

Research on the Path of Integrated Development of Culture and Tourism in Jinzhai, Anhui Province based on the Red Background

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Abstract

In order to deeply implement the important content of the Central Committee of the Communist Party of China's instructions on promoting the red spirit and continuing the red bloodline, and to experience the glorious process of establishing the red political power. We conducted on-site research in Jinzhai, Anhui to explore the current situation of local red culture and tourism empowering rural revitalization and promoting economic development, gathering the power of youth and making their voices heard. The aim of this study is to explore the current situation and breakthrough directions of red culture in promoting the development of Jinzhai area. This article takes Jinzhai County homestays as an example to analyze the development of local enterprises, and uses symbiosis theory and other methods to analyze the current situation of deep integration of red culture and tourism. It points out the problems discovered in the practice process and proposes targeted suggestions based on multiple factors to seek the revitalization of Jinzhai rural areas with a vibrant red culture.

Keywords

Red Cultural Tourism; Rural Revitalization; Logistic Linear Regression; Principal Component Analysis; Symbiosis Theory.

1. Introduction

1.1. Practical Background

Since the 18th National Congress of the Communist Party of China, Xi Jinping has emphasized the promotion of revolutionary cultural spirit and the firm inheritance of the red gene. The State Council has successively issued documents such as the "Opinions on Supporting the Revitalization and Development of Revolutionary Old Areas in the New Era" and the "14th Five Year Plan for the Development of Tourism Industry", encouraging revolutionary old areas to seek new development paths in the new era.

Jinzhai County in Lu'an, Anhui Province, is located in the hinterland of the Dabie Mountains and has abundant natural resources and red cultural resources. During the revolutionary war, more than 100000 heroic sons and daughters of Jinzhai joined the army and fought, giving birth to 12 main Red Army teams, with 59 founding generals and 100 senior generals. Therefore, it is also known as the "hometown of the Red Army and the cradle of generals."

In recent years, Jinzhai has focused on developing red culture and gradually formed a new model of using revolutionary culture to drive rural revitalization and development, promoting local economic development. However, at this stage, there are still many factors that constrain the integration and development of red culture and tourism. How to more scientifically

promote the empowerment of rural revitalization by red cultural tourism is the focus of this research.

At present, Jinzhai County focuses on improving quality internally and reputation externally, striving to polish Jinzhai's red cultural and tourism brand of "two sources and two places". Jinzhai has greatly developed the red tourism industry, strengthened the digital construction of red resources, and expanded the audience size of red education, among other measures, to expand local awareness and combine the red model with economic development, providing a good reference example for the development of other regions.

2. Quantitative Analysis of Questionnaire Data

2.1. Reliability Analysis

Reliability analysis, also known as reliability analysis, analyzes whether the answers to quantitative data and attitude scale data are reliable. Analyzing the reliability coefficient of Cronbach, if the value is 0.8 or above, it indicates high data reliability. Once the value is below 0.6, it indicates a lack of data reliability and the scale needs to be redesigned. The reliability coefficient of the questionnaire data in this article is 0.817, which is greater than 0.8. Based on this analysis, our research data has high reliability and quality, which can be used for further analysis. At the same time, the CITC values of each analysis item are all greater than 0.4, indicating a good correlation between the analysis items and an appropriate relationship between the analysis items.

Table 1. Cronbach Reliability Analysis Table

| Name | Correction item total correlation(CITC) | Items that have been deleted α coefficient | Cronbach α coefficient |
|---|---|---|-------------------------------|
| Importance | 0.743 | - | 0.817 |
| Satisfaction | 0.743 | - | |
| Standardization Cronbach α coefficient: 0.852. | | | |

Table 2. Simplified Cronbach Reliability Analysis Table

| Cronbach Reliability Analysis - Simplified Format | | |
|---|-------------|-------------------------------|
| Number of items | Sample size | Cronbach α coefficient |
| 2 | 6 | 0.817 |

2.2. Validity Analysis

Validity analysis aims to evaluate the validity of quantitative data items and confirm their reliability through factor analysis. MO value test is to establish a model to calculate the partial correlation coefficient and determine whether the original data is suitable for factor analysis. The KMO value of this survey data is 0.815, close to 1, indicating that the survey data is suitable for factor analysis. Meanwhile, the results of Bartlett's sphericity test showed that the significance P-value was less than 0.05, indicating significance at the horizontal level, rejecting the null hypothesis and indicating a certain correlation between the variables. The variance explanatory rate values of the factors are all 87.143%, and the cumulative variance explanatory rate after rotation is 87.143% > 50%, indicating that the information of the research item has been fully extracted and analyzed.

