

## *Original Paper*

# Research on the Development Strategy of Red Study Tourism in Ganzi Prefecture

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### ***Abstract***

*The study found that Ganzi Prefecture is rich in red historical sites and cultural symbols, but faces multiple challenges in its development, such as insufficient policy support, problems with tourists' experience, and difficulties in cultural inheritance. By strengthening policy guidance, improving product quality, promoting the integration of industry and education, as well as focusing on cultural inheritance and innovation. At the same time, it focuses on environmental protection and social participation in the development process to ensure the sustainability of red study tours, promote the combination of red study tours and cultural inheritance, and realize the win-win situation of economic benefits of tourism and cultural heritage, which is of positive significance for promoting the development of local society and economy, as well as protecting and inheriting the red culture.*

### ***Keywords***

*Ganzi, red study, tourism, development*

Ganzi Prefecture is located in the western part of Sichuan Province of China, with a length of about 663 kilometers in the north and south, and a width of about 490 kilometers in the east and west. The total area of the Prefecture is 153,000 square kilometers, accounting for 31.76% of the total area of the province. Ganzi Prefecture has a long history and was one of the important corridors of the ancient tea-horse exchange market. In the long-term historical development, this land has nurtured a rich red culture, and many heroic figures of revolutionary history and red historical relics have emerged. These red resources have become unique tourism resources in Ganzi Prefecture, providing rich materials for red study tours.

## **1. Development Dynamics of Red Study Tourism in Ganzi Prefecture**

The development dynamics and influencing factors of red study tourism in Ganzi State is a comprehensive and complex subject, which is affected by many factors.

- 1). Red resources: Ganzi Prefecture is an ideal destination for red study tours based on its rich and unique red historical, cultural and heritage resources. Its historical relics of the Long March of the Red Army, iconic red cultural symbols, as well as monuments and sculptures full of heroic deeds constitute fascinating tourist attractions. Touching stories of heroic figures and rich museums of revolutionary history provide visitors with profound cultural experiences. In addition, Ganzi Prefecture presents tourists with more authentic and rich red cultural landscapes by organizing red cultural festivals and celebrations, such as commemorative activities like retracing the Long March Road. These rich red resources not only infuse Ganzi Prefecture with deep historical connotations, but also provide rich materials for red study tours, providing tourists with in-depth cultural experience and historical education, making it a fascinating tourist destination.
- 2). Tourist demand: Tourists' demand for in-depth cultural experience and historical exploration is the driving force for the development of red study tourism. As people's cultural literacy improves, their interest in tourist destinations with historical and cultural connotations is increasing, which provides a broad market for red study tours in Ganzi Prefecture.
- 3). Educational needs: red study tours are deeply integrated with education to meet the needs of students and educational institutions for field teaching and historical and cultural education. The organic combination of educational resources and study tour programs can enhance the attractiveness of red study tours.
- 4). Cultural inheritance: The active participation of community residents and tourists, as well as the inheritance and protection of red culture, are key factors in the development of red study tourism. By cooperating with local communities, it is ensured that they share the dividends of tourism development, while protecting and passing on the local red culture.

## 2. Status of Red Study Tourism Development

Red study tourism in Ganzi Prefecture is currently showing vigorous development. Through in-depth excavation and integration of rich red resources, including the Red Army's Long March routes and historical relics, Ganzi Prefecture has succeeded in creating study tour destinations with deep historical heritage. In terms of infrastructure development, improved transportation accessibility and service quality have made it easier for tourists to arrive and have a better tourism experience. The application of digital technology, such as VR technology and interactive experiences, provides tourists with a lively and interesting way to learn about red history. Government policy support and relevant planning have also laid the foundation for the sustainable development of red study tours. Meanwhile, Ganzi actively promotes cooperative programs with local schools to provide students with field education opportunities and deepen their understanding of red history. Market research and increased tourist satisfaction show that red study tourism in the region has achieved market recognition, and word of mouth has gradually spread, becoming a well-known local tourism program. However, red study tourism still faces some challenges, such as environmental pressure and difficulty of cultural inheritance in some scenic spots.

For this reason, environmental protection measures need to be strengthened to ensure that the participation of tourists does not harm the natural environment of scenic spots. Meanwhile, for the cultural inheritance difficulties, measures can be taken to ensure the accurate communication of history and culture to further enhance the educational value of tourism.

