

## Research on the Development Model of Red Tourism in Jiangtaipu

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**Abstract:** Jiangtaibao in Ningxia has a brilliant red history and red gene. The long march of that year was the journey of the Communist Party of China to lead the masses of the people to win the Anti-Japanese War, liberate the whole China, change the fate of China, and lead the Chinese people to the socialist development road. Today, in the new era of reform and opening up, we are facing a new "Long March", which is the road leading China to a more prosperous and strong development in the future.

### 1 Introduction

When it comes to the spirit of the long march of the Red Army, most people are overwhelmed by the courage and dedication of the revolutionary martyrs in the long march of 25000 Li. When it comes to the Huining meeting division, everyone is familiar with it. As the last meeting division of the long march of the Red Army, jiangtaipu is also the ending place of the victory of the long march of the Red Army. Its historical significance is more symbolic. On October 22, 1936, the general headquarters of the Red Army, the Red Army and the second division of the main force of the Red Army met in jiangtaipu, declaring the end of the arduous and great long march victory, and the strategic policy of the Communist Party of China to fight against Japan in the North was also realized, which greatly united and consolidated the Anti Japanese forces of the whole nation, and promoted China's revolution from turning point to victory. In July 2016, general secretary Xi Jinping came to the fort, and put forward the idea of "never forget the beginning and take the new Long March". Jiangtaibao in Ningxia has a brilliant red history and red gene. The long march of that year was the journey of the Communist Party of China leading the masses to win the Anti-Japanese War and liberate the whole China, changing the fate of China and leading the Chinese people to the socialist road of development. Today, in the new era of reform and opening up, we are facing a new "Long March", which is the road leading China to a more prosperous and strong development in the future. In memory of history, we constantly draw nutrition and motivation. The red tourism resources with jiangtaipu as the source of strength are the "mainstay" for the younger generation to understand the spirit of the long march and take a good "new Long March". Therefore, the red tourism development of jiangtaipu must bear in mind the red history and inherit the red gene.

### 2 Red gene

We are in an era of rapid changes in the world environment. The two centenary goals are steadily being achieved. The spirit of the long march is an important source of strength for us to keep our original mind and never forget our mission on the way forward. At present, it is not enough to let more people understand the spirit of the Long March, realize the revolutionary years and inherit the red gene only by the narration of books and the propaganda of the media. History can only be enriched and colored once again when it comes to people's lives. Red tourism takes the memorial places and symbols formed by the great achievements made by the people under the leadership of the Communist Party of China during the revolution and war as the relevant carriers, and takes the revolutionary history, revolutionary deeds and revolutionary spirit as the theme, and organizes and receives tourists to carry out a tour focusing on Memorial learning and visiting Guided by tourism activities, it can not only play the role of patriotism education base, but also reflect the Chinese people's fighting spirit against foreign aggression and the great national spirit of self-improvement

and hard struggle. The organic integration of red cultural landscape and green natural landscape, the combination of revolutionary traditional education and the promotion of tourism industry, is an important form to promote the inheritance of red gene, enhance economic vitality and enrich the spirit of the times.

We should comprehensively implement the spirit of the important speech of general secretary Xi Jinping's visit to Hong Ning, inherit the red gene, excavate the red culture, give play to the leading role of red tourism in poverty alleviation, local culture, resource protection and economic development. The inheritance of red tourism gene is inseparable from product innovation and experience upgrading on the supply side. At the Third Plenary Session of the 18th CPC Central Committee, it was mentioned that the market should play a decisive role in resource allocation and the government should play a better role. Therefore, we need to coordinate the relationship between the government and the market, inherit the red gene of jiangtaipu, and help the further development of regional economy, culture and society.

The new era calls for new ideas. New ideas lead the new journey and inherit the red gene of red jiangtaipu. It is necessary to build a cultural tourism product of "two long march and one fort" (Long March, great wall and jiangtaipu) in combination with the construction plan of Guyuan Long March and Great Wall National Cultural Park being launched. The red gene of Ningxia jiangtaipu can combine the educational value, economic value and cultural value. It is organically integrated with the four major values of political value, closely linked with tourism poverty alleviation, local culture, resource protection and regional economic development, inherits the red gene, effectively transforms the red tourism resources into development benefits, promotes the local economic development, and also contributes to cultural publicity and patriotic education. As an important form of red tourism development, taking the long march road again makes every visitor truly feel this magnificent history and glorious years, and brand the spirit of revolutionary struggle into his heart.

