

Original Paper

Research on the High-Quality Development of Culture-Tourism Integration in the Ganzi Section of the Long March National Cultural Park

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Abstract

The construction of the Ganzi section of the Long March National Cultural Park is of great significance for the development of the entire Ganzi Prefecture and can drive the integration of culture and tourism in the region. Currently, the feasibility of achieving high-quality development of the integration of culture and tourism in the Ganzi section of the Long March National Cultural Park is strong, but there are also some constraints, such as the lack of in-depth exploration and research, and the lack of a virtuous cycle between development and conservation. The integration of Long March culture and tourism resources is also challenged by regional factors and economic development, and the lack of systematic, forward-looking, and innovative planning. Therefore, it is necessary to develop a scientific plan for the development of the integration of culture and tourism in the Ganzi section of the Long March National Cultural Park, strengthen the protection and excavation of cultural heritage, improve the quality and competitiveness of cultural tourism products, strengthen cooperation and linkage with surrounding areas, stimulate the vitality and innovation of the integration of Long March culture and tourism development, and achieve the goal of high-quality development of the integration of culture and tourism in the Ganzi section of the Long March National Cultural Park. This can be achieved by adhering to a virtuous cycle of protecting and utilizing Long March cultural resources, exploring and utilizing the inherent value of Long March cultural resources, strengthening cultural brand building, and cultivating sustainable development momentum for the industry through market-oriented, diversified, and sustainable Long March cultural tourism operation and management.

Keywords

Long March National Cultural Park, Ganzi Prefecture, integration of culture and tourism, development

In 2021, the leading group for the construction of national cultural parks issued the “Long March National Cultural Park Construction and Protection Plan”, which proposed that the construction scope includes the areas where the Chinese Workers’ and Peasants’ Red Army passed during the Long March from October 1934 to October 1936. Since then, a construction and development boom has been launched for the Long March National Cultural Park (Li, Cui, & Luo, 2021). Since 2022, in order to ensure the high-quality advancement of the construction of the Ganzi section of the Long March National Cultural Park, Ganzi Prefecture has formulated the “Implementation Plan for the Construction and Protection of the Ganzi Section of the Long March National Cultural Park” (hereinafter referred to as the Ganzi section plan), adhering to high-quality construction to ensure that each construction project is implemented and promoted vigorously. This information is excerpted from the website of the People’s Government of Ganzi Tibetan Autonomous Prefecture: Our prefecture promotes the construction of the Ganzi section of the Long March National Cultural Park.

1. The Current Situation and Feasibility of the Integration of Culture and Tourism Development in the Ganzi Section of the Long March National Cultural Park.

1.1 Abundant Cultural Tourism Resources Related to the Long March in Ganzi Prefecture

The Long March culture in Ganzi originates from the 15 months that the Red Army spent passing through and staying in 16 counties in the Ganzi area during the Long March. The length of time and the vast area of activities of the Red Army during the Long March in the Ganzi area were rare in the entire Long March. These determine that the Long March cultural and tourism resources in Ganzi Prefecture include not only Long March cultural sites, generals’ activity sites and former residences, but also important battle relics, Long March relics, and so on. They are precious cultural treasures left behind during the Long March, with profound historical and cultural connotations and special regional value. Ganzi Prefecture is one of the most diverse areas in terms of landscape types, ecosystem types, and biological species in the world, and it is also the area in China with the most intact preserved native ecosystems. In recent years, the sales volume of ecological agricultural products and the number of tourists in the prefecture have increased year by year, with a good trend. The traditional villages along the Long March route have a strong ethnic flavor, which has laid a good foundation for Long March cultural tourism. Therefore, the combination of Long March cultural resources and Ganzi Prefecture’s natural and ecological tourism resources has great utilization value.

1.2 Construction of the Ganzi Section of the Long March National Cultural Park with the Concept of “One Axis, Three Lines, and Three Cores”

Ganzi Prefecture based on the plan for the Ganzi section has laid out the overall spatial form as “one axis, three lines, and three cores”. The Long March route of the First Front Army is the axis, and the Long March routes of the Fourth Front Army, the Second and Sixth Army Corps are the three main lines, with the three cores being the Luding Bridge, Xiangbala in Xiangcheng County, and the Ganzi Grand Assembly. The park is divided into four functional zones: management and protection, thematic display,

cultural and tourism integration, and traditional utilization. The three cores are the key exhibition areas, and four concentrated exhibition zones including Mianning-Luding, Luhuo-Ganzi, Derong-Ganzi, and Xiangcheng-Ganzi are also included in the plan.

