

# Research on the Integrated Development of Red Tourism and Rural Tourism Based on Symbiosis Theory

*-Take Rural Areas of Yantai as an Example*

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## ABSTRACT

Under the background of Rural Revitalization Strategy, there are some problems in the integrated development of red tourism and rural tourism in rural areas of Yantai, such as insufficient top-level design, incomplete supporting public services, lack of cultural connotation of tourism products and so on. According to the symbiotic theory, this paper discusses the symbiotic development path of red tourism and rural tourism, and realizes the high-quality development of rural revitalization and regional tourism symbiotic system.

**Keywords:** Symbiosis theory, Red tourism, Rural tourism, Yantai country.

## 1. THE PROBLEM IS PUT FORWARD

Symbiosis, which first appeared in the field of biology, refers to the development state of mutual promotion and harmonious coexistence between different organisms in a specific environment. Later, it gradually expanded to philosophy, economics and other social sciences [1]. Yuan Chunqing applied symbiosis to the field of economics. From the perspective of economics, symbiosis refers to the continuous material connection between economic subjects, which is manifested as the symbiotic relationship between symbiotic units in a certain symbiotic environment in accordance with a certain symbiotic mode [2]. In 2001, Zhong Jun first proposed the concept of tourism symbiosis, which is a cooperative operation mode adopted by relevant subjects within or among tourism regions under certain environmental conditions for the expected goals of the whole or partial market and the overall business objectives [3].

In 2017, the General Office of the CPC Central Committee and The General Office of the State Council issued the Outline of the 2016-2020 National Red Tourism Development Plan, which specifically pointed out that "red tourism should be linked with poverty alleviation, regional development, urban and rural construction, and integrated with rural tourism, research

travel, and eco-tourism". At the end of 2020, the regulations of Shandong Province on the protection and inheritance of red culture (hereinafter referred to as the regulations) was promulgated. The regulations require the development of red tourism, promote cultural consumption, help the revitalization of rural industries, and create a red tourism brand with local characteristics. Red tourism has been integrated with related tourism activities and even related industrial activities, generating a variety of symbiotic types, forming symbiotic ecology and environment, and exploring a series of symbiotic development modes, especially in the field of rural tourism.

As the country's revitalization strategy, red tourism and rural tourism become a research hotspot, domestic tourism research literature increased year by year, more concentrated in the red tourism and rural tourism connotation and denotation, characteristics and features of tourism resources development and utilization, spatial distribution pattern of development and evaluation, the scenic spot and the sustainable development path, etc., Some scholars have also interpreted red tourism from the perspective of rural revitalization [4], or conducted innovative studies on the integration of red culture and rural tourism industry [5], green ecology and red tourism [6], etc. On the basis of the aforementioned research results and in combination with the symbiotic

environment of the whole tourism, this paper analyses the development status of the symbiotic unit of red tourism and rural tourism in Yantai, points out the existing problems and puts forward the integrated development path, in order to promote the high-quality development of the local tourism symbiotic system.

## 2. THE COEXISTENCE AND DEVELOPMENT OF RED TOURISM AND RURAL TOURISM IN YANTAI

The spatial level of red tourism resources and rural tourism resources has a high coincidence rate, the rural topography, landscape pattern is the integration of the two environments, Tourism not only brings economic and social development, but also culture is the core element of tourism. Red tourism and rural tourism are more spreading red culture and rural culture.

Yantai's red tourism resources are mainly distributed in rural areas. Jiaodong party organization was first born in Yantai City (now Yantai Zhifu District), and then spread to other counties and cities around Yantai in the form of multi-channel development and separate development, such as Mouping, Haiyang, Qixia, Laiyang, Changdao, Longkou and other places, forming Kunyu Mountain, Daze mountain, Yashan and other anti-Japanese base areas, From the establishment of the organizational structure of the Communist Party of China to the movement of farmers to support the front and join the army during the war of liberation, the focus of Jiaodong revolution has always been in the countryside.

Compared with red tourism, Yantai has more advantages in rural tourism. Yantai rural tourism has gone through nearly 40 years of development since its rise in the 1980s. In recent years, it has formed a unique development model in rural sightseeing agriculture, folk heritage tourism, leisure tourism and Natural Ecotourism with good transportation conditions, economic location advantages, hometown of fruits and blue marine resources. Nowadays, rural tourism has become a new engine for the development of tourism in Yantai. It plays an important role in promoting local economic development, the transformation and upgrading of agricultural industry and farmers' poverty alleviation and prosperity.

