

Shaanxi Red Culture Tourism Development Strategy

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Abstract: Red cultural tourism is the main carrier for promoting the construction of spiritual civilization in the new era. Shaanxi's red cultural tourism resources are rich and widely distributed, covering all cities and counties in the province, and it has the best conditions for the development of red cultural tourism. In the new era, in order to establish the sustainable development of red cultural tourism in Shaanxi, it is essential to give full play to the leading role of the government in promoting the construction of the brand image of red cultural tourism resources. Red cultural tourism closely combines with regional characteristic tourism, and strategies are formulated in four aspects by using the modern information technology to gradually realize the digitization of red cultural resources.

Keywords: Shaanxi; Red cultural tourism; Red spirit; Digitizing

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1. Introduction

Red cultural tourism has become the main form of people's travelling mode. It is the fusion product of cultural and tourism industry, and belongs to the sunrise industry which has both the cultural and commercial value. Red cultural tourism has their own corresponding uniqueness. Tourists participate in the red tourism projects during the tour may feel the revolutionary spirit, which can help to relax their body and mind, at the same time allowed the Tourists to inherit the spirit of the red cultural era, which is conducive in building a harmonious society. This paper analyzes the unique advantages of Shaanxi's red cultural tourism, analyzes the current situation of Shaanxi's red cultural resources, tourism development from different aspects, and lastly, discusses the development strategy of red cultural tourism.

2. Current situation of tourism development of red cultural resources in Shaanxi

At present, the red cultural tourism resources in Shaanxi Province are mainly focusing on the struggle relics related items, and cultural heritage that is left in the period of revolutionary struggle and liberation. In recent years, Shaanxi Province has become a national demonstration base for patriotic ideological education and practice, additionally, many historical relics buried in Shaanxi Province have been revived. At the same time, some military flags, slogans, revolutionary poems and songs presented in the red cultural scenic spots in Shaanxi Province have formed a unique red cultural resource in various places^[1-5]. Shaanxi's red cultural tourism resources consist of distinctive Shaanxi characteristics with its great advantages have not only made great contributions in the history of Shaanxi's revolutionary struggle, but also have a great value in promoting the economic and social development, thereby fulfill the cultural needs of the people in the new era. However, there are still a series of problems in the development of red tourism in Shaanxi Province^[6],

mainly in the following aspects as described below.

2.1. The excavation depth of red cultural tourism value is not sufficient

Red cultural tourism conveys the red cultural spirit to tourists through revolutionary relics, red stories, and songs. The national spirit of the fundamental characteristics helps to promote people's spiritual improvement and helps to build a harmonious society. Under the conditions of the socialist market economy, red cultural resources, especially the red cultural industries, are not only important cultural and spiritual resources for economic development, but also an important engine for the economic development, which can provide strong cultural support and ideas for social harmony and stability. Therefore, red cultural tourism should be more inclined to social benefits while taking into account the economic benefits. For example, the nine martyrs in Xi'an, the six young martyrs in the Xinzhuang village in Weinan, the three martyrs of Jiagiagou's wives in Shenmu, the Zhaojin Revolutionary Base, the Weihua Uprising and other Chinese historical events, historical relics, and pictures of the martyrs should be exhibited, because there is a general lack of in-depth exploration in the growth, aspirations, beliefs, and deeds of revolutionary heroes and martyrs^[4,5,7]. However, in a real situation, it is only briefly displayed or explained, therefore the impact on tourists is not sufficient.

2.2. The content of red cultural tourism products is single

At present, most of Shaanxi's red cultural tourism scenic spots are based on the popularity places such as, revolutionary sites, revolutionary relics or memorial halls to develop visiting tourism products. Most of them have a static display, where the visiting contents, including the items, pictures, and others are often unattractive to the tourist. Shaanxi Red Cultural Tourism Scenic Spots should conduct a comprehensive study of the unique red resources of the scenic area, further clarify the great people and revolutionary deeds related to them, and conduct a high degree of induction and refinement of the red cultural spirit reflected by them. On this basis, special tourism projects can be opened by forming a relatively independent and complete tourism project system, and conducting multi-dimensional, multi-faceted and three-dimensional publicity, and expanding the brand effect of red cultural tourism, should be attractive for the tourists.