Table 3. Validity Analysis Results

| Name | Factor loading coefficient | Commonality (common factor variance) |
|--|----------------------------|--------------------------------------|
| | Factor1 | |
| Eigenvalue (before rotation) | 1.743 | - |
| Explanation rate of variance% (before rotation) | 87.143% | - |
| Cumulative variance interpretation rate% (before rotation) | 87.143% | - |
| Eigenvalue (after rotation) | 1.743 | - |
| Explanation rate of variance% (after rotation) | 87.143% | - |
| Cumulative variance interpretation rate% (after rotation) | 87.143% | - |
| KMO value | 0.815 | - |
| Barth spherical value | 48.507 | - |
| <i>df</i> | 6 | - |
| <i>p</i> value | 0.008 | - |

Note: If the numbers in the table have colors: blue indicates that the absolute value of the load factor is greater than 0.4, and red indicates that the commonality (common factor variance) is less than 0.4.

2.3. Analysis of Questionnaire Content

A total of 291 questionnaires were collected in this survey, including 291 valid questionnaires and 0 invalid questionnaires. The sample size of the questionnaire data is relatively sufficient and has strong reliability, which can provide effective guidance for subsequent field research activities. The specific content of the questionnaire is as follows:

(1) Do you think the red spirit is closely related to your life? According to the above questionnaire data analysis, it can be concluded that the majority of respondents are certain that the spirit of red culture is closely related to modern life, and people have a high recognition of the spirit of red. Therefore, conducting research on this topic is meaningful.

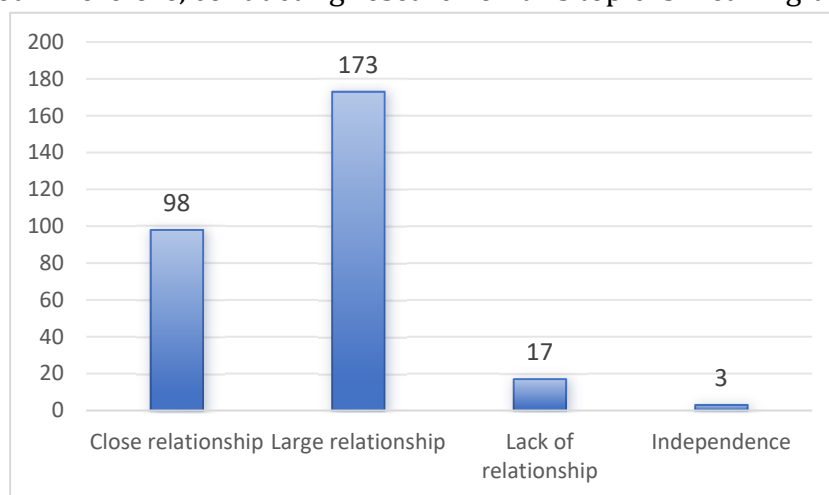


Figure 1. Correlation between red spirit and life

(2) Do you think of visiting the Red Tourism Scenic Area while traveling? We further investigate people's willingness to visit red scenic spots. The results showed that over 90% of respondents said they would consider visiting red scenic spots. Based on this, studying the deep integration of red culture and tourism industry has potential markets and can be further investigated and researched.

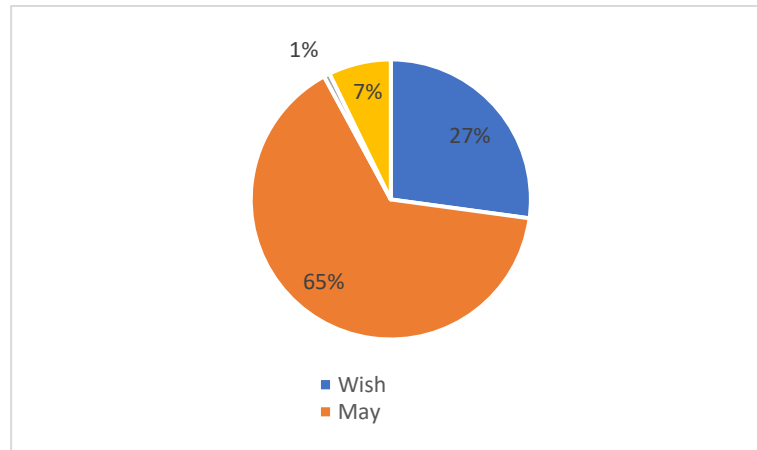


Figure 2. Willingness to visit the red scenic spot

(3) Have you heard before that Jinzhai, Anhui is the second largest general county in China, known as the "cradle of the Red Army and the hometown of generals"? We chose Jinzhai County, a red scenic spot in Anhui Province where the university is located, for exploration. We interviewed people about their understanding of the reputation of Jinzhai County. The data shows that the majority of respondents have a preliminary understanding of Jinzhai County, indicating that the combination of red culture and tourism has enormous potential for development.