## 3. PROBLEMS IN THE PROCESS OF INTEGRATED DEVELOPMENT OF RED TOURISM AND RURAL TOURISM

From the overall perspective of the integrated development of red tourism and rural tourism, there are many problems, such as insufficient top-level design of tourism symbiosis, incomplete public cultural services, and single structure of symbiosis tourism products.

### 3.1. Symbiotic Top-level Design is Insufficient, and the Characteristic Brand of Rural Red Tourism Has not Been Launched

Red tourism and rural tourism are both hot tourism words. The integration of red tourism and rural tourism is still in the initial and exploratory stage. The integration awareness of red tourism and rural tourism is not strong, the integration system and mechanism is not mature, and the top-level design is still in the primary stage of "shallow attempt", and there are some problems, such as narrow integration field, poor guarantee mechanism, inadequate policy support and so on. Rural tourism and red tourism show their own development situation. Compared with other well-known red tourism brands in China, the red cultural tourism brand lacks overall competitiveness and popularity. There is a certain gap with the development of red tourism in Linyi, Zaozhuang and other regions in the province. It has not been condensed into a revolutionary spirit with national influence, a brand awareness highlighting the revolutionary spirit, and a lack of regional competitiveness.

### 3.2. The Public Services between the Symbiotic Units are Incomplete, and the Cultural Construction of the Scenic Spot is Insufficient

The integration of rural public cultural services and tourism industry is low, the "cultural" of rural tourism is lacking, and the integration of rural cultural content, elements and symbols into tourism products is low. At present, the integration of rural tourism and public services in Yantai still lacks cultural themes with national influence, and cultural tourism products lack eye-catching products. There is still much room for improvement in cultural connotation, technological content and green elements.

We media platforms such as short videos and live broadcasts have become increasingly important platforms for cultural communication and tourism promotion. However, such intelligent means still need to be further promoted and built in rural areas, and there is a big gap between intelligent, convenient and accurate public services of rural tourism and those of cities.

### 3.3. Tourism Products Are Lack of Cultural Connotation

Tourism products are similar in that they do not combine local traditional handicraft features and regional cultural spirit, and only stay in the stage of traditional production. They are lack of local characteristics, with low value-added products, lack of creativity and with poor attraction to tourists. Many rural tourism development in rural tourism wave, pay attention to the rapid development of tourism scenic

spots and the economic benefits, the depth development of rural tourism resources and innovation is not enough, the rural tourism market is filled with many of the same products, instead, we intensified the efforts on rural tourism market competition, flexible degree reduces the market risk<sup>[7, 8]</sup> Most of the pavilions of the red scenic spots are still in static display mode, and the rural sightseeing activities are at the shallow level of sightseeing. How to convey the connotation of the red culture and rural spirit to the tourists has become the primary problem facing them. In addition, the overall cultural quality of the exhibition hall's interpreters and service personnel is not high, and the local cultural connotation cannot be effectively and warmly transmitted.

#### **4. INTEGRATED AND SYMBIOTIC DEVELOPMENT PATH OF RED TOURISM AND RURAL TOURISM**

##### ***4.1. Give Play to the Key Role of the Government.***

We will give full play to the government's decisive role in red tourism and rural tourism. Adhering to tourism as the link, culture as the soul, implement the development concept of rural, farmers and agriculture in one, follow the planning idea of win-win production, life and ecology, and do a good job in top-level design. In terms of policy support and industrial support, we will provide good guidance and services. Focus on the transformation and upgrading of the core scenic spot, improve the infrastructure and reception facilities, minimize the inconvenience of tourists in the journey, improve the tourist comfort, for the scenic spot to win more passenger flow. Such as the excavation of rural characteristic food, the picking of fresh fruits and vegetables, the development of traditional rural entertainment activities, etc., will let tourists immersed in it, improve their stay time and consumption level; For example, Mulangou Village, Daxidian Town, Penglai City, raised funds from various sources, carried out infrastructure projects such as residential renovation, road construction and river cleaning, and built exquisite homestays, which not only improved the living environment of villagers, but also enhanced the service capacity of rural tourism. We will strengthen policy guidance to stimulate the internal impetus for industrial development.

