

Research on Cultural Innovation of Tourism Products in Old Revolutionary Areas under the Background of Cultural Tourism

-- Take Jinggangshan Area in Jiangxi Province as an Example

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Abstract: The Jinggang Mountain area has a deep cultural heritage and a variety of high-quality red tourism resources. It has the natural advantage of promoting the upgrading of tourism industry and achieving innovative development of red tourism based on cultural tourism integration. However, in the past tourism development, it still remains in the primary stage. A series of problems such as the lack of deep red cultural connotation, the level of service to be strengthened, the development of tourism resources and environmental protection contradictions are intensifying. Facing this situation, this paper fully exploits the value of red tourism resources in Jinggang Mountain to promote red culture inheritance by studying innovative forms of cultural tourism promotion, using Internet technology to create a cloud tourism platform, and building a complete tourism ecosystem.

Keywords: Red tourism resources, Jinggang Mountain, Cultural innovation path.

1. Introduction

1.1. Research Background

With the development of the country's economy and the improvement of people's living standards, China's tourism industry is developing rapidly. By the end of 2020, the country has a total of 13,332 A-class tourist attractions, including 302 5A-class tourist attractions. At the same time, with the improvement of the epidemic situation, the number of domestic tourists is climbing and tourism is recovering, but its continuous development is also facing the new requirements of high-quality development. Nowadays, the tourism consumption demand of the public will change from low level to high quality and diversification, from focusing on sightseeing to balancing sightseeing and leisure vacation. The tourism industry is facing new development opportunities and challenges [1].

The 14th Five-Year Plan for Tourism Development states that tourism development should adhere to cultural leadership and ecological priority, integrate cultural connotations into the whole process of tourism development and improve the tourism product supply system, increase the supply of quality tourism products, and stimulate the vitality of various tourism market entities. Therefore, the tourism industry should respond to the development of the times, tapping cultural characteristics, cultural and tourism integration, and moving step by step toward a new situation of multi-industry integration and development to stimulate the potential vitality of the tourism market [2].

1.2. Research Purpose and Significance

Tourism is a pillar of the national economy and has a comprehensive driving effect on the steady and healthy development of the economy. Today, the public travel and consumption preferences have changed profoundly, while the number of homogeneous scenic spots has risen sharply and tends to be saturated. The tourism industry needs new

development ideas to explore the cultural connotations of scenic spots and improve the quality of tourism. This research group focuses on cultural tourism and its derived tourism products, and deeply explores the cultural connotation of tourism products and their potential feasibility and innovation, which will not only help to consolidate the status of tourism as a strategic pillar industry of national economy, promote cross-border integration and synergistic development of tourism and other industries, but also play a greater role in spreading the excellent Chinese traditional culture, revolutionary culture and advanced socialist culture, and promote the revitalization and development of old revolutionary areas.

2. Current Situation of tourism resources in Jinggangshan Scenic Spot

Jinggang mountain is closely linked to the rich red culture, relying on the unique green ecological resources, through the development and integration of red and green tourism products, tourism industry has been developed by leaps and bounds. In 2018, the number of tourist receptions in Jinggangshan City reached 24.2592 million, and the total annual tourism income was 18.510 billion yuan. Before 2019, the annual growth rate of reception tourists was in double digits, and the economic and social development of Jinggangshan was comprehensive. In 2020, in the face of the impact of the epidemic, through effective measures such as ticket reduction and exemption, festival marketing, rich formats, and service improvement, the tourism market will quickly pick up, promote all-for-one tourism in depth, and continue to strengthen the construction of '6 + 1' characteristic towns and boutique homestays. For the first time, the 11th Rhododendron Festival of 'Azalea Blossom Cloud Tour Jinggang' was held online live for the first time to enhance tourism attraction and carrying capacity. Shenshan Village in Maoping Town and Huang'ao Village in Huang'ao

Township were selected as the second batch of national rural tourism key villages. Dalong Village in Maoping Town was rated as a provincial 5A-level rural tourism spot. 2020 annual tourism ticket revenue of 34.5268 million yuan, down 71.6 % year-on-year, sold 271300 tickets, down 68.06% year-on-year, sold 225700 tickets, down 73.36 % year-on-year ; a total of 2601 training courses were held, with 150,600 trainees, a year-on-year decrease of 64.37 % and 65.44 %.