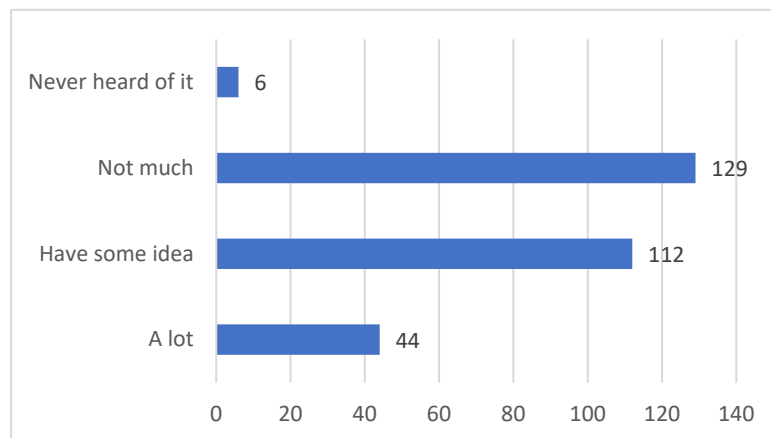


Figure 3. Understanding of the reputation of Jinzhai County

(4) What would be the main reason for visiting red tourist attractions? In order to help the local government better identify development highlights, we further investigate the reasons that attract people to visit red scenic spots and look for opportunities to break through the current situation in the local area. Multiple options are selected for the questionnaire, and the results are displayed in the form of radar charts. The analysis results show that the red scenic spots arranged by schools and units have a high contribution, and future research can be aimed at exploring the healthy and sustainable development of red research. In terms of personal travel, people expect to learn about revolutionary history. How to explore the profound red revolutionary culture and endow it with new era significance will be a powerful exploration point for investigation and research. Meanwhile, some respondents pointed out that the reasons for visiting red scenic spots are to enhance cultural confidence, support revolutionary old areas to drive economic growth, and other reasons, which can also be explored as a secondary focus of team research.

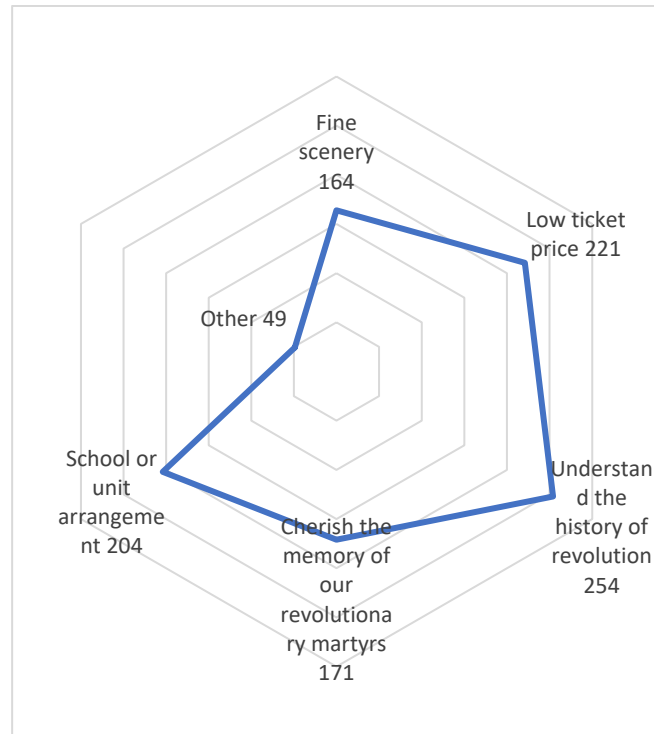


Figure 4. Reasons for visiting red scenic spots

(5) Do you agree that the admission fees for red tourist attractions are low? To help scenic spots make profits, we further understand people's acceptance of ticket pricing. Using an area chart display, it is evident that the number of people who agree with ticket pricing being too low is higher than the number of people who disagree. This result can provide reference for local ticket pricing, changing prices within people's acceptable range, and seeking economic development.