The inheritance of jiangtaipu's red gene is inseparable from the improvement of the infrastructure and the construction of supporting facilities in the tourist destination. As a place where the Red Army successfully met in the Long March, jiangtaipu has a good red gene. In the development of red tourism, it is necessary to give full play to the leading role of the government and the role of overall planning, so as to provide guarantee for the development of red gene into red tourism.

### **3 Red tourism**

Red memory should not be forgotten. Red gene should also be passed on through mass tourism and tourism carriers. With the advent of experience era, red tourism gene also carries out patriotism education by satisfying the personalized and unique experience of tourists. Therefore, it is necessary to promote the prosperity of red tourism industry and product innovation, and enrich the market main body with the combination of consumer demand and the connotation of red tourism resources. First of all, for the red tourism resources of jiangtaipu, we can build a new tourism format, develop a red tourism town, and provide tourists with deep experience of red culture of jiangtaipu. It includes multiple functions such as visiting, shopping, catering and leisure. It organically combines the local red resources with the creation of tourism characteristic themes, and enriches the red connotation of six elements of tourism, namely, eating, living, traveling, traveling, shopping and entertainment. Second, through technology to help "immersive" red experience. "Immersive" tourism is a new form of tourism born in the era of experience. Through high-tech virtual reality experience, the "immersive" red tourism experience makes history no longer a text in books or an object in museums, but a living story that happens around tourists. Through modern technology such as VR / AR, we can feel the real red history. Through "immersive" tourism experience, tourists not only have a deep personal experience of the hard struggle and victory of the long march of the Red Army, but also can form a long memory, and effectively achieve the education significance of red tourism and the cultivation of patriotism. The design of "immersive" tourism products in jiangtaipu can make the scene of the Red Army meeting in jiangtaipu reappear, and at the same time, interactive links can be added. For example, visitors can play the role of local people and Red Army

soldiers, experience the joy of the meeting, and design the long march experience links, such as "flying to Luding Bridge", "crossing snow mountain and Grassland", etc. Through the "immersion" experience, tourists can experience the hardships of the war era and the tenacious spirit of the revolutionary martyrs, and truly feel the deep love between the army and the people. Finally, create a new red IP of jiangtaipu. As the last meeting place of the Red Army in the Long March, jiangtaipu symbolizes hope and a bright future, represents the brave revolutionary spirit and patriotism of the Communists and the masses of the people, and is also the "inspiration" for us to take every step in the future "new Long March" and win new victory.

To promote the integration of the form, business form, culture form, ecology and dynamics of jiangtaipu as the destination of "Red Tourism - the dawn of victory in the long march" will help to enhance the "Stickiness" of tourists' demand for the destination. Relying on the innovation of red resources in jiangtaipu to create a new IP for red tourism, and centering on the "Long March and dawn" to layout IP tourism, from the aspects of form (spatial layout of red tourism in jiangtaipu and landscape reflected by buildings), format (creative layout according to tourism experience needs, development of consumption format), format (Long March Spirit), ecology (natural environment, northwest scenery), dynamic (technology application and time) In order to form a systematic tourism IP market circle, enrich and perfect the connotation and value of tourism products, the new red IP should be focused on Develop tourism products of various types, such as sightseeing, leisure and vacation, promote the development of cultural and creative products and related products in the upstream and downstream industrial chains, enhance the vitality of tourism destinations, and promote the "global" development of red tourism.

Red is the most obvious belief background of the Communists. Red tourism is a new tourism product combining patriotism education and tourism industry. As an important channel to spread the revolutionary ideas of the party and show the glorious years, red tourism is also an important guarantee to spread the core values of socialism and promote the healthy development of socialism with Chinese characteristics. The smoke of history has gone. Now we are in a happy era of peaceful development. On the way to the "new Long March", we should be alert at all times with the spirit of the long march. Through the strategic layout of the development of red tourism, jiangtaipu will help more people to understand the spirit of the long march and absorb spiritual food. This is not only a return to the good life created by the revolutionary martyrs for us, but also a source of power to strengthen our ideals and beliefs and forge ahead. Therefore, the red tourism development of jiangtaipu must bear in mind the red history and inherit the red gene.

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