

Red Tourism and the Revitalization and Development of the Old Revolutionary Areas in Sichuan

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Abstract—Red tourism, as a form of tourism and education, has attracted much attention in recent years. The old revolutionary area is a classic destination of red tourism. Developing red tourism in the old revolutionary area has unique advantages in revitalizing the development of the old revolutionary area. However, for different old revolutionary areas, there should be specific development ideas and plans. Aiming at this problem, based on the definition and significance of red tourism, the general situation, characteristics and development goals of the old revolutionary areas in Sichuan and Shaanxi, through literature research and field investigation, this paper explores the ideas of promoting the revitalization and development of the old areas through the development of red tourism: Sichuan province and Shaanxi province should adhere to the principle of mass participation and government leadership, scientifically protect and develop excellent products. Taking red as the main body and combining characteristics, these two provinces should enhance regional cooperation and corporate cooperation, strengthen publicity and building brands.

Keywords—Red tourism; Old revolutionary areas in Sichuan and Shanxi; Revitalization and development

I. INTRODUCTION

In recent years, the domestic red tourism industry has risen quietly. Red tourism is not only a practical journey of revolutionary spirit, but also a new engine to promote the revitalization and development of the old revolutionary areas. The “Plan for the Revitalization and Development of the Old Revolutionary Areas in Sichuan and Shanxi” brings new opportunities for the revitalization and development of the old revolutionary areas in Sichuan and Shanxi. The “Outline of the National Red Tourism Development Plan (2016-2020)” points out the advantages of developing red tourism in promoting the revitalization and development of the old revolutionary areas. With the progress of society, the old districts should follow the development trend of tourism market and make reasonable planning for the local red tourism, so as to make the old revolutionary districts' red tourism sustainable development, and then promote the revitalization and development of the old districts.

II. RED TOURISM

A. Definition of Red Tourism

The “Outline of National Red Tourism Development Planning 2004-2010” promulgated by China clearly points out that red tourism refers to the thematic tourism activities that take the memorial sites and symbols formed by the people under the leadership of the Communist Party of China during the revolutionary war as the carrier, and take the revolutionary history, deeds and spirit as its connotation, carry out Memorial study and visit. In 2016, Xu Keshuai [1] defined red tourism as an activity or social phenomenon that represents the place where generations of Chinese have been visiting since 1840, especially under the leadership of the Communist Party of China since 1921, striving for bloody struggle, hard struggle and pioneering progress, and devoted themselves to the great dream of national prosperity and the rejuvenation of famous nationalities.

B. Red Tourism in Sichuan

“Sichuan is an old revolutionary area, a province with the longest duration, longest journey and most important events. It is also the home of the older generations of proletarian revolutionaries such as Zhu De, Deng Xiaoping and Chen Yi, and the revolutionary martyrs such as Zhang Side, Huang Jiguang and Zhao Yiman. Spiritual wealth left over and attached to the revolution is of complete variety, wide range and strong attraction. Influences and shocks are the best products of the red national tourism resources.” After years of development and historical precipitation, Sichuan red tourism has formed a distribution pattern of “one line, two districts”, involving the Red Army's Long March route in Liangshan, Aba and Ganzi in southwestern Sichuan, the hometown of great people in eastern Sichuan and the Sichuan-Shanxi Soviet Area in northeastern Sichuan. These districts are important areas for inheriting red genes [2].

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C. *The Significance of Red Tourism*

Red tourism promotes visitors to connect their individual life with the destiny of the country and the nation. By stimulating their sacred experience based on social reality, it shapes their social memory of major events, thus building visitors' social identity and achieving win-win results for both individuals (sense of belonging and self-esteem) and society (cohesion). In 2018, Liu Huan et al. [3] pointed out that by participating in red tourism activities, tourists can form perceptual evaluation of external environment and internal self, arouse individual emotions, and ultimately act on the change of their cognitive attitudes towards individuals, so as to achieve the purpose of learning and education.