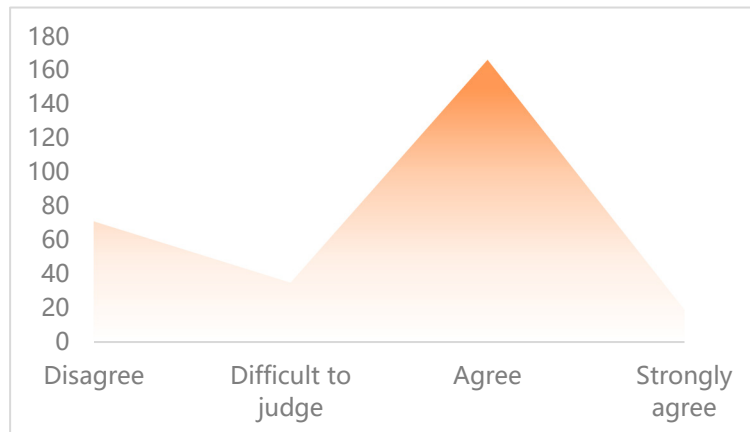


Figure 5. Agreement degree chart of low ticket pricing of red tourist attractions

(6) What do you think are the advantages of developing red tourism in Jinzhai, Anhui? We will delve deeper into the advantages of developing red tourism in Jinzhai, Anhui, and demonstrate them through a graphical Pareto diagram based on the "28 principles" (80% of problems are caused by 20% of reasons). The analysis results show that the revolutionary culture of the Dabie Mountains is highly well-known, with deep cooperation between the local government and enterprises, policy support, and appropriate consumption levels, totaling four "crucial items", accounting for a cumulative proportion of 75.08%. These four are the outstanding advantages of Jinzhai's development of red tourism industry, which should be emphasized and strongly supported.

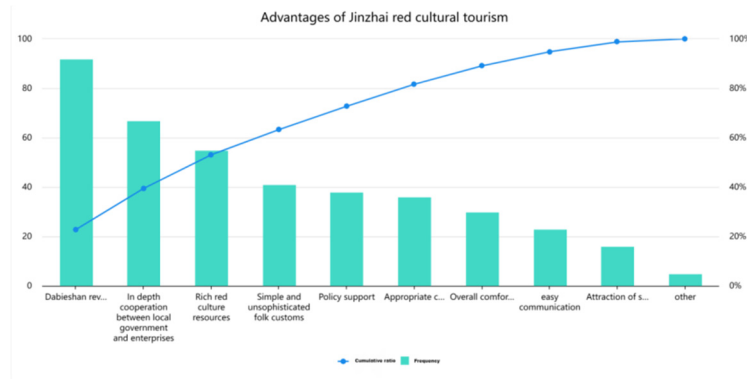


Figure 6. Advantages of developing red tourism in Jinzhai

(7) Please rate the following items based on your experience of red tourism and work life on "satisfaction" (please rate 1-5 points).

(8) Please rate the following items based on their "importance" by contacting your experience in red tourism and work life (please rate 1-5 points).

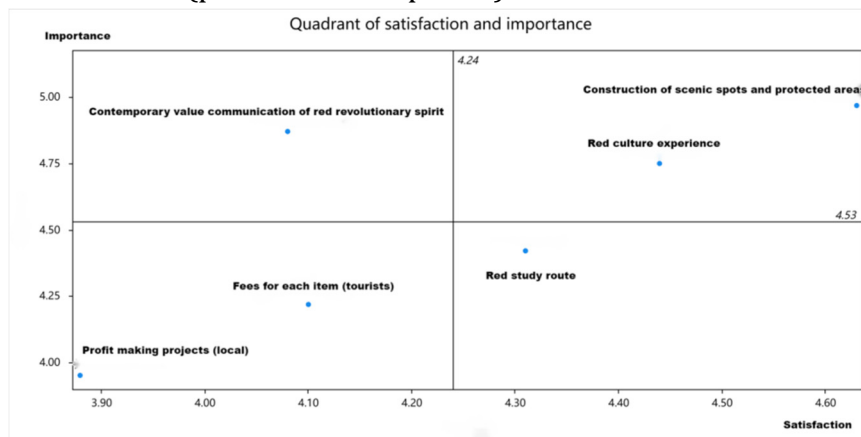


Figure 7. Quadrant of satisfaction and importance

A satisfaction and importance rating survey on red tourism and work life experiences, using a four point chart for analysis, can help the team quickly identify the key points of the current Jinzhai red cultural tourism model, distinguish the importance and urgency of each indicator, and adjust the development policy accordingly.

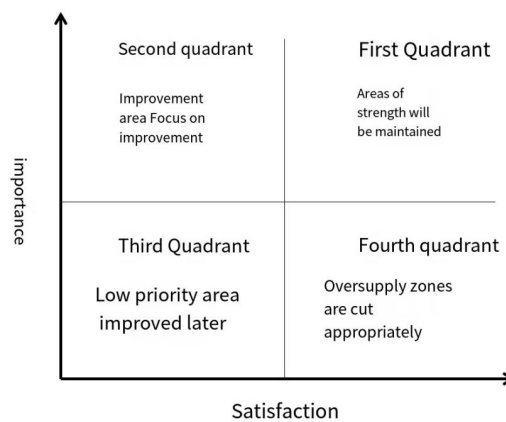


Figure 8. Schematic diagram of satisfaction and importance quadrant analysis

The first quadrant is the advantageous area: the masses attach importance to the indicators and are relatively satisfied with the process. The project proposal is to continue and provide support. The second quadrant is the priority improvement area: the public is not satisfied with the current status of the project in this quadrant area. We need to focus on strengthening

