

# **Yulin Red Tourism Development Dilemma and Countermeasures- A Case Study in Jingbian County**

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**Abstract.** During the Central Committee of the PLA fought in northern Shaanxi, in Jingbian County Creek, Bay godsend, Qingyang has an impressive life fighting the 64 days and nights, which are of great importance in the liberation war and the history of the Chinese revolution. Today, the red has become the most eternal memory in Jingbian, red tourism has not only become a new growth point of Jingbian County to promote tourism development and expansion of social and economic development, it is also an important part of ideological education in patriotism and spiritual civilization. However, the status of development of red tourism in Jingbian County is not optimistic, it still faced with a number of difficulties need to be resolved.

## **Introduction**

Red tourism refers to the "Communist Party of China leads the people in the revolution and the war, formed to commemorate the achievements of the great achievements, the marker for the carrier to carry the revolution its history, the revolutionary deeds and revolutionary spirit for the content, organization and reception of tourists to carry the memory of learning, visit thematic tourism tour. "[1] The development of red tourism, is a major policy decision from the party Central Committee inherit the fine revolutionary traditions, the development of socialist advanced culture, to consolidate the party's base of strategic height made CPC Central Committee and also a major task for the broad revolutionary base areas raised. Yulin in northern Shaanxi revolutionary hotbeds, are an important part of the old revolutionary base in northern Shaanxi revolutionary historical events in Yulin earth, many revolutionary historical figures produced throughout the whole territory of the revolutionary historical sites and inherited all the noble spirit Yulin red tourism precious resource. Which is a typical example of Jingbian County, Yulin red tourism development here, including the CPC Central Red Army fighting the 64 day and night life of the river, a heaven-sent Bay and Qingyang Crossing, one of the most historically significant is the river, Chairman Mao and the CPC leaders have other extremely important here Front Committee held an enlarged meeting (conference Creek), is determined by the strategic defensive to the strategic military offensive, not only for the liberation war and revolution in the history of China has made great contributions, but also He left us extremely valuable red cultural resources.

## **The Conditions to Develop Red Tourism in Jingbian County**

A long historical and cultural background, so Jingbian has many tourism resources. Jingbian a long history, as early as the prehistoric period in the territory of our ancestors have thrived. River bridges have been found, and other sites of archaeological finds dalian ditch inference, Jingbian County has a history of human activity can be traced back to the Neolithic Age. Since then, the junction of Jingbian has been the Central Plains and the Great Wall of Han nationality and minority together in this life, economic and cultural activity is frequent. Sixteen States Period, Hun nobility Helianbobo built in Jingbian Tongwan become Huns in human history, the only remaining capital remains. In addition, the territory of the ancient Great Wall Jingbian County, the ancient castle ruins,

and when the older generation of revolutionaries fought in northern Shaanxi is noticeable imprint left by revolutionary tourism resources. The combination of all kinds of resources, so that greatly enhance the tourism value Jingbian same time, these sites may also play a leading role in advocacy and red tourism, red tourism development to provide a good opportunity.

Jingbian has rich red tourism resources, to the local development of red tourism foundation. June 8, 1947, June 17 to August 1, twice the creek lived 48 days. July 21 to 23 in the river Mao hosted an enlarged meeting of the Front Committee (Creek Meeting) major study to determine the strategic defensive to the strategic military offensive, which has great significance in the history of the liberation war and revolution in China . July 1, 1947 the CPC Central Committee was held in nook ditch twenty-six anniversary of the Communist Party of China was born. And fighting over the place when life Qingyang fork and providential revolution Bay is the former residence of Chairman Mao in 1947 he moved to northern Shaanxi, is the county's revolutionary history education base. This is the site of three well-preserved, with both value and an educational tour.