##### ***4.2. Construction of Red Culture Industry Chain***

Red tourism is not only public welfare, but also market. It should not only highlight the spiritual baptism of red tourism, but also emphasize the market promotion effect of red tourism. On the one hand, we will build a "red plus" cultural industry chain. Haiyang can rely on

the mine Warfare Museum, Xu Shiyu Memorial Hall, and the neighboring Cherry folk tourism area, agricultural sightseeing tourism park, Linshan ski resort line, to create a research tour of red culture and rural tourism, the formation of "red tourism +" tourism industry chain. On the other hand, build a red cultural brand. Rural tourism and red tourism resources integration and building of agrestic breath reduction Tours to combine district memorial museum and characteristic industry, improve supporting facilities, improving rural public cultural services, such as magnetic mountain spa town of yantai development zone, promote "exhibition + home stay facility" mode, as to carry forward the Chinese traditional culture, red inheritance gene, The 4,000-square-meter Ciishan Patriotic Education Exhibition Hall has been built with self-financing, so that the teenagers who come to visit and study can have a spiritual resonance, realize the seamless connection between red culture and school ideological and political education, and promote the economic development of the town through the research trip.

##### ***4.3. Rural Tourism Integrates Red Elements, Activates Cultural Tourism Resources, and Creates Tourism Product System***

Excavate the tourism characteristics and advantages of each county and city, integrate the red cultural elements, and play Yantai rural tourism composite card in stages and batches. One is the activation of revolutionary sites and cultural relics, auxiliary static display, to create a "red Yantai" cultural brand, such as the Jiaodong Revolutionary Memorial Hall at the foot of Yantai Mountain, in the national key cultural relics -- zhifu club site, the activation of modern buildings, into the country's only jiaodong one hundred years of struggle history memorial. It has become a well-known party spirit education base and "red landmark" of patriotism education in the province. Second, excavate the cultural deposits of red culture and innovate the forms and forms of business. For example, a red culture exhibition center was established in Shuikou Village of Wandu in Laiyang, and a red education base was built on the mountain of the cooperative to reproduce the heroic story of Geng Dongshan and his adopted daughter Geng Chunmei, who fought against landlords and bandits before they led migrant workers to deliver grain in the Anti-Japanese War film Wheels Rolling. The third is to combine with other cultural resources of the scenic area to create a comprehensive tourism area. For example, relying on Kunyu Mountain Red tourism Exhibition hall to establish a theme park, with intangible heritage folk culture, hot spring health culture, green ecological culture, blue ocean culture, enrich the connotation of tourism culture, enhance the added value of red tourism products.

#### **4.4. Implement Classified Marketing Strategy and Increase Experience-oriented and Immersive Cultural Travel Projects**

Experience economy has become a new economic model, red experience tourism should be market-oriented, by meeting the personalized needs of tourists, multi-dimensional integration of tourism experience elements, design and development of red experience projects, improve the experience of tourists. First, fully excavate the characteristics of Yantai red tourism resources. In every July theme on the red cultural activities, promoting red culture into school, into the community, into the enterprise, a batch of distinct themes, meticulously with larger social impact of red tourism brand, using the modern Internet, integrating media cloud travel wisdom, use WeChat, Weibo, bi li bi li, trill, quickly Internet platforms such as precision marketing. Second, according to the preferences of tourists, the design of highly targeted participatory recreation activities, such as haiyang Yangko viewing performance for elderly tourists, rural picking activities; Experience activities such as military development training are designed for the youth market to expand the connotation and extension of red tourism, enrich the content of red culture and increase the attraction of red tourism. Third, excavate and expand the touching stories behind revolutionary cultural relics, use AI technology to restore scenes, short video playing, scene performance and other means, so that the audience can get an immersive experience and be shocked and baptized. The representative red stories will be translated into literary works and broadcast through the village grandstand to make revolutionary figures and deeds alive, increase red culture experience programs and increase public participation. For example, in The Yang Zirong Memorial Hall, we can design the stage situational play "Bandits In The Snowy Forest", so that tourists can deepen their understanding of Yang Zirong in the classic story, and constantly expand the display of Yantai red culture resources.

#### **5. CONCLUSIONS**

The integration and symbiosis of red tourism and rural tourism is an innovative development of cultural and tourism integration and a new form of tourism development, with huge potential of superposition effect [8]. The integration of different types of tourism resources in Yantai can give full play to the maximum efficiency of red tourism and rural tourism, and ultimately will effectively promote the economic and social development of rural areas in Yantai, contribute to the revitalization of rural areas and promote common prosperity.

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