improvements to increase public satisfaction. Specifically, it is possible to construct a red spirit and cultural park, a red themed restaurant, and so on. The third quadrant is a low priority area: the importance and satisfaction of the indicators are not high, and it is not a crucial improvement part for the time being. It should be placed in the later stage of improvement. The fourth quadrant is the area of oversupply: projects in this quadrant have exceeded expectations and resources have been excessively invested. The government should gradually reduce its attention to it and transfer the excessive resources invested in this area to other more important aspects.

2.4. Logistic Regression Analysis

Conduct a logistic linear regression analysis on the contribution rate of various aspects of development to the gross domestic product of Jinzhai County. By analyzing the degree of regression fit, explore the industries that truly drive the growth of local gross domestic product. Firstly, before conducting logistic regression analysis, determine whether there is a linear relationship between the regional GDP of Jinzhai County and other data. We can see through scatter plot analysis that there is a clear linear relationship between the development of red culture and the gross domestic product of Jinzhai County, which can be further used for logistic regression analysis. The linear relationship between the other two projects and the gross domestic product of Jinzhai County is not significant.

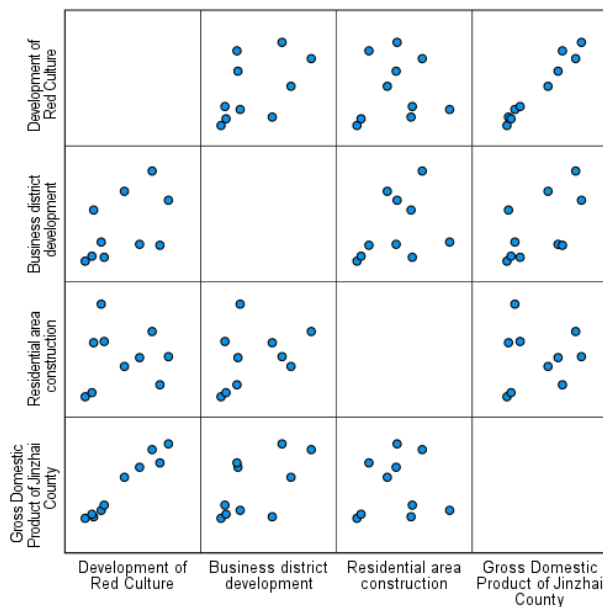


Figure 9. Scatter matrix

The logistic regression analysis model can be represented as:

$$p = \frac{\exp(\beta_0 + \beta_1x_1 + \beta_2x_2 + \dots + \beta_mx_m)}{1 + \exp(\beta_0 + \beta_1x_1 + \beta_2x_2 + \dots + \beta_mx_m)}$$

In the formula, β_0 is a constant term, $\beta_1, \beta_2, \dots, \beta_m$ is the partial regression coefficient.

Table 4. Model Summary Table

| Model | R | R ² | Adjusted R ² | Errors in SE | Durbin- Watson |
|-------|------|----------------|-------------------------|--------------|----------------|
| 1 | .979 | .959 | .954 | 13.25598 | 2.860 |

R2 represents the degree of linear fitting, the closer it is to 1, the better. R2=(TSS-RSS)/TSS, which reflects the variability of the target variable. The R2 in the summary table of the above model is 0.959, which means that the independent variable explains 95.9% of the changes in the target variable, and the degree of linear regression fitting is high.

Meanwhile, analyze the Durbin Watson model, abbreviated as D-W test. This index represents the independence between dependent variables and is used to test autocorrelation. When the D-W value approaches 2, it indicates that the autocorrelation of the independent variable is less significant. The D-W value in the above model is 2.860, and the autocorrelation is not significant. The model design is appropriate.

Table 5. ANOVA Table

| Model | | Sum of squares | Degree of freedom | Means square | F | Significance |
|-------|------------|----------------|-------------------|--------------|---------|--------------|
| 1 | Regression | 33182.987 | 1 | 33182.987 | 188.839 | .000 |
| | Residual | 1405.769 | 8 | 175.721 | | |
| | Total | 34588.756 | 9 | | | |

The ANOVA table is used for significance testing of regression equations, and the following analysis F is related to the significance model. The larger F, the more significant the regression square is. If the significance model (Sig) is less than 0.05, it can be considered significant.