The regions rich in red tourism resources can solve the practical problems of unbalanced regional development by developing tourism industry, so as to promote the coordinated development of regional economy in an all-round and systematic way, and then effectively transform the existing red resources into economic advantages and humanistic advantages. Red tourism is of great practical and historical significance in displaying the glorious history, fine tradition and revolutionary spirit of the Chinese nation, protecting red culture, cultivating national patriotism and national spirit, promoting the economic and social development of the old revolutionary areas and lifting the people out of poverty and becoming rich.

III. OLD REVOLUTIONARY AREAS IN SICHUAN AND SHAANXI

A. *Overview of the Development of the Old Revolutionary Areas in Sichuan and Shaanxi*

The old revolutionary areas in Sichuan and Shanxi (here in after referred to as the "old areas") are the revolutionary base areas established by the Red Fourth Front Army under the leadership of the Communist Party of China at the border between Sichuan and Shanxi, the second largest Soviet area in the period of the Agrarian Revolutionary War, and have made important contributions and great sacrifices to the victory of the Chinese revolution. The old district is located in the Qinba Mountains at the junction of Sichuan and Shanxi, including 68 counties (cities and districts) in Sichuan, Shanxi and Chongqing provinces, with a total area of 157,000 square kilometers. Among them, Sichuan Province includes Bazhong, Guangyuan, Dazhou, Nanchong, Mianyang and other five cities and 37 counties (cities, districts).

Because of many factors such as history, nature, geography and so on, the development of the old area is seriously lagging behind. In 2017, the per capita GDP of the whole country was 59261.8 yuan, while the per capita GDP of the five old districts and cities of Sichuan Province was 29184.2 yuan, which was only 49.25% of the national level. In 2016, China's urbanization rate was 57.40%, while the urbanization rate of the five cities in the old districts of Sichuan Province was 43.70%, 13.7 percentage points lower than that of the whole country. The proportion of primary industry in the industrial structure is too large, and it is a typical agricultural region.

On August 3, 2016, the National Development and Reform Commission officially issued and implemented the "Plan for the Revitalization and Development of the Old Revolutionary Areas in Sichuan and Shanxi" (here in after referred to as the "Plan"). The "Plan" puts forward the key tasks of regional revitalization and development and poverty alleviation from seven aspects: breaking the bottleneck of infrastructure, promoting the development of resources and characteristic industries, promoting the precise poverty alleviation and poverty alleviation in old areas, comprehensively improving the level of basic public services, promoting regional cooperation and reform and opening up, strengthening ecological construction and environmental protection, and coordinating urban and rural development. On April 3, 2018, the General Office of the Sichuan Provincial People's Government officially issued and implemented the Promotion Program for the Key Work of the Revitalization and Development of the Old Sichuan-Shanxi Revolutionary Area in 2018 (here in after referred to as the "Promotion Program"). The "Promotion Plan" points out seven key tasks for the revitalization and development of the old districts: strengthening infrastructure support, cultivating characteristic superior industries, grasping the "top priority" of poverty alleviation, improving the level of basic public services, deepening reform and opening up, coordinating urban and rural development, and strengthening ecological construction and environmental protection. The promulgation of "Planning" and "Promotion Program" reflects the state's emphasis on the revitalization and development of the old areas, and brings new opportunities for the old areas to accelerate the revitalization and development.

B. *The Characteristics of the Old Revolutionary Areas in Sichuan and Shaanxi*

The main characteristics of the old revolutionary areas in Sichuan and Shanxi are "six districts". They are red districts, belief districts, poverty-stricken districts, resource districts, shared districts and potential districts [4].

C. *Development Goals of the Old Revolutionary Areas in Sichuan and Shaanxi*

The "Plan" clearly puts forward the development goals: by 2020, in order to achieve poverty alleviation in rural areas of old districts, all poverty-stricken counties will take off their hats and solve the problem of regional overall poverty, the income level of urban and rural residents will be significantly improved, the main indicators of basic public services are close to the national average level, the bottleneck problem of infrastructure will be effectively solved, and the construction of characteristic and advantageous industrial system will be accelerated. The level of coordinated development of townships has been greatly improved, the living environment has been significantly improved, and efforts have been made to build an all-round well-off society with economic development, people's happiness, social harmony, cultural prosperity and beautiful mountains and rivers. To sum up, we should build old districts into "six districts": green zone, innovation zone, cooperation zone, transformation zone, agglomeration zone and agglomeration zone.

