attractions have the value of the times, carrying the transmission of red genes, enriching the connotation of red culture, expanding the role of red spiritual communication forms, should be different audiences to develop different theme experience activities. The old man recalls the past, men in the fierce fighting experience, women through the common feelings to produce a strong feeling. In the face of different groups of people’s different ways of feeling, scenic spots can take immersive, dynamic, static and other viewing modes, to make in line with popular culture, so that tourists and “history” feel the same, do a good job of sorting, “the disease of tourism projects.” For young people, the introduction of historical script killing, simulation of historical secret room, real guerrilla warfare and other scenario-style projects. Aiming at middle-aged and old age, the introduction of historical drama, historical stage drama and other ornamental projects with memory and educational significance in one, increase the attraction, highlight the characteristics, so that immersive experience and spiritual and cultural heritage of the two into one high-quality tourism experience.

3.4.1: Innovation and construction of 3D hero city, close the distance with heroes, create zero distance contact with heroes, will zunyi Red Army Division Martyrs’ Cemetery monument in 3D to restore the revolutionary period state, stimulate the young people’s “revolutionary fighting spirit”;

3.4.2: Cultivate and develop the new normal mode of cloud wisdom red resources, red story to open up cloud performance, cloud exhibition and other forms, enhance the red culture of the times, create immersive red resources experience new scenes, the red story with modern technology in front of people.

3.4.3: Enter the red field to simulate the “war” experience, with the development of the times, the development of red resources also occupied a new height, the contemporary youth is not a true sense of war experience, it is difficult to experience the revolutionary forefathers from the essence of the true feelings. Incorporating red resources into simulation games, in the game in the most appropriate way to experience the long march process of hard work, immersive feeling and participation in the event. In addition, the game can be brought to the revolutionary era from the perspective of the hero, to a participant in the red army of workers and peasants to experience the harsh environment encountered by the Red Army, to stimulate the experience of learning red culture, the transmission of red story interest and determination, thereby strengthening the intensity of learning and learning effect.

3.5 To Build a Red Tourism Brand with Regional Characteristics and Deepen the Theme

3.5.1: Macro to determine the “historical turning point, amazing victory” theme, Zunyi conference venue, Xishui, Chishui, Renhui and other scenic spots to be linked, in the overall theme to drive the various sub-regions, adhere to the same theme as the center, and then integrate into the history of all parts of the country Elements, closely linked, formed to “tree” style of development to attract tourists’ interest, so that The Zunyi red scenic spot between both the overall effect, but also local innovation characteristics. With the theme of “Historical Turning Point, Surprising Victory”, each scenic spot is strung into a story line, and each scenic spot is interpreted as an independent storyline. Enhance the relevance of various scenic spots, carry out various forms of travel activities, avoid the monotony and tediousness of the tour

3.5.2: Change the traditional exhibition form, integrate modern elements, so that each link shows a clear theme. Using advanced technologies such as VR virtual reality, AR augmented reality, and 5D experience, we can visually and vividly present historical events and scenes, so that visitors can change from “visitors” to “participants” and fully experience “amazing wins”.

3.5.3: Change the way of publicity and build special scenic spots. In the construction, based on the historical events and historical significance contained in each scenic spot, the layout, architecture, environment, layout and so on, combined with the storyline design, highlighting the historical characteristics behind each storyline.

3.6 Dig Deep into the Values of the Red Cultural Era and Pay Attention to Social Benefits

Red tourism to take the road of high-quality development, avoid commercialization, pay attention to social benefits is the most important. There are three main considerations.

3.6.1: Precise positioning, clear theme. Red tourist attractions are an important carrier for spreading red culture, and history and times have given them the same characteristics. The main task of Zunyi Red Tourist Scenic Area is to spread the red culture, pass on the red spirit, publicize and educate, bear in mind the history, the development of the scenic spot should be based on the premise and foundation of inheriting red, and economic benefits should not be the primary goal.

3.6.2: Handle the relationship between scenic spots and business. Moderate commercialization can drive the economic development around the scenic spot, attract more tourists, and add brick to the

development of the scenic spot, but excessive commercialization will only focus on economic development, cover up the red culture, and even destroy the scenic ruins. Zunyi red scenic spot in the development of surrounding business should be strictly in accordance with the relevant provisions of Zunyi, the government should play a role of guidance, supervision, control, the formation of a comprehensive supporting tourism service system.

3.6.3: Develop a third-party restraint mechanism. In order to supervise and control the business situation, the government can establish a behavioral restraint mechanism for the commercialization of tourism, and exert restraint on merchants through administrative intervention, such as business license, price control, quantity control, etc., and can set up trade associations to encourage fair competition, take high-quality products and high standards of service as the core competitiveness, and maintain the credibility of the industry. As a bridge between merchants and the government, it provides a channel for communication between merchants and the government. Through the supervision of third parties, to ensure that Zunyi Red Scenic Area and its surrounding commercial development around the red culture, to assist the development of scenic spots.

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