

Research on the Jiangxi Red Study Tourism Product Development

Shanmei Xiong^a, Hui Wang^b

Nanchang Institute of Science & Technology, Nanchang, Jiangxi, China

^a 719378803@qq.com, ^b 1776045319@qq.com

Keywords: Red Study Tourism Products; Development; Jiangxi; Obstacles and Solutions

Abstract: As one of the birthplaces of the Red Revolutionary Movement in China, Jiangxi Province has an influential historical background, and is rich in related red research product projects and resources. It takes the leading position for the development of red tourism. With the strong support of the government, Jiangxi red study tourism products have good development prospects, but there are also some obstacles. In this paper, the author puts forward the specific solutions to achieve the active development of Jiangxi red study tourism products.

1. Introduction

In the overall layout of “one leader, two distribution centers, three fulcrums, and six major areas”, red tourism in Jiangxi Province, combined with other red scenic spots around the area, has developed many highly popular travel routes. The 25 red scenic spots are mainly distributed in 5 regions of southwest, north, south, northeast, and west of Jiangxi. It effectively combines the regional red culture, green natural scenic spots, ancient buildings, and other historical cultures.

2. Current Situation of Red Study Tourism Industry in Jiangxi Province

Jinggangshan Scenic Spot is currently the spot with the most prominent development in red study tourism in Jiangxi Province. As the earliest 5A grade red study tourism scenic spot in China, it has greatly promoted the development of the red tourism industry in the entire province and even the country. Nanchang and Ganzhou in Jiangxi Province are the tourism distribution centers of northern Jiangxi and southern Jiangxi, respectively. With convenient transportation, the city has a tremendous radiating effect on the red tourism areas such as Jinggangshan and Ruijin, and communicates with the surrounding natural and historical attractions, thus effectively bringing regional economic development[1].

Development advantages of red study tourism products in Jiangxi Province

(1) Regional red tourism resources are rich and unique. As a recognized "red land", Jiangxi is the origin of the Red Revolution in China has a rich and profound revolutionary history. The extensive development of the revolutionary movement has left Jiangxi with valuable spiritual wealth and red historical resources. According to national statistics, there are 1258 ancient revolutionary sites, ancient residences, and battle sites in Jiangxi. There is the world-famous heroic city(Nanchang), China's Red Revolution Cradle(Jinggangshan), the old capital of revolution(Ruijin, which is also known as the birthplace of the Chinese Soviet Republic, and the origin of the Long March of the Chinese Workers and Peasants Red Army), the blood-stained monument, and the birthplace of the Chinese workers' movement and the fall harvest uprising(Pingxiang, Anyuan). All red scenic spots contain a profound revolutionary spirit. The revolutionary cultural works, the beautiful natural beauty of Jiangxi, the long history, and rich culture, are beneficial to the overall development of the tourism industry.

(2) National policy support for red research tourism. With the continuous improvement of people's living standards and ideological awareness, red study tourism is more and more favored by people, and national authorities and local governments have greatly provided policy support and encouragement. Since 1999, Jiangxi Province has issued relevant favorable policies to promote the

rapid development of Jiangxi's red study tourism industry, made measures that are in line with the characteristics of the times, and provided support for the sustainable development for Jiangxi's red tourism. With the progress of China's society in recent years, people's living standards have been continuously improved, and the budget and expenditures for tourism are also increasing. People's cultural literacy has also been better developed with the popularization of education, and they are more and more interested in the Red Revolution cultural tourism. The following figure can reflect the development scale of red tourism in Jiangxi in recent years.