In the future development, Ganzi red study tourism can improve its competitiveness by constantly innovating and launching new tourism products, developing differentiated marketing strategies, achieving more comprehensive and sustainable development, and providing tourists with richer cultural experiences.

### **3. Analysis of Influential Factors of Red Study Tourism in Ganzi Prefecture**

The development of red study tourism is jointly influenced by various internal and external factors. On the internal side, the support of government policies directly promotes the rational development of red study tourism resources, and the internal factors of the market, such as the quality and innovativeness of products and services, are directly related to the competitiveness of the destination. At the same time, the local social and cultural recognition and support for red study tourism, as well as the improvement of technology level, also play a key role in the internal factors. On the external side, external market factors such as changes in the global tourism market and competition from other destinations affect the choice and flow of tourists. Meanwhile, the development of global technology may bring profound changes to the way and mode of red study tours. Economic factors, on the other hand, play the role of a bridge between internal and external factors, and local economic conditions are directly related to the economic benefits and sustainability of red study tourism.

There is an interrelationship between these factors. Government policies and market demand complement each other, and socio-cultural factors and technological development reinforce each other. Economic factors, on the other hand, connect internal and external factors, influencing tourists' willingness to travel and the level of tourism spending through the prosperity of the local economy and fluctuations in the global economic situation. Natural environment factors cut across all levels, affected by internal local natural environment quality, but also vulnerable to external factors such as global climate change and natural disasters. Therefore, the future development of red study tours needs to comprehensively consider these internal and external factors, and formulate targeted development strategies by reasonably integrating and balancing all factors in order to achieve sustainable, healthy and high-quality development.

### **4. Development Strategy of Red Study Tourism in Ganzi Prefecture**

By promoting policy support and planning, marketing and branding, educational cooperation and program support, community participation and sharing mechanisms, and the application of digital technology, red study tourism in Ganzi Prefecture can be comprehensively developed in a number of ways. This includes strengthening government guidance, enhancing destination awareness, deepening

cooperation with schools, promoting community win-win situations, and utilizing modern technological means to enhance visitor experience. In terms of socio-economic benefits, red study tourism will bring positive impacts to local socio-economies through efforts in employment and entrepreneurship, cultural heritage and education, and income growth. Measures such as training programs and entrepreneurship support will help improve the employment level and professionalism of local residents. At the same time, through social sharing mechanisms and the promotion of local commodities, red study tours can create more sources of income for local residents and contribute to the economic prosperity of the region.

This series of development strategies will enable red study tourism in Ganzi Prefecture to better integrate into the tourism market and achieve sustainable growth in economic and social benefits. This not only promotes the inheritance of red culture, but also creates more employment opportunities and economic vitality for local communities, providing a solid foundation for comprehensive development. Analyze the impact of red study tours on local socio-economics, including employment and entrepreneurship, cultural heritage, and income growth.

### **5. Analysis of the Sustainable Development of Red Study Tourism in Ganzi Prefecture**

Red Study Tourism in Ganzi Prefecture has demonstrated positive sustainability in several aspects. In terms of environmental protection, the negative impacts of tourists on the natural environment have been successfully avoided through enhanced conservation measures and ecological education. Cultural inheritance has been realized, with red history and culture being conveyed to tourists through red study tours, while educational programs are promoted in cooperation with schools to pass on red culture to the next generation. In terms of social sharing, the development of tourism promotes job growth and ensures the sharing of economic dividends by encouraging community participation. Socio-cultural integration has been fostered, with red study tours promoting cultural diversity by better integrating tourists into local cultures through cultural symbols and stories. The introduction of digital technology has provided the impetus for sustainable innovation, while government policy support and planning have guided the rational development of red resources. In terms of market competition, the continuous innovation of red research and study tourism products improves attractiveness and maintains market competitiveness. On the whole, Ganzi red study tourism has made remarkable achievements in comprehensively realizing the goal of sustainable development.

### **6. Conclusion**

As a new type of study tour integrating education and tourism, red study tour, as the market heat continues to rise in recent years, more and more people choose to obtain new knowledge and experience needs through this type of tourism. In order to achieve high-quality development of red study tour in Ganzi Prefecture, it is necessary to promote government policy support, market promotion and brand building, promote the integration of industry and education, focus on the inheritance and innovation of red culture,

deeply excavate the cultural connotations of red study tour, enhance the effect of red study tour, and make the red culture truly “into the eyes, into the brain, into the heart and into the line”.

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