Jingbian Energy and Chemical Industry and the development of modern agriculture, and for the development and protection of Jingbian red tourism resources provided financial support. Jingbian Energy and Chemical Industrial Park is the utilization of the Shaanxi provincial government in accordance with the "big regional planning, large industrial construction, leading a large group, large projects to promote" strategic and energy and chemical base in northern Shaanxi "three transformation" of the general requirements, give full play to Yulin Jingbian oil, gas, coal, salt and other resources, the comprehensive advantages of resources in situ conversion and efficient development, promote industrial restructuring Yanchang Petroleum Group and the construction of energy and chemical base in northern Shaanxi, has developed into one of the pillar industries in Jingbian County . Meanwhile, the traditional agriculture Jingbian County also gradually transition to modern agriculture, agricultural gradual transition from vegetables to fruits and vegetables, ordinary farmers to the company's brand transformation, water to agricultural transformation towards rainfed agriculture, Jingbian County out of a high-yield, high efficiency, Road quality development of modern agriculture, ecological security. Jingbian County rapid development of these two industries, to Jingbian County brought no small income, which also happens to the development of red tourism Jingbian County provides sufficient financial support.

Excellent geographical location and convenient transportation create the conditions for the development of red tourism Jingbian County. Jingbian County in northern Shaanxi Province, west, southwest of the city of Yulin, no fixed River, north and south across the Great Wall, location; convenient transportation Jingbian County, known as "dry dock," said State Road 307, including Mao and green Bank highway intersection in the county, across the East of Taizhongyin Railway has started operating nearly four years, from north to south of the West Inner Mongolia to Jiangxi Railway and the railway will soon start the construction of Yu Jing, Jingbian has officially become the east and west , an important transportation hub connecting the north and south, while the surrounding airport Yulin and Yan'an Airport and Yinchuan airport Jingbian has set up an air corridor to the rest of the world. Here strategic location and ease of access lines to come Jingbian red revolutionary site visit, provides a very convenient conditions.

National and government support, is an inexhaustible source of Jingbian red tourism development. In recent years, red tourism is getting hot. As an old revolutionary base area, Jingbian has a more complete preservation of the former residence of Chairman Mao when he moved to northern Shaanxi and then used items. Therefore, the state and local governments for local development of red tourism resources provide a lot of money and intelligence support to the local red tourism resources can be carried out smoothly.

### **The Dilemma Facing the Development of Red Tourism in Jingbian County**

Jingbian County on red tourism development situation and difficulties currently facing, through to Jingbian county government staff, local residents and tourists come here to visit a more comprehensive investigations, we found that the development of red tourism resources Jingbian County , the following questions:

Local government red tourism resources propaganda is not strong enough, the development process of government funds, intellectual input more shortages, resource development relatively slow, and not in place on the part of resource protection. Jingbian County of red tourism resources development and utilization in recent years, gradually formed the scale, in the development, on the land, most of the villagers are willing to cooperate with the government, but there are some villagers made with government propaganda or funding problems, there are some contradictions between the Government and, unwilling to let the government expropriation of their land used for development and construction of tourist attractions, which makes resource development is retarded; the government because of funding problems, resource development in tourism has some better ideas and measures there is no way to perform well. In terms of resource protection, the government has done is not good enough, such as the Bay godsend site of the former residence of Chairman Mao Zedong has been leaking some houses, and there are some inside the cave began to collapse, only to see the old home on the outside contour, inside almost already accumulated the earth as a mountain; together in a large sand desert fringes, green did not quite place, resulting in a significant impact on the scenic environmental cleanup and tourists to view.

Local residents in the development of red tourism trend to the overall level of concern lacks. During the investigation, when we asked about the status quo to develop red tourism resources Jingbian recommendations for future red tourism resources development and utilization of the present and to the villagers, the villagers give our answers are almost exactly the same - "The current development is very good, the future development depend on the government, we do not have any suggestions. "face of many such responses, we believe that the villagers have to Jingbian currently red tourism resources is not clear, not to mention the importance of resource exploitation and protection of the red tourism has understanding, but also it shows the local villagers on this issue, too dependent on the government that has no idea of their own when.

Red tourist attractions distribution is more fragmented and far apart, failed to form a long chain of tourism. Attractions is to attract tourists to come visit unsightly material carrier, is the core and space vehicle tourism activities, tourism system is the most important part, the most important factor is the purpose and tourist travel. [2] P1 can integrate a variety of tourist attractions, forming a long chain of travel, we can not attract tourists to stay longer, visit, visitors are "that come, that is, return it." Local red tourism resources are more single, and therefore resources alone does not bind to red other resources, it is difficult to form a tourism chain. In this case, offers visitors a few attractions, and scenic variety of items on display in the red are similar, there is no innovation, no other entertainment, it is easy for visitors to produce fatigue, so that visitors disappointed, we cannot keep tourists here for tourism.