Since 2022, Ganzi Prefecture has coordinated and integrated a total of 9.7 billion yuan in various funds. Over 190 planned construction projects and 23 landmark projects have started construction, making substantial progress with a total investment of 1.12 billion yuan. The Luding Bridge Exhibition Park, positioning itself as a “first-class immersive red cultural tourism destination in China,” has a planned area of 38.27 hectares and an expected total investment of 1.8 billion yuan. The completion of the Ganzi section of the Long March National Cultural Park is expected to be basic in 2023.

1.3 Board Prospects of Ganzi Prefecture's Long March Cultural and Tourism Industry

Most of Ganzi's Long March cultural resources are around tourist attractions, which serve as the foundation for the development of the Long March cultural and tourism industry. By implementing the “red tourism + green tourism” Long March cultural and tourism integration development model, not only has the development and utilization of Long March cultural resources been promoted, but also the growth of the tourism economy has been achieved, making it an excellent choice for integrated cultural and tourism development. Another example is Hailuogou, located in Luding County, which is known for its “ice”. By adopting the “red culture +” model, Hailuogou attracts tourists while using Long March cultural resources to add practical content to tourism projects and drive the tourism economy.

In accelerating the integration and development of Long March cultural resources with the regional economy, Hualinping Village in Xinglong Town, Luding County, is such a village. The capture of Hualinping and the fierce battle to cross the mountain played an important role in the Red Army's Long March and the battle of Dadu River. Hualinping retains rich memories of the Long March and preserves Red Army flowers, red peppercorns, and red stones. Hualinping Village is actively building a Long March-themed cultural and tourism characteristic village, and vigorously developing green industries. Currently, the village has developed 4,500 mu of Sichuan peppercorns, with an annual output value of about 11 million yuan. The annual income of villagers is mainly from Sichuan peppercorns, averaging over 8,000 yuan per person. Another example is the Hongying Cherry Festival in Chuni Township of Luding. These Long March cultural resources have given more vitality to the rural revitalization industry.

2. Factors Affecting the Integration of Culture and Tourism in the Ganzi Section of the Long March National Cultural Park at Present

2.1 Lack of Systematic Development and Protection and of In-depth Exploration and Research

Although Ganzi's Long March cultural resources are very rich, due to long-term human destruction, continuous expansion and construction, and a lack of effective protection measures, many of the cultural heritage have lost their historical value and are faced with serious destruction and loss. “Proposal for the Construction and Promotion of the Memorial Site to Red Army's Seizure of Luding Bridge” implemented in 2018 promoted Luding County to comb and investigate more than 50 Long March cultural sites and

relics within the county. Compared to other counties and districts in the prefecture, Luding County has relatively better development and protection of its red cultural resources. However, for most counties in Ganzi Prefecture, the development and protection of Long March cultural resources rely more on government financial support, which easily leads to a lack of motivation in the development and protection of Long March culture. Overall, Ganzi Prefecture has not yet formed a positive cycle in the development and protection of Long March cultural resources.

Long March cultural tourism is an industry, and in the integrated development of tourism and culture, while maintaining the historical appearance of resources is important, it is more important to deeply explore their cultural connotations and endow resources with uniqueness through culture. The Long March cultural resources contain the great spirit of the Long March, which has significant historical and practical significance. However, in the current utilization of Long March cultural tourism resources in Ganzi Prefecture, most of it is focused on surface-level Long March cultural sites, and there is still a lack of in-depth exploration of their unique cultural connotations and historical origins. It wasn't until March 2023 that the Ganzi Red Culture Research Center, a provincial-level research platform, was established at the Sichuan Minzu College (the only undergraduate institution in Ganzi Prefecture). Furthermore, there is still a need to strengthen the rational expression of Long March culture in the development of Long March tourism.

2.2 Regional and Economic Challenges to Integrating Resources of Long March Culture and Tourism

The economic development of Ganzi Prefecture mainly relies on characteristic ecology, wildlife, geothermal resources, and other resources. According to the GDP performance of 21 municipalities and prefectures released by the Sichuan Provincial Bureau of Statistics in recent years, although the economy of Ganzi Prefecture has grown in recent years, it still lags far behind the provincial average. In 2022, the per capita disposable income of residents in Ganzi Prefecture was 23,100 yuan, while that of Sichuan Province was 30,700 yuan. The Red Army's Long March had a wide range of activities in Ganzi, and the resources are abundant. Ganzi Prefecture has geographical features such as high terrain, high in the north and low in the south, a central rise, a deep southeast edge, parallel mountains and rivers, and clear regional differences. The altitude difference between the northern plateau and the southern valley is about 3000 meters, and the highest peak in Sichuan, Gongga Mountain, has an altitude of 7556 meters. Due to these geographical features of Ganzi Prefecture, the integration of Long March cultural resources in the region poses significant challenges. The development of Long March cultural resources in Ganzi requires significant support in terms of funding, technology, and talent. However, the reality is that the economy of Ganzi is relatively weak, and there is a lack of sustainable economic development foundations, which has become one of the main factors constraining the integration of Long March tourism and culture.