At the same time, the scenic spot focuses on the main line of ' red attraction and green retention ', and innovatively introduces the ' red+' tourism product chain with ' Jinggangshan spirit ' as the core, forming a red training ' Jinggangshan model ' integrating training, research and experience. Continue to tap the red cultural resources, integration of green ecological resources, through vigorous marketing ' red and green ' mode, the local natural culture, folk culture and red culture organic integration, for five consecutive years an average annual growth of more than 40%, leading the country. Through years of development, Jinggangshan red education system has gradually formed. According to statistics, there are more than 200 red training institutions in Jinggangshan area, and the red education and training industry in the whole mountain has developed with high quality. In 2019, the scenic spot attracted up to 440,000 people from all over the country to Jinggangshan to receive the " red baptism, " forming a " Chinese belief spiritual highland, " opening up a " red lead, green development " transformation road, becoming the benchmark of the national red training education service industry and the leader of the development of the red tourism industry.

At the same time, the development of red tourism in jinggang mountain also led to the development of global tourism. Taking red tourism as the main and green products as the supplement, from scenic spots to global tourism, and integrating with folk customs, we have launched large-scale live-action performances ' Jinggangshan ', red immersive performance projects, shared farms, folk customs and other diversified formats to create a red tourism with unique characteristics of Jinggangshan City. At the same time, it is combined with the construction of beautiful villages to promote rural revitalization.

3. Problems in the Development of Tourism Projects in Jinggang Mountain

In order to have a comprehensive understanding of the current situation of Jinggang Mountain, we adopted the research method of questionnaire survey. This questionnaire survey was conducted in April 2022, mainly through offline methods to conduct questionnaire surveys in various stores, with a total of 125 questionnaires distributed. In view of the fact that the validity of the questionnaire will be affected by human factors during the investigation, the integrity recovery rate of the questionnaire response is 94.58 %. Among them, 53 boys accounted for 42.6 % ; there were 72 girls, accounting for 57.6 %. The proportion of male and female students is balanced, and there are slightly more girls ; consumers under 18 years old to over 60 years old are distributed, with a large age span and a wide range of people. 10 to 40 years old 93 people, accounting for 74.4 %, in line with the first consumer age groups ; there were 47 people who visited once, accounting for 37.6 % ; there are 37 people in 2 to 5 times, accounting for 29.6 %, and the total is more than 67.2 %,

which can best represent consumer behavior habits. Through the analysis of the questionnaire data, we conclude that Jinggangshan tourism products currently face the following main problems.

3.1. Rely on Traditional Marketing, Network Marketing Efficiency Is Not Obvious

Through the questionnaire, we can see that the public understands that the red tourism in Jinggangshan is mostly through the traditional media, of which 44 % and 27.2 % of the respondents are recommended by travel agencies or friends and teachers, and only 18.4 % of the respondents are through the Internet media, such as Tik Tok, Xiaohongshu and other APPs to understand the red tourism products and projects in Jinggangshan.

With the creation and development of tourism resources, the traditional simple marketing method of Jinggang Mountain is no longer the best way to meet the tourists ' understanding of the scenic spot. According to data, as of December 2021, the number of Chinese netizens reached 1.032 billion, and the Internet penetration rate reached 73.0 %. More and more tourists through the Internet to collect information, select their own satisfactory tourist attractions. Based on this, our team collected the operation of the three major online platforms of Jinggangshan Tourism as of September 2022, summarized as follows:

Table 1. Operation of Jinggangshan tourism network platform

Platform	Fans	Released Number	Activity
Wei bo	71000	1947	16000 Endorsements
Tik Tok	31000	245	66000 Liked
Gamaliel	45	19	239 Likes and Collections

According to the data, each dynamic of Jinggangshan tourism's microblog and Xiaohongshu has about 10 likes, while the average of each dynamic of Douyin has about 270 likes. No matter it is Little Red Book or Tik Tok, the discussion degree of each dynamic topic is lower compared with the number of fans.

According to the official website of Jinggangshan Tourism, Jinggangshan ranked first in the network popularity of the national classic red tourism scenic spots in 2019. However, in this survey, only 18.4% of the respondents learned about Jinggangshan red tourism products and projects through online media, and the network marketing effect was unobvious.

3.2. The Connotation of Red Culture Is Not Deeply Explored, And the Service Level Needs to Be Strengthened

According to the results of the questionnaire survey, most tourists come to Jinggangshan for understanding the revolutionary history and experiencing the folk customs of the old revolutionary base area, which is also one of the core competitiveness of Jinggangshan as the old revolutionary base area.

However, in the follow-up survey, we found that the satisfaction score of tourists after experiencing the tourism project was far less than the expectation before the experience.

Most customers said that the tourism theme was single and low-level repeated construction, and the tour form was mainly static visit, with a low sense of experience.