IV. RED TOURISM AND THE REVITALIZATION AND DEVELOPMENT OF THE OLD REVOLUTIONARY AREAS IN SICHUAN

A. *Advantages of Red Tourism in Promoting the Revitalization and Development of Old Revolutionary Areas*

In order to achieve the goal of revitalizing development and eliminating poverty, the old areas should base themselves on the regional advantages, objectively analyze the problems and difficulties that restrict the development of regional revitalization, find out the way to achieve the goal and task, and precisely implement measures. In 2019, Chen Gang [5] made a comprehensive analysis of the reasons for the lagging development of the old areas, and put forward some feasible ways of revitalization and development.

In 2016, the General Office of the Central Committee and the General Office of the State Council issued the "Outline of the National Red Tourism Development Plan 2016-2020", which calls for strengthening the protection and renovation of revolutionary sites and old residences, creating excellent red tourism scenic spots and classical routes, highlighting the banner of red tourism, leading and strengthening its functions (education and poverty alleviation), focusing on precise poverty alleviation, industry-driven, and cultivating red tourism as a kind of tourism. The advantageous industries in the old areas to fight against poverty. Red tourism has unique advantages in promoting the revitalization and development of the old areas[6]: practical poverty alleviation function, educational function of revisiting history, ecological function of sustainable development, and the driving function of a hundred responses to a single call. Therefore, under the background that the Party and the state attach great importance to and vigorously advocate the development of red tourism, we should give full play to the resource advantages of the old areas, cultivate red tourism as an important aspect of the revitalization and development of the old areas, and promote the sustainable development of local economy and society.

B. *Thoughts on Developing Red Tourism to Promote the Revitalization and Development of Old Areas*

In 2017, Jin Peng et al.[7] pointed out that red tourism resources have three attributes of politics, economy and society. They also pointed out that the development of red tourism market should keep pace with the times and promote the innovation of tourist market.

1) *Mass participation and government leadership*

General Secretary Xi Jinping pointed out: "The people are the creators of history and the masses are real heroes. The masses are the source of our strength." To enable the masses to exert their strength on the road of developing red tourism and revitalizing the development of old areas, we must make the masses realize the significance of developing red tourism and the vital benefits it can bring. Therefore, the role of government and related institutions in guiding education is particularly important. Faced with the new opportunities for development, leaders should seize the opportunities, improve their ideological understanding, have innovative thinking,

make good use of red resources, plan rationally, mobilize the enthusiasm of the masses, and enable the masses to participate in the development of red tourism. After people have realized the improvement of material living standard brought about by the development of red tourism, they will become passive and active, understand the relevant local policies, use their wisdom, and innovatively participate in the development of red tourism. When people communicate with the outside world, they can understand the life of the outside world, improve their ideological awareness, and urge the masses to pursue a higher quality of life.

2) *Scientific Protection and Development of Excellent Products*

At the 31st World Heritage Congress, the Summer Palace, the ancient city of Lijiang, the Forbidden City, the Temple of Heaven, the Potala Palace and other six natural and cultural heritages in China were warned by yellow cards. In 2008, Yao Qingshan [8] pointed out that the six World Heritage Sites should not only solve the problem of funds, but also the concept of "protecting heritage is economic or social benefit first". Old districts should learn from the experience and lessons of other regions, abandon the misconception of emphasizing exploration over protection, emphasizing economic benefits over social benefits, and adhere to the principle of "protection first, development subordinate to protection, development promotes protection". Red tourism is supported by red culture, which is a solid foundation for the development of red tourism resources and the cause of red tourism [9]. Therefore, we should protect the cultural connotations of tourism products, understand, excavate and discover new tourism products along the revolutionary history. We should make full use of modern scientific and technological means to develop high-quality tourism products with good ideas, entertainment, participation and experience, such as wearing Red Army uniforms, singing Red Army songs, living in Red Army houses, eating Red Army meals, taking the Red Army Road, launching guerrilla warfare and holding activities of "Be a Red Army for a Day"[10]. Multi-angle, multi-level and multi-angle display of red tourism products and development of high-quality activities