2.3. Insufficient digitization of red cultural tourism resources

The digitization of red cultural tourism resources, mainly refers to the collection, storage, processing, display, and dissemination of red cultural resources through digital technology under the background of the Internet with the panoramic, three-dimensional, and extended red cultural resources are presented for publicity display. At present, most of the red cultural tourism scenic spots in Shaanxi have their own websites, however, some websites in the red cultural tourism scenic spots only limited to few columns, where the content of the website is mostly an introduction to the scenic spots and the tourist routes. Additionally, some scenic spots in the website used a static method of pictures with a brief text description when introducing scenic spots^[8-12], and rarely record the characteristic of red cultural resources of the scenic spots into audio or video or display them on the website to play. Moreover, there is also a lack of introduction to the spiritual connotation of red culture described in the website, therefore it is difficult to attract tourists to visit the spots just by browsing the websites, and also difficult to obtain the educational value of red cultural resources.

3. Shaanxi red cultural tourism development strategy in the new period

3.1. The government vigorously promotes the brand image construction of red cultural tourism resources

Regarding the cultural resources and cultural image of Shaanxi, some scholars suggested that Shaanxi possesses two precious cultural resources, which are the birthplace of the Chinese nation, and the holy land of the Chinese revolution. The Great Red Cultural Resource, which is the winning rule to change the old image of Shaanxi from “eight hundred miles of Qinchuan is dusty, and thirty million lazy people roaring Qin tune” into a new image of cultural Shaanxi and humanistic Shaanxi ^[9,13,14]. To promote the construction of the brand image of red cultural tourism resources, one must give full play to the leading role of the government.

Firstly, the Shaanxi Provincial Party Committee and the Provincial Government should make full use of the brand advantages of Shaanxi’s red culture, to speed up the salvage protection, development and utilization of the revolutionary sites and different sites in the Shaanxi Province during various periods ^[15], thereby these sites that are all over the San Qin land can become China’s Natural museum of revolutionary history.

Secondly, do a good job in planning the tourist attraction spot and speed up the construction of red tourism brands. It is important to integrate the domestic red tourism resources with the construction of tourism infrastructure, the construction of main tourism trunk roads, and the protection and repair of cultural relics to build classic red tourism scenic spots with revolutionary history and culture, as the main line. In recent years, the development of red tourism in Shaanxi has achieved remarkable results. According to statistics, a total of 30 red tourism scenic spots above 3A level has been created, of which 10 scenic spots have been included in the national first and second phase of the ‘Planning Outline’ for red tourism development. One of the key red tourism areas is the Xi’an-Luochuan-Yan’an-Zichang-Suide-Yulin, where it is listed as one of the 30 red tourism boutique routes in the country, effectively promoting the development of local red cultural tourism.

Finally, by conducting activities in various forms and with rich contents, can create a strong social atmosphere of conscious learning and inheritance of red culture. For example, the special column of ‘Recalling the Red Classics and Carrying Forward the Spirit of the Long March’ was launched to update the information of relevant activities inside and outside the province in a timely manner. In addition, the topic of ‘Passing on the Fire and Creating Glory’ was created by using Weibo and WeChat platforms, and the red tourism season for college students are promoted in a timely manner by launching a series of red tourism activities such as special trains, and red tourism forums ^[16]. Further, a group day activity with the theme of ‘learning, inheriting and promoting red culture’ is conducted in the schools.

3.2. The scenic spot deeply excavates the red spirit contained in the red cultural resources

The red cultural tourism scenic spot should conduct in-depth excavation and processing of the red stories related to the red landscape of the scenic spot, plan the events, and extract the red cultural spirit to be presented.

Firstly, we must establish brand awareness by focusing on the marketing planning. That is to say, from thought to action, we must overcome the simple practice of developing red cultural resources in the past, such as, watching exhibitions and commemorating martyrs, further focusing on the careful packaging and planning of red cultural products. For example, in recent years, the Memorial Hall of the Eighth Route Army Xi’an Office has conducted in-depth ‘I am a small eight road’ life experience characteristic brand activity, and organized students to experience one-day and a half-closed semi-military experience activities in the memorial hall. Many parents brought their children to the memorial hall to personally experience the spinning, target shooting, medical dressing, and other activities, thereby the red history can be transmitted

to children in an experiential way.