2.3 Insufficient Organic Integration between the Construction of Long March Cultural Scenic Spots and the Tourism Market for Lack of Systematic, Forward-looking, and Innovative Planning in the Integration of Long March Culture and Tourism

Ganzi Prefecture has unique advantages in Long March cultural resources, but the integration of Long March cultural scenic spot construction and the tourism market is a huge challenge at present: the exhibition themes and cultural product forms in the scenic spots are single, lacking experiential and participatory projects, the utilization rate of Long March cultural resources is not high, and the publicity methods and means are not innovative enough. The development and utilization of Long March cultural resources in Ganzi have not been fully tapped, with most venues and museums simply displaying cultural heritage. Although there are now some tourist routes and projects, the general public's understanding of Ganzi's Long March cultural resources remains at a relatively low level.

The existence of these issues has hindered the development and utilization of Long March cultural resources in Ganzi, making it difficult to achieve organic integration between the construction of Long March cultural scenic spots and the tourism market. In the current work on the development and utilization of Long March cultural resources in Ganzi, there are too many unilateral and short-sighted actions, and there is a lack of systematic and forward-looking planning and design.

3. Strategies for Promoting the High-Quality Integration of Culture and Tourism in the Ganzi Section of the Long March National Cultural Park

3.1 Adhering to the Virtuous Cycle of the Protection and Utilization of Long March Cultural Resources —Prerequisite for Achieving the Sustainable Development of the Integration of Long March Culture and Tourism

The sustainable development of the integration of Long March culture and tourism must be closely linked to protection, fully respecting the original appearance, historical value, and cultural connotations of historical and cultural heritage, and using appropriate methods for processing and utilization. In addition, attention should be paid to cultural inheritance during the development and utilization of cultural resources, that is, to consider cultural products as important channels for conveying cultural connotations, enabling culture to be better inherited and continued. Efforts should be made to strengthen the protection and inheritance of Long March cultural resources in Ganzi. These resources are our precious cultural heritage and need to be effectively protected. At the same time, it is necessary to strengthen the protection of cultural heritage and effectively maintain and manage cultural resources through the establishment of a sound management mechanism, protecting their unique historical and cultural value. In addition, inheritance is also a crucial part. Through relevant education and training, more people can understand the historical background, connotations, and values represented by Ganzi's Long March culture. To address the protection and utilization of Long March cultural resources in Ganzi, there is a need to strengthen policy guidance and actively explore diversified development and utilization models. In the development and utilization of Long March cultural resources in Ganzi, advanced technologies such as

virtual reality and digitization can be used to digitize cultural resources for better utilization and inheritance. At the same time, the application of big data technology can provide more powerful support for more in-depth research on the characteristics and value of cultural resources, to better facilitate their development.

3.2 Exploring and Utilizing the Intrinsic Value of Long March Cultural Resources, Balancing the Relationship between Regulation and Development, and Strengthening the Cultural Expression of Long March Tourism Market Elements

Firstly, further leveraging the role of the red culture research platform in resource exploration, gathering red culture talents, and studying Long March cultural theory, in order to mature both theoretical research and practical exploration, and promote the vigorous development of Ganzi's Long March tourism industry. Secondly, attention should be paid to the cultivation of red culture in universities. Universities have a natural advantage in studying red culture and its research results. Provincial and municipal governments should support universities in their respective areas to implement Long March cultural project research, and encourage universities to establish research themes on Long March culture, enrich Long March cultural theory, and promote the development of Long March tourism industry in Ganzi. Thirdly, it is important to pay attention to the transformation of achievements in red culture projects. Red culture should not be confined to theoretical research, but should aim to better guide practice. Efforts should be made to enhance the transformation of red culture research results, ensuring that red culture research can lead the development of the regional red culture industry and enhance the influence of urban red culture. Finally, a systematic theory of Long March National Cultural Park should be formed, and a high-quality talent team should be cultivated to solve the difficult problems of multi-disciplinary participation in the creation of Long March National Cultural Park and the integrated development of tourism.

In addition, in the process of deep exploration, it is necessary to establish bottom-line thinking and red-line thinking in the development of Long March cultural tourism, and eliminate historical nihilism, including the distortion of history and the phenomenon of vilifying or deifying great figures. The development of red tourism should be based on the principles of people-oriented approach, and the national cultural identity of tourists and local residents should be taken as the criteria for development.