Table 1. Red tourism income statement of Jiangxi province

Years	Reception (100million)	Revenue(100 million yuan)	Development tend
2013	2.5	1863.6	Steady growth
2015	3.8	3600.5	Steady growth
2017	5.73	6435.1	Rapid growth

(3) The red study tourism brand is well established and maintained. The red tourism in Jiangxi Province have distinctive features such as beautiful scenery, and the brand effect has significant advantages over other scenic spots. Combining the characteristics of its tourism resources, Jiangxi has successively launched three golden tourist routes: the red classic tourist route in central and southern Jiangxi, the green elite tourist route in western Jiangxi, and the colorful essence tourist route in Poyang Lake around northern Jiangxi. The construction of the scenic spot is proceeding smoothly, the preparation of various infrastructures is relatively complete, and the attention gained from brand publicity activities is also primarily guaranteed.

3. The Factors Hindering the Healthy Development of Red Study Tourism in Jiangxi Province

The overall development prospect of the red study tourism industry in Jiangxi Province is good, but some unfavorable factors hinder its healthy and rapid development.

(1) The resource development is insufficient

At present, the resource development of the red study tourism project in Jiangxi Province is still mostly superficial. The mode of resource development is monotonous, the characteristics of related tourism products are not evident, and the overall growth is relatively rough. On the one hand, the form of sightseeing with tourist attractions is relatively simple (mostly based on static display), the tourists' real sense of experience is limited, and their participation is not high. It is insufficient for the youths who grew up in a peaceful era and lacked effective resonance. On the other hand, the explanations of the scenic guides are relatively obsolete and cannot match the characteristics of the modernization period. The overall lack of vitality will cause tourists to lack the shock of historical deeds, resulting in the little effect of the study tour. Most red revolutionary scenic spots in China carry out single activities such as visits and excursions. Tourism projects with a rich sense of participation are scarce. Relatively high-level red tourism catering and red tourism products, and other supporting facilities are not perfect [2].

(2) The utilization rate of resource integration is not high

Jiangxi Province has a rich history of Red Revolution tourism resources. However, the dominant red tourism areas have not yet formed a sound integration model and scale from the perspective of distribution and development at this stage, failing to establish the province's tourism network. Specifically, the two big red areas of tourism represented by Jinggangshan and Ruijin have apparent brand effects nationwide, but the provincial tourism resources are not integrated into place, failing to drive other red regions in the province to develop together. Nanchang is in the north of Jiangxi, Jinggang Mountain is in the west of Jiangxi, and Ruijin is in the southeast of Jiangxi. They should promote the development of red tourism in Jiangxi, but their status as a tourism center is not apparent. The site of the Shangrao Concentration Camp in the northeast of Jiangxi, the Revolutionary Martyrs Memorial Hall and the mausoleum and the Fang Zhimin Memorial in

Yiyang, the site of the Hengfeng Minsu, Zhejiang and Gansu districts, and the former residence of Zou Taofen in Yujiang did not form a red tourism network.

(3) The various supporting services in the study tour are not perfect

Fundamentally speaking, red tourism is an industry rooted in services. The quality of tourism products depends on the difference between the overall expectations and perceptions of tourists for the combined products, which determines the satisfaction of tourists and defines whether the travel service is successful. The development of tourism involves many auxiliary security industries, such as tourism and leisure entertainment, catering and accommodation, transportation security, and tourist souvenirs. Various work in Jiangxi Province has not been carried out in-depth regarding the support of red study tourism guarantee services. From the perspective of these related service guarantee departments, the overall quality and accommodation level of the red scenic spots are not high, the regularity of travel agencies of various sizes is difficult to guarantee, and there is a lack of service awareness at the attractions reception desk, resulting in dissatisfied travel experience for tourists. It affects the whole evaluation of feedback and is not conducive to the development of Jiangxi red study tourism [3].

(4) The means of publicity and marketing is monotonous

The red study tourism in Jiangxi Province is not significantly different from the red tourism derivatives in other provinces and regions in China. The overall red tourism products are relatively singular, and the varieties are not sufficient to demonstrate the superiority of Jiangxi red tourism culture, which also affects the effect of tourism promotion and marketing. From the perspective of propaganda and marketing itself, the method is relatively simple, the overall propaganda thinking method is relatively obsolete, and the application of modern media is very inadequate. The current propaganda methods are limited to low-efficient traditional ways such as scenic spot marketing, scenic product display, and visit sales of the sales staff. This situation leads to little interest among tourists and high cost, and it is not easy to ensure a good effect of comprehensive publicity and promotion of Jiangxi characteristic red scenic spots.