Table 6. Coefficient a table

| Model | | Non standardized coefficient | | Standardized coefficient | t | Significance | Collinearity statistics | |
|-------|----------------------------|------------------------------|----------------|--------------------------|--------|--------------|-------------------------|-------|
| | | B | Standard error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 12.439 | 10.653 | | 1.168 | .277 | | |
| | Development of red culture | 1.243 | .090 | .979 | 13.742 | .000 | 1.000 | 1.000 |

From the t-test of the parameters in the above table, the linear regression equation can be obtained:

$$Y=12.439+1.243X$$

According to the regression equation, the development of red culture has a significant impact on the gross domestic product of Jinzhai County.

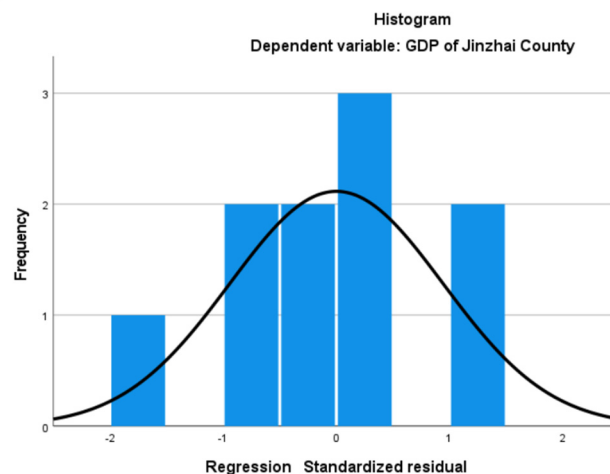


Figure 10. Histogram

In addition, through the histogram, it can be observed that the variables are approximately normally distributed, and the degree of linear regression is good. The normal P-P plot of the regression standardized residuals fits the middle trend line distribution, indicating that the actual data is basically consistent with the theoretical analysis, and it is believed that the data follows a normal distribution.

Table 8. Variance interpretation rate table

| Number | Eigenvalue | | | Principal component extraction | | |
|--------|------------|-------------------------------|-------------|--------------------------------|-------------------------------|-------------|
| | Eigenvalue | Variance interpretation rate% | Accumulate% | Eigenvalue | Variance interpretation rate% | Accumulate% |
| 1 | 6.558 | 59.619 | 59.619 | 6.558 | 59.619 | 59.619 |
| 2 | 1.368 | 12.433 | 72.052 | 1.368 | 12.433 | 72.052 |
| 3 | 0.739 | 6.715 | 78.767 | - | - | - |
| 4 | 0.593 | 5.388 | 84.155 | - | - | - |
| 5 | 0.372 | 3.378 | 87.534 | - | - | - |
| 6 | 0.342 | 3.112 | 90.646 | - | - | - |
| 7 | 0.314 | 2.859 | 93.505 | - | - | - |
| 8 | 0.223 | 2.029 | 95.534 | - | - | - |
| 9 | 0.193 | 1.752 | 97.286 | - | - | - |
| 10 | 0.158 | 1.433 | 98.719 | - | - | - |
| 11 | 0.141 | 1.281 | 100.000 | - | - | - |

According to the situation of principal component extraction, it can be seen that principal component analysis has extracted a total of 2 principal components, with corresponding feature root values greater than 1. The variance explanatory rates are 59.619%, 12.433%, and the cumulative variance explanatory rate is 72.052%, respectively. The corresponding weighted variance explanatory rates (i.e. weights) are $59.619/72.052=82.75\%$; $12.433/72.052=17.25\%$. It is generally believed that a cumulative variance interpretation rate of over 60% can accurately express all data. Therefore, this principal component analysis extracts two principal components to complete the calculation.

Table 9. Load factor table

| Name | Load factor | | Common degree (common factor variance) |
|---|-----------------------|-----------------------|--|
| | Principal Component 1 | Principal Component 2 | |
| Advantages of Jinzhai red cultural tourism | 0.817 | 0.225 | 0.718 |
| Dabieshan revolutionary culture is well known | 0.817 | -0.390 | 0.820 |
| In depth cooperation between local government and enterprises | 0.827 | -0.079 | 0.689 |
| Policy | 0.764 | 0.188 | 0.619 |
| Overall comfortable travel | 0.794 | -0.236 | 0.686 |
| Convenient transportation | 0.712 | -0.551 | 0.810 |
| Attraction of surrounding industries | 0.722 | 0.532 | 0.804 |
| Appropriate consumption level | 0.700 | 0.487 | 0.727 |
| The people are simple and honest | 0.824 | 0.211 | 0.723 |
| Rich red culture resources | 0.715 | -0.442 | 0.706 |
| Other | 0.786 | 0.068 | 0.623 |

From the above table, it can be seen that the commonality values corresponding to all research items are higher than 0.4, indicating a strong correlation between the research items and the principal components. The two principal components extracted from the previous analysis can effectively extract questionnaire information.

