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Research on the Development Path of Red Tourism Resources in Shouxian County under the Background of Rural Revitalization

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Abstract: Shouxian is rich in red tourism resources. Developing red tourism resources in Shouxian under the background of rural revitalization strategy is conducive to building a high-quality and efficient rural industrial system, building a new era beautiful countryside, consolidating the spiritual foundation of rural revitalization, promoting effective rural governance in the new era, and achieving the goal of affluent residents' lives. However, when faced with the shortage of developing red tourism resources in Shouxian, we should improve the infrastructure construction of red scenic spots and their surrounding areas in Shouxian, strengthen the integration of red tourism resources and network technology, integrate red scenic spots and their surrounding tourism resources, and build a comprehensive industrial chain of red tourism, which will effectively promote the realization of rural revitalization in Shouxian.

Keywords: Rural revitalization; Shouxian county; Red tourism; Tourism resources; Development path.

1. Introduction

According to china tourism academy's forecast, the number of domestic tourists will reach 4.1 billion in 2021, and the domestic tourism revenue will reach 3.3 trillion yuan, up by 42% and 48% respectively. Tourism economy has always been one of the pillar industries that promote the economic development of a country or region, and it is also the largest and strongest industry in the future. Red tourism is a tourism activity with red educational significance, which takes the red culture created by the party leaders in the revolutionary war years as the carrier and organizes tourists to visit and study. China's red tourism resources are widely distributed in rural areas. Under the background of consolidating the achievements of poverty alleviation and fully implementing the strategy of rural revitalization, it is of great economic value and historical significance to vigorously develop red tourism resources in rural areas.

2. Shouxian Red Tourism Development Advantages

2.1. National policy support

In order to give full play to the comparative advantages of Shouxian and change Shouxian, the State Council approved the "Shouxian Revitalization and Development Plan" in 2015, which defined the development goals and tasks of Shouxian, promoted the optimization and upgrading of industrial structure, and realized the high-quality development of regional economy. The introduction of this plan has integrated the development of Shouxian into the overall pattern of national economic development, constantly exerting its own advantages, driving the economy with industry, and vigorously creating a red tourist attraction with unique Shouxian characteristics. In addition, in 2016, the General Office of the Central Committee and the General Office of the State Council issued the third issue of the Outline of the National Red Tourism Development Plan, which is the comprehensive deployment of the Party Central Committee and the State Council for the development of the national red tourism industry. Different from the previous two issues, the planning of this period has made the function of red tourism clearer from the aspects of education and poverty alleviation, made the direction of red tourism in the whole country clearer, and made the development of red tourism in Shouxian county more grasping and focused.

2.2. Rich in tourism resources

Shouxian County is located in the middle of Anhui Province, and its unique natural scenery and human history are deeply loved by tourists. With the continuous development of society and the rapid rise of tourism in China, Shouxian's tourism economy has ushered in new opportunities in the era of cultural tourism.

Shouxian has diverse landforms, with high terrain in the southeast and low terrain in the northwest. Bagong Mountain Range covers a vast area, located in the transition zone between Huaibei Plain and Dabie Mountain, among which the famous Bagong Mountain, Siding Mountain, Guishan Mountain and Jiuquan Mountain are clustered. The flat terrain of the Central Plain and Huaipi Plain provides a guarantee for building an ecological park and protecting the environment.

There are many lakes and canals in Shouxian county, criss-crossing, and the waters such as Anfengtang, Huaihe River, Shouzhou moat, Donghuai River, Wabu Lake and Pearl Spring have unlimited scenery. Shouxian county belongs to the humid monsoon climate type on the northern edge of subtropical zone, with four distinct seasons, and the eight scenic spots in Shouyang in different seasons are beautiful [1].

3. Shortcomings of Red Tourism Development in Shouxian County

3.1. The economy is weak and the infrastructure is not perfect

Shouxian was once one of the concentrated contiguous areas with special difficulties in China, and its economic development strength was far behind that of developed areas.

Coupled with the special geographical environment, infrastructure construction was more difficult, especially the lack of transportation connecting various red tourism resources. The traffic problem has always been the biggest bottleneck for Shouxian to develop tourism, so it is extremely important to build an integrated transportation pattern of Anhui Province. The internal infrastructure of red tourist attractions in Shouxian county is not perfect, and many scenic spots are facing the problem of insufficient facilities such as tourist centers and parking lots, especially the quantity and quality of toilets in tourist areas [2]. In addition, the intelligence of red tourist attractions is insufficient. In many scenic spots in Shouxian County, the full coverage of 5G network and wireless network has not been achieved, and the functions of online ticket purchase and intelligent tour guide have not been improved.

3.2. The development mode is single, and the tourists' experience is insufficient

The important purpose of the development of red tourism in Shouxian county is to carry forward the spirit of Shouxian county, but the development model of red tourism area in Shouxian county is relatively simple at present. Many red venues are similar in construction and layout, mainly displaying pictures and revolutionary relics, and even many venues lack the explanation of pictures, which makes tourists lack lasting memories of revolutionary relics. The homogenization among the red tourist attractions is serious, and there is a large degree of imitation. The red tourist attractions have not fully developed their own characteristics and have not fully expanded the red factor, and have not yet formed a large-scale red effect. There are many scenic spots that provide tourists with only superficial sightseeing activities, and each scenic spot lacks experiential activities for tourists to participate in personally. How to attract tourists to the greatest extent, change the passive position of tourists and leave a deep red impression on tourists is an urgent problem to be solved in every red tourist spot [3].

3.3. Red propaganda is insufficient, and tourism and culture are out of touch.

In the early stage of development, the publicity of red tourism resources in Shouxian only stayed on local government websites, and there were few promotion activities of red tourism resources offline in Shouxian, and the effects of online publicity, offline cooperation and interactive interaction were poor, which limited the popularity of red tourism resources in Shouxian to some extent. Although many red tourism products have been developed in Shouxian Red Tourism Zone, the phenomenon of disconnection between tourism and culture is more serious in the process of development. Cultural departments and tourism enterprises are fragmented, lacking communication and interaction. The two sides only proceed from their own interests. Cultural departments only pay attention to cultural development, while tourism enterprises only pay attention to the economic benefits of tourism products, lacking in-depth research on cultural connotation of tourism products, resulting in a low degree of cultural and tourism integration and a weak