(5) The administrative intervention by the competent government department is excessive

The development of the red tourism industry is inseparable from government policies' support and guidance, and the competent authorities must control the participation and intervention of the actual work. After the government develops red tourism as a major work project, whether it can produce the prospect of sustainable development in the market and whether it can generate the source of internal development must rely on national support and supervision. The excessive interventions by the competent government departments in actual work will lead to the incomplete construction of various systems and the subsequent inability to adapt to market shocks, which is not conducive to the long-term and healthy development of red study tourism.

(6) Relative shortage of project funds and failure to meet development needs

Due to the particularity of the tourism industry, including the long construction time of facilities and systems, the high risks caused by rapid market changes, and the long profit cycle, the investor's investment willingness is not strong, and the industry's capital scale is insufficient, which affects Jiangxi's red study tourism. The formation of a high-quality system hinders the overall development of red tourism. The red study tourism industry in Jiangxi Province currently mainly relies on government funding. However, due to the large gap between the government's investment in tourism and market demand, as well as the low conversion rate of its capital utilization, the investment channels are limited, a series of problems have emerged, such as the imperfect configuration of infrastructure, inadequate publicity, and poor service conditions. It has caused great obstacles to the construction of the red tourism industry and restricted the development of red tourism to a certain extent.

4. The Method of Realizing the Sustainable Development of Red Study Tourism Products in Jiangxi Province

(1) Focus on building the red tourism brand and highlighting its own advantages

With the development of the times, the tourism industry has entered the development stage of

brand competition. The well-developed research and travel product projects have their distinctive market characteristics. Brand competitiveness is the core competitiveness of modern tourism. The current red tourism publicity in Jiangxi does not create the characteristics of the red study tourism brand in Jiangxi. It is necessary to build a strong brand through integrated marketing, concept marketing, event marketing, and other means, and create a cultural image of a famous tourist city or scenic area [4].

(2) Focus on innovation with red cultural elements and implement "scenario reproduction"

For example, the Jinggangshan Red Scenic Area creatively integrates red education and tourism resources to activate the cultural elements of the red scenic area; the Jinggangshan Ciping old residence and the red song duet of the Longtan Scenic Spot reproduce the revolutionary scene, experience the red culture, test their character and train the team. The spiritual and other educational contents are combined to form the "Jinggang Mode" of red training to enhance the attractiveness and cultural expression of red scenic spots. Adhering to the concept of "red but not only for red", but the idea of "red is the body, colorful is the wing" was determined, and the brand image of "red, green, gold, blue and ancient", which is more inclusive in the market, is formed. Jinggangshan also organizes various thematic activities every year, such as the 80th anniversary of the creation of the Jinggangshan Revolutionary Base in 2007, the Red Culture Week in 2008, and the particular time for "3.8", "5.1", Nurses' Day, Teachers' Day every year. Other red scenic spots in Jiangxi Province can also learn from these references.

(3) Diversify forms, dig deep into cultural connotations, and highlight educational functions

There are many manifestations of telling an excellent red story, such as museum display, scene experience, cultural performing arts, theme amusement. The various expressions are not independent and can overlap. They only discover the rich culture of red culture and let the history of red culture accumulate. It can keep pace with the times and keep the red resources alive. Participants' educational experience achieved subtle effects through the creation of base position awareness and the implantation of red culture. The focus of red research education is the construction of product content. It is the focus of the curriculum design to convey the red developmental genes to participants more effectively and more interestingly, and let participants be immersed in the story. The National World War II Museum makes good use of the concept of scenes. It uses modern technology (holographic projection, special effects, multimedia devices) and real props to restore the harsh living environment of World War II, record the outbreak of World War II, and experience the hardships of war to achieve the goal of education.