Secondly, a film and television company can be entrusted to adapt the revolutionary deeds into red songs, movies, TV dramas, operas, and other art works that people like to see and hear, and perform long-term performances in the scenic spots, further display them in a prominent position on the website, which may help to enhance the image of red cultural tourism in an all-round way. Additionally, vigorously build the Shaanxi red cultural brand, actively market the Shaanxi red culture, and launch the Shaanxi red cultural resource brand to expand its popularity, further enhance the market competitiveness.

Finally, we must make good use of the relevant policies in the country for the development of red culture, continuously develop red cultural products such as red games and red software, vigorously develop the red cultural industry, and finally form the core competitiveness of red cultural resources.

3.3. The common development of red cultural tourism and regional characteristic tourism

In order to give full play to the advantages of red tourism resources and integrate other tourism resources for common development. For example, Shaanxi vigorously promotes; the 'red and ancient combination' of red tourism, history and culture; the 'red and green combination' with eco-tourism; and the 'red and green combination' with loess culture and folk culture. Additionally, the combination of 'red and yellow' and 'combination of red farmers' with the rural tourism, and the construction of new rural areas has embarked on a new path for the development of red tourism in Shaanxi. For example, in Liangjiahe, the folk street in northern Shaanxi and the list of educated youths attract the attention of tourists. Taking the ancient post station as the core, the ancient town post station culture, Taoism culture, cave dwelling culture, educated youth culture, and other Shaanxi-style cultures and local characteristic cultures are accommodated in it. Further, an artist sketch base is integrated, forming an innovative new route of red tourism in Yan'an. The three characteristics of the ancient town with characteristics of loess folk culture^[17], the demonstration base for the protection of ancient villages in northern Shaanxi, and the cultural experience place for the educated youth to run through, which further enriches the connotation and forming of the red tourism.

3.4. Gradually realize the digitization of red cultural tourism resources

Red cultural scenic spots should speed up the digital protection and development of red cultural resources, further display and disseminate them with new perspectives and methods, and elevate the inheritance and development of red culture to a new height. Additionally, turn the red cultural resources into economic resources, thereby driving the development of the local economy.

Firstly, systematically collect and organize. By consulting documents, investigating revolutionary sites, and visiting revolutionary predecessors, survivors of martyrs, and witnesses, we can fully grasp the situation of red cultural resources. The system collects red cultural resources, and through the digital data collection, including the shooting of related objects, the shooting and recording of interviews, dictation, songs, and the digital photography and holographic shooting of revolutionary sites and other sites. The data collected digitally can be classified and stored according to subject content^[18], chronological order, and ways of use, to provide complete data for post-production.

Secondly, carefully deal with the collected data of red cultural resources. The collected materials are processed by image processing, sound effect processing, sound and picture synthesis, virtual reality and other technologies to restore the original form of red cultural resources and to reproduce their original appearance.

Thirdly, build a digital resource library. Classify and summarize the pictures, audios, videos, and others related to the red cultural resources processed by Internet technology, and store the red culture data in the network database to establish a digital resource database of red culture.

Finally, digital display and dissemination. Use digital technology to change the static display form of

cultural relics in revolutionary museums and memorial halls, further use sound, light and electricity to create shocking audio-visual effects. Additionally, use multimedia, film and television technology, giant screen projection technology, and multi-touch technology to enrich the display form, and strengthen the browsing and display interaction. For example, in the Revolutionary Memorial Hall, through field framing, advanced technologies such as 720-degree panorama, VR, AR, and 3D experience, voice guides, video introductions, interactive sharing, and other features, and leading digital technologies are used to inherit the revolutionary spirit and pursue the revolution, which may help to relive the red memory, and provide tourists with a rich and vivid online tour experience^[19,20]. The digital display changes the traditional display method through the characteristics of participation, immersion and interaction, thereby the audience can truly appreciate the red spirit, and feel the charm of red culture.

4. Conclusion

Shaanxi's red cultural tourism resources have their own unique advantages, with the local three thousand years of history and culture or with the red culture in other places in the same period. Shaanxi Province's red cultural tourism has achieved initial results; however, it faces few problems such as, insufficient value mining, single tourism projects and content, and insufficient digitization of the red tourism resources. This paper suggests that the government should play a leading role in promoting the brand image construction of red cultural tourism resources. Additionally, scenic spots should explore the red spiritual connotation contained in red cultural tourism resources in an all-round and multi-dimensional manner. Information technology gradually realizes the digitization of red cultural resources and other aspects, further may enhance the sustainable development of red cultural tourism.

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