The development of tourism products in Jinggangshan scenic spot has not been integrated into the local specific regional culture. In the form of display, they are still traditional planes such as sites of traditional revolutionary activities, former residences of celebrities and memorials. Static form of exhibition display is given priority. It is boring to appreciate image text explanation in a rough development way, performance means backward, plus some commentators who have the temporary training mount guard, rote learning, simple and repeated explanation without their emotions. They are greatly reduce the visitors' satisfaction. Also in catering service level, the lack of standardized management of accommodation and the lack of attention to the sanitation of the environment have damaged the image of the old revolutionary base area, damaged the feelings of tourists to the revolutionary holy land, reduced the attraction of the scenic spot, and not conducive to the sustainable development of the tourist destination.

3.3. The Contradiction Between Tourism Resources Development and Environmental Protection Intensifies

Besides is rich red tourism resources of the jinggang mountains, the original natural scenery and attracted the masses to come to tour visit. but due to its core scenic area is not large, the surrounding ecological environment can bear ability is very limited. Under traditional development mode in recent years, the ecological environment and revolution ancient cultural resources protection does not reach the designated position. Especially in the May Day golden National Day holidays and other holidays, The huge flow of people, including the waste generated by tourists, which is not conducive to the protection of cultural relics in the scenic area. The development of red tourism and the impact of green tourism caused by the development of tourism in a dilemma. In this case, it is particularly important to get rid of the traditional tourism mode that only relies on visiting. How to make use of its cultural attributes, use Internet technology and culture to empower its tourist attractions and projects is an important measure to alleviate the conflict between them.

4. Analysis Jinggangshan Tourism Products' Cultural Innovation Strategies

4.1. Make Use of Internet Technology to Build Cloud Tourism Platform

With the continuous development of Internet technology, 'Cloud tourism travel' patterns also arises at the historic moment. Cloud tourism is refers to the use of imaging simulation technology such as AR, will travel scene where perfect online reduction. Tourists don't need to pass the long journey to experience feelings, but you could never leave home, get good online travel experience. Jinggangshan travel tourist area through the cloud Model building, can largely alleviate traffic pressure, solve the problem of protection of cultural relics, red building. At the same time it can also be for visitors close feeling of the red cultural charm, better realize the fighting spirit of the tough period to provide more possibilities to develop the home stay facility resources.

4.2. Vigorously Develop Homestay Resources, Build A Complete Tourism System

Fully rely on jinggangshan red and green resource advantages, according to the idea of "red is red, green is green, agriculture is green", adhere to the differentiated and distinctive development, to meet the diversified needs of tourists. Vigorously develop the students' research and study homestay bases in the surrounding towns and villages of Dajing, Bashang, Xiaqi scenic spots. In the red resources rich villages and towns to vigorously develop red training boutique B&B; In Huangao relying on Zhongling International cycling track, the construction of sports health boutique B&B; In Luming Lake Scenic Area of Bolu Township, the mode of shared farm is adopted to personalized transform the idle rural housing, forming one room, one courtyard and one floor, and creating an agricultural experience homestay.

4.3. Big Dip Into The Red Culture, Create An Experiential All-region Tourism

Jinggangshan is a treasure house of red culture. We should actively draw comprehensive red nutrients from it, lay a solid cultural foundation, and then better integrate red culture and cultural tourism industry. We can often invite experts and scholars from all over the country to hold symposia and seminars on Jinggangshan red culture, and deeply explore the value of red culture. A variety of special research projects can be constructed, including the Zhumao grain picking trail and the Fourth Military Hospital of the small Red Army, to experience the hardships of the Red Army during the economic blockade, and to feel the situation of the military and people in the red field exercises, which only stay on the surface of the red cultural resources, with the help of sound, light and AR, VR technology, such as in history, for according to launch virtual history scene experience, integration of modern culture, the breakthrough time and space limitations, to scenario interactive experience. Deepen the tourists to the sense of historical events and experience, let visitors experience to explore, from passive to accept into independently to achieve more ideal tourist experience.

4.4. Internet Technology Power Brand Communication

Make full use of new media platform, to build the Internet matrix. First scenic area scenic area red culture produced a short video to fusion, the trill WeChat video platforms such as publicity, in tourist information WeChat official account on a regular basis, characteristics of recent experience activity, through new media platforms such as live video images and attract tourists. Tourists of word of mouth is the best way. At the same time, it can also use cross-border joint name, cooperation with well-known IP and other forms to expand the impact degree, expand the existing communication channels. In particular, the online and offline linkage work should be done well, and the high-quality offline tourism experience should be well transformed into extensive online publicity, so as to create breakout events, and make the "we media" communication gradually become spontaneous, large-scale and standardized, so as to introduce the Jinggangshan red cultural gene to the whole country and truly become a regional landmark scenic spot.

Acknowledgment

2022 Innovation and Entrepreneurship Training Project for College Students of Jiangxi University of Finance and Economics: 202210421141.

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