Local resident population loss is more serious, resulting in "vicious circle" on the red tourism. Many people have moved out of towns and villages, the flow of the more prosperous urban areas. Local residents in the land after receiving government subsidies, it flows to the heart of the city, so that fewer and fewer people around scenic spots, and the rest is basically the elderly and children left behind. Inability to contribute to the red tourism attractions of nearby barren (no farmhouse, supermarkets, as well as the integration of entertainment and leisure venues), resulting in the resort has closed. Scenic local staff less - does not have the charm to attract tourists - and fewer tourists visit "the day to day to go" - resort income is not high - service personnel turnover-(go back) less tourists. In this way, the formation of a series of anti-effect, resulted in the "vicious circle" on the red tourism.

### **The Measures to Develop Jingbian County Red Tourism**

The government must increase the red tourism resources and tourism propaganda, adopt a multi-level, comprehensive awareness through the use of new media, especially microblogging, micro-channel platforms were widely disseminated. Only by vigorously propaganda to make local residents to learn more about the red resources, recognizing the important role of red tourism resources development for the future development of the local residents and only a clear understanding of this issue, in the development and utilization of resources in order to better

cooperate with the government, government issued policies and command, and can be implemented more easily among the population, while residents only by understanding the red tourism, but also to offer advice and suggestions for the development of red resources.

Government red tourism resources development and utilization and protection process, should increase financial and intellectual input, on the one hand to support the development of red tourism resources, speed up resource development pace, but also strengthen the protection of the red tourist attractions, timely repairs and reinforcement of scenic resources, in order to make the most complete resort red resources preservation, improve the value of landscape tour; at the same time, rule the wind, sand, landscaping for the development of red tourism is also very important, the government should be more efforts in this regard coordination, local conditions to develop agriculture, forestry, animal husbandry, improving the environment within the area.

Local residents should increase the degree of attention to the red tourism resources development and utilization, enhance residents in red resources development and utilization in the process of ownership, red tourism is related to the vital interests of each resident, residents should promptly put forward their views and perspectives, We made some good suggestions for the construction of their own village, with the overall development of the village led to each household wealth.

Build quality tourist routes, forming a long chain of tourism. The Jingbian red tourism resources and local agriculture, horticulture, animal husbandry combine, extend the industrial chain. Jingbian County should be combined with local conditions, earnestly tourism industry planning, the depth of excavation heritage and value of tourism resources, tourism resources and other red tourism resources together, the positive development of the tourism industry, establish a Tongwancheng, river revolutionary site, Long Island Danxia resorts, Niu Yuqin national agricultural demonstration zone, potato sister agricultural demonstration zone, Rooster sand scenic tourism brand, give full play to the advantages of the tourism industry's subsequent efforts to make cultural tourism industry has become a new economic growth point of Jingbian County; Meanwhile, the county on the basis of the development of modern agriculture on fruits and vegetables may start picking garden, visitors can enter the fruits and vegetables with red scenic spots, parks, picked according to their preferences, so that you can drive the development of local agriculture, improve the income of residents, but also visitors can journey to add more fun.

Strengthen the training of Red Tourism practitioners. Red tourism resources Unlike conventional tourism, it has its own unique culture and content, bear patriotic education of the people and the revolutionary tradition of the dual mandate, high-quality employees is an important support for the sound development of tourism, and therefore Training must be solid red spots overall quality of employees. Because "tourism talent intelligence to protect the tourism industry is booming and reflect soft power, only has advantages in the tourism personnel training and management, the development of the industry will be prosperous and grow" [3].

## Conclusion

An overall image of the tourist area is the high generalization of the veins, epitomizes history and context of the region's tourist attractions, is the essence of tourism image display. Therefore, in order to better attract tourists to come to travel outside the province and make path of sustainable development with its own characteristics, Yulin with red culture tourism can only be achieved mainly with green ecological resources, energy, supplemented by black and "Red"+"green"+"black" three kinds of organic integration of tourism resources [4].

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