(4) Clarify the significance of red study tourism and promote the comprehensive development of the next generation

Enlarge the "sense empathy" to achieve maximum resonance with history. The first step is to tell the red story to make participants immersed. The second step is to design a red tour route and integrate the red tourism resources along the way. Professional instructors should be available so that students can make a leap in the cognitive level, feel the charm of red culture, and let education happen "naturally" on tour. The red tourism study base is based on the theme of the achievements and the great spirit achieved by the Communist Party of China, which guided the revolutionary struggle and socialist construction of the people throughout the country. It carries not only educational functions but also social and political functions, especially political functions. This is the key difference between it and the general study tour base.

The red tourism research base is based on the theme of the achievements and the great spirit achieved by the Communist Party of China, which guided the revolutionary struggle and socialist construction of the people throughout the country. It carries not only educational functions, but also social and political functions, especially political functions. This is the key difference between it and the general study tour base. Studying can strengthen team spirit and allow children to understand their commitments and cultivate their self-reliance and morality. The significance of the study trip includes let the children exercise in real interpersonal relationships, shape their role moral concepts and hardworking spirit in the designed activities, complete a specific task diligently under pressure, establish commitments, seek the truth, be pragmatic, and cultivate their responsibilities,

which are particularly valuable for the growth of children.

(5) Optimize the symbiotic environment of red study tour based on tourism needs

The audience of red study tourism is mainly student groups, including elementary school students, junior high school students, high school students, vocational school students, university students, and graduate students. The characteristics of the student groups of different ages are different, but they have something in common: lively and active features, great curiosity, and strong plasticity. In the development of red study tourism products, the audience needs of red study tourism should be considered first, and then the influential factors in the symbiotic environment should be comprehensively studied. These factors interact to produce necessary external conditions that affect the development of study tourism products.

The development of red study tourism products is usually based on certain red tourism scenic spots or venues and memorials where red resources are prominent and where the red study tourism base is established. Therefore, the construction of the red study tourism base should be jointly improved from the hard environment and the soft environment. The hard environment is to upgrade correspondingly in the original scenic spots and red cultural resources. The construction of the base should ensure that it meets the national construction standards of at least 3A-level tourist attractions and then focus on upgrading the software and connotation, and at the same time strengthen the creation of a red tour study atmosphere. In the soft environment, the red study tourism base should start from the aspects of faculty, curriculum construction, and security system. In terms of teacher team building, the red study tutor should combine tour guides and teachers who are familiar with the laws of tourism and education, thus making it more professional [5].

5. Conclusion

On the whole, Jiangxi red study tourism industry has good development prospects. Jiangxi Province is rich in red revolutionary resources and strongly supported by national policies, but some factors hinder development. For the development of subsequent products, we must fully realize the importance of the red brand and strengthen the integration of resources. The importance of red research work should be enhanced as soon as possible. Methods should be taken to help Jiangxi red study tourism products achieve good development, cultivate more high-quality talents with a patriotic spirit, and promote the development of the entire nation.

References

- [1] Li Mengmao. (2019) Research on the Integration of Red Culture into High School Ideological and Political Teaching. East China University of Science and Technology.
- [2] Wang Weinian. (2019) Thoughts on the Development of Jinggangshan Red Study Tourism. Journal of Jinggangshan University (Social Science Edition), 40(04): 20-27.
- [3] Liu Haifei. (2019) Research on the Development of Jiangxi Ruijin Red Culture Study Tourism. Northwest Normal University.
- [4] Zhang Jing. (2018) Research on the Promotion of Soft Power of Jiangxi Red Culture. Jiangxi University of Science and Technology.
- [5] Zou Xuemei, Fang Chaoyang. (2018) Research on Smart Development of Jiangxi Red Tourism Scenic Spot. Travel Overview (Second Half of the Month), (04): 132-134.