3.3 Relying on the Development of Tourism, Strengthening the Construction of the Long March Cultural Brand, Focusing on the Industrialization of Long March Cultural Tourism, Cultivating Sustainable Development Momentum for the Industry, and Extending Characteristic Industry Chain of the Long March Cultural Tourism

In the development process, it is necessary to establish a smooth mechanism for the Long March tourism industry chain, seize opportunities, integrate resources, and focus on improving the quality and upgrading the development capacity of Long March cultural products in Ganzi.

During the Red Army's Long March period, a large number of historical relics were left in Ganzi, such as the Luding Bridge where the Red Army crossed the river, the site of the Red Army's capture of

Hualinping, the fierce battle across the mountains, and the Ganzi meeting. Therefore, the integration of Long March cultural resources with ecological resources through cross-border tourism will become an important opportunity and direction for the industrialization of Long March tourism development. Actively exploring the integration of mountain tourism development with Long March culture, developing Long March cultural tourism products with Ganzi characteristics in the “red culture + green ecology” model, and creating a brand effect for Ganzi culture. Using “Red Long March culture” as the theme, we will create boutique attractions with distinctive characteristics that meet the needs of different levels. We will promote the integration and development of Long March culture tourism in the Long March National Cultural Park, rural revitalization, and emerging urbanization through resource integration. We will enhance the affinity and experiential elements of red products. We will focus on the application of modern technology in the high-quality development of red tourism in cultural parks, combining traditional display methods with modern exhibition forms, and moderately using high-tech methods such as virtual simulation to increase attraction and appeal, and enhance visitor participation. Furthermore, by accelerating the development of Long March themed tourism and green ecology, and integrating folk culture with other tourism resources, Ganzi will gradually form a diverse range of Long March themed, compound red tourism products and routes in different forms. We will strengthen the exploration and research of the connotation of Long March culture, and create “red+” brands with ethnic characteristics. Meanwhile, using Long March as the theme, we will connect the red culture sites in various regions, enhance the overall strength of Long March tourism in the entire Ganzi area, and promote the high-quality upgrade of the overall tourism industry.

3.4 Implementing Market-oriented, Diversified, Sustainable, and Comprehensive Mode of Operating and Managing Long March Cultural Tourism

The operation and management of Long March cultural tourism in Ganzi is an important means to effectively develop and share Long March cultural resources, as well as to inherit and innovate culture. In the process of operation and management, the characteristics and value of resources should be fully utilized to achieve the maximum utilization and optimal management of Long March cultural tourism resources.

Firstly, the operation and management of Long March cultural tourism in Ganzi requires actively introducing operation and management talents, strengthening training and learning, broadening marketing channels, and innovating operation modes. Secondly, in order to gain advantages in market competition, the operation and management of Ganzi's Long March cultural resources must have certain competitiveness and characteristics. To achieve this goal, we should formulate a series of evaluation indicators, such as the results and benefits of cultural resource development, the professionalism and marketing strategies of operation and management, and tourist satisfaction. At the same time, we should combine practical experience and actively explore the best operation and management strategies and methods. Thirdly, the Ganzi government should increase investment, introduce talents, innovate operation modes, and strengthen evaluation and supervision in order to explore and practice effective

operation and management. It is hoped that good results can be achieved. In addition, social forces should be encouraged to participate in the development and management of cultural resources, enhancing the democracy and sociality of management. A scientific evaluation mechanism should be established to provide a basis for optimizing operation and management by timely feedback on operational effects. In summary, only by continuously improving and innovating in practice can we better promote the development of Ganzi's Long March cultural tourism industry.

4. Conclusion

With the deepening integration of Long March cultural tourism and the continuous improvement of tourism consumption, it is strategic and practical significance to fully exploit the resource advantages of Long March National Cultural Park in Ganzi section, connect and integrate resources along the line, innovate the integration of culture and tourism, and continuously expand overall influence. This will help inherit the spirit of the Long March, comprehensively showcase the historical and ethnic culture of Ganzi, and promote the economic development of the region. In the future, we must take the construction of Long March National Cultural Park as an opportunity, make good use of existing advantageous resources, overcome constraints, not only do a good job in the short-term inheritance and protection of Long March cultural resources, but also focus on the quality of Long March products, innovative operation and management of Long March cultural tourism integration. In addition, we should carry out reasonable planning and long-term layout for Ganzi's Long March cultural tourism resources. Only in this way can we promote the high-quality development of Ganzi's Long March cultural tourism integration, and coordinate with national strategies such as the building of a strong cultural country, rural revitalization, and new urbanization.

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