3) *Red is the main color, combining with characteristics*

The "Promotion Plan" clearly points out that "we should accelerate the construction of a number of red tourism scenic spots and classical routes, and implement the demonstration project of 'red + green' old revolutionary areas. We will accelerate the cultivation of a number of new types of tourism products, such as ecotourism, sports tourism, science and technology tourism, research tourism and health tourism of traditional Chinese medicine". The old area should conform to the development, undertake the "Promotion Plan", actively mobilize the local people, set up farm yards, let tourists eat authentic Sichuan-style farm meals, visit farm yards; carry out farm experience activities, let tourists participate in the life of the old area, experience the pleasure of farm life in the old area; set up the old area characteristic handicraft processing factory, which can be visited by tourists. The "Planning" clearly requires that the old revolutionary areas in Sichuan and Shanxi be built as "the first pilot area of ecological civilization in Qinba Mountains". To develop green tourism, that is,

ecological tourism is conducive not only to the construction of ecological civilization, but also to the formation of a new form of tourism that “matches red and green, and integrates culture and tourism”.

4) *Regional cooperation and enterprise cooperation*

To vigorously carry out red tourism activities, it is necessary to strengthen regional cooperation [11]. Regional cooperation can improve the degree of engineering division, reduce management costs, improve inter-regional industrial convergence, reduce marginal costs, and achieve higher labor productivity. When carrying out regional cooperation, the government should strengthen communication and cooperation with relevant enterprises, connect key tourist attractions into a line and weave fine tourist lines into a network. The government should make a good plan for the development of red tourism in old areas, link with the red tourism scenic spots with geographical advantages, and jointly develop tourism resources: scientifically analyze the most conducive to regional cooperation and the most distinctive routes in setting up transportation routes; and avoid similar duplication in short distance when developing tourism products. Tourism enterprises should scientifically arrange routes, actively cooperate with the government, and strengthen inter-regional tourism reception cooperation. Tourism supporting enterprises should strengthen cooperation with various scenic spots, catering and accommodation serialization, promote each other with scenic spots, improve quality and efficiency, and achieve win-win situation.

5) *Strengthen propaganda and build brand*

The old revolutionary base areas of China, referred to as the old revolutionary areas for short, refer to the revolutionary base areas created under the leadership of the Communist Party of China and Mao Zedong, the older generation of proletarian revolutionaries, during the Agrarian Revolutionary War and the War of Resistance Against Japan. They are distributed in more than 1300 counties (cities and districts) in 28 provinces, autonomous regions and municipalities directly under the Central Government in the mainland of China, except If we want to stand out in many old revolutionary districts, we must not blindly learn from other old districts, we must tap local characteristics, develop high-quality industries, combine the history of the old districts, have their own unique themes, and create local characteristic brands. It is necessary to strengthen publicity and broaden the visibility of the old areas in order to make the red tourism industry of the old areas sustainable development. In the promotion of foreign countries, we must integrate the resources of the old areas, form a certain link between the various scenic spots in the old liberated areas, formulate tourism promotional films, organize cultural tourism festivals, create some hot spots, attract tourists’ curiosity, make full use of Internet technology, and achieve “Internet + red tourism”, build a benign interaction mechanism between red tourism and red websites, and use websites to promote scenic spots[12]; using network marketing, experience marketing, scenic event marketing and other strategies to publicize.

V. CONCLUSION

Taking the old revolutionary areas of Sichuan and Shanxi as an example, this paper summarizes the methods of revitalizing the old revolutionary areas by developing red tourism. In order to develop red tourism in the old areas, the government should make overall planning, mobilize the enthusiasm of the people in the old areas, develop high-quality products, give priority to red, integrate other tourism resources, strengthen regional cooperation and expand publicity, so as to ensure the sustainable development of tourism in the old areas. Old districts should seize the opportunity of national policies to support the development of red tourism, develop and strengthen red tourism and related industries, and make it a poverty alleviation and enrichment project for the revitalization and development of old districts.

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