Table 10. Linear combination coefficient matrix table

| Name | Component | |
|---|-------------|-------------|
| | Component 1 | Component 2 |
| Advantages of Jinzhai red cultural tourism | 0.319 | 0.193 |
| Dabieshan revolutionary culture is well known | 0.319 | -0.334 |
| In depth cooperation between local government and enterprises | 0.323 | -0.068 |
| Policy | 0.298 | 0.160 |
| Overall comfortable travel | 0.310 | -0.202 |
| Convenient transportation | 0.278 | -0.471 |
| Attraction of surrounding industries | 0.282 | 0.455 |
| Appropriate consumption level | 0.273 | 0.416 |
| The people are simple and honest | 0.322 | 0.181 |
| Rich red culture resources | 0.279 | -0.378 |
| Other | 0.307 | 0.058 |

Using the "Linear Combination Coefficient Matrix Table" to establish the relationship equation between principal components and research items, the results are shown as follows:

Score of Principal Component 1 = 0.319 × Advantages of Jinzhai Red Culture and Tourism + 0.319 × The revolutionary culture of the Dabie Mountains has a high reputation + 0.323 × Deepening collaboration between local government and enterprises + 0.298 × Policy support + 0.310 × Overall travel comfort + 0.278 × Convenient transportation + 0.282 × Attraction of surrounding industries + 0.273 × Appropriate consumption level + 0.322 × Simple Folk Customs + 0.279 × Rich red cultural resources + 0.307 × Other.

Score of Principal Component 2 = 0.193 × Advantages of Jinzhai Red Culture and Tourism - 0.334 × The revolutionary culture of the Dabie Mountains has a high popularity - 0.068 × Deepening collaboration between local government and enterprises + 0.160 × Policy support - 0.202 × Overall travel comfort - 0.471 × Convenient transportation + 0.455 × Attraction of surrounding industries + 0.416 × Appropriate consumption level + 0.181 × Simple Folk Customs - 0.378 × Rich red cultural resources + 0.058 × Other.

The comprehensive score is calculated by multiplying the variance interpretation rate with the component score and accumulating them.

$F = 59.619 \times \text{Score of Principal Component 1} + 12.433 \times \text{Score of Principal Component 2} \div 72.052 = 0.827 \times \text{Score of Principal Component 1} + 0.173 \times \text{Score of Principal Component 2}$

Based on the linear combination coefficients and weight results in Table 8, we further extracted the data from question 6 of the questionnaire, "What do you think are the advantages of developing red tourism in Jinzhai, Anhui?", and confirmed that Jinzhai's profound red cultural and tourism advantages, appropriate consumption level, and simple cultural atmosphere make the new development model of deep integration of red culture and tourism industry significantly effective in local practice, which is a key element in driving economic growth in Jinzhai County. At the same time, developing the surrounding industries in Jinzhai County is a chain economic benefit inherent in the development model of red culture and tourism. By developing surrounding industries, promoting the construction of transportation to improve people's well-being, and vigorously promoting the benefit circle centered around red cultural tourism.

Table 11. Linear combination coefficient and weight result table

| Name | Component 1 | Component 2 | Comprehensive score coefficient | Weight |
|---|-------------|-------------|---------------------------------|--------|
| Advantages of Jinzhai red cultural tourism | 6.558 | 1.368 | | |
| Dabieshan revolutionary culture is well known | 59.62% | 12.43% | | |
| In depth cooperation between local government and enterprises | 0.3190 | 0.1925 | 0.2972 | 10.84% |
| Policy | 0.3190 | -0.3336 | 0.2064 | 7.53% |
| Overall comfortable travel | 0.3228 | -0.0677 | 0.2554 | 9.32% |
| Convenient transportation | 0.2985 | 0.1603 | 0.2746 | 10.02% |
| Attraction of surrounding industries | 0.3101 | -0.2020 | 0.2217 | 8.09% |
| Appropriate consumption level | 0.2780 | -0.4710 | 0.1488 | 5.43% |
| The people are simple and honest | 0.2818 | 0.4548 | 0.3116 | 11.37% |
| Rich red culture resources | 0.2734 | 0.4162 | 0.2980 | 10.87% |
| Other | 0.3216 | 0.1807 | 0.2973 | 10.85% |
| Name | 0.2792 | -0.3776 | 0.1659 | 6.05% |
| Advantages of Jinzhai red cultural tourism | 0.3070 | 0.0584 | 0.2641 | 9.64% |

3. Inheritance of Red Cultural Values

3.1. The Practical Role of Red Culture

- (1) Value inheritance. Red culture is an important component of revolutionary history, inspiring people to firmly believe, strengthen patriotism, and national pride.
- (2) Cultural exchange. The red cultural scenic spots in various regions have attracted tourists from all over the world, who promote friendly exchanges between different cultures through the exchange and interaction of red cultural tourism.
- (3) Economic drive. Red cultural tourism can attract a large number of tourists, promote the development of local tourism and related industries, increase employment opportunities, and enhance local economic vitality.
- (4) Brand building. By effectively promoting and promoting, we aim to turn red cultural tourism into a well-known tourism brand and enhance the reputation of China's tourism industry internationally.

3.2. Backfeeding of Red Culture Leading Talents

- (1) Local sentiment. Some economically underdeveloped areas have become hollowed out, with a large number of people going out to work. In the early stages of the development of red cultural tourism, a large number of people need to return to their hometowns for construction. Compare the state of "being familiar with society" (i.e. hometown) with a strong sense of boundaries and large variables in modern cities, and use ideology as the main driving force to mobilize migrant workers to return to their hometowns for construction.
- (2) Local economic development. We should grasp the inherent connection between red culture and the tourism industry, and provide policy and financial support for returnees. And actively promote through online media, increase the trust of migrant workers in the development of red cultural tourism, and encourage more labor to return to their hometowns to start businesses.
- (3) Epidemic factors. Due to the impact of the epidemic, personnel engaged in low value-added work outside have been forced to return to their hometowns. The government should assist

returnees in achieving re employment in their hometowns and attract high-tech talents to return to their hometowns through local sentiment and high returns with long investment cycles.

4. The Current Situation and Future of Red Cultural Tourism

4.1. Existing Dilemmas of Red Culture and Tourism

(1) Scattered operations and lack of unified planning. Red cultural tourism resources are widely distributed, but lack unified planning and management, resulting in repeated and competitive development projects in various regions, and many scenic spots have problems with low quality.

(2) Insufficient awareness of red resource protection. The protection mechanisms established by some local governments are not sound, and many revolutionary sites and relics have not been well protected, developed, and utilized. Some revolutionary sites have suffered serious damage and urgently need to be repaired and protected.

(3) Lack of professional talents. Red cultural tourism requires professional knowledge in historical and cultural aspects, but currently there is a relative shortage of professional talents, especially in terms of external promotion and tourism services.

(4) Poor tourist experience. Some red cultural tourist attractions have shortcomings in reception facilities, service quality, and other aspects. Meanwhile, excessive commercialization has also affected the origin of red cultural tourism.

4.2. Improvement Measures

4.2.1. Adhere to "One Center"

Centered around revolutionary culture, develop red products. Tourist areas can deeply explore red cultural resources and utilize the internet and social media platforms for promotion, providing online booking channels and increasing local awareness.

4.2.2. Focus on "Two Major Tasks"

Guided by a combination of online and offline methods.

(1) Online cultural experience. By building an integrated platform, we will deeply explore red cultural resources, including revolutionary historical sites, red cultural relics, memorial halls, red stories, etc. Integrate and transform the existing resources within the red scenic area, providing convenient channels for tourists to obtain information. By using virtual reality technology or 360 degree panoramic videos, the scenes of red cultural tourism are digitally presented, allowing tourists to deeply experience the charm of red culture while watching.

(2) Offline on-site visits. Emphasize the interactivity and uniqueness of on-site visits. Extend the information, experience, and services of red cultural tourism to a wider audience of tourists, improve its accessibility and interactivity, and enhance tourists' participation in red cultural tourism. By creating high-quality tourism routes and developing scenic spots, attract tourists to visit in person, and arrange guides to provide explanations, experiencing the charm of red cultural tourism.

4.2.3. Grasp the "Four Key Points"

(1) Develop policy support. The government can formulate relevant policies to support the development of red cultural tourism. This includes providing tax incentives, financial subsidies, land use and other support, encouraging private capital to invest in the red cultural and tourism industry, and providing corresponding support.

(2) Strengthen management and supervision. The government plays a regulatory and guiding role in the development of red cultural tourism, establishes a sound management mechanism, ensures the service quality, safety, and environmental protection of red cultural tourism, and maintains a good image of the red cultural tourism industry.

(3) Build a collaborative platform. The government can establish a cooperation platform for the development of red culture and tourism, and build a communication bridge between the government, enterprises, and experts and scholars through meetings, seminars, and other forms organized by the government, to jointly explore problems and solutions for the development of red culture and tourism.

(4) Strengthen brand promotion. Through government departments and media channels, establish specialized official websites and social media accounts, organize and launch red cultural and tourism themed weeks, festival activities, etc., enhance the visibility and influence of red cultural and tourism, and attract more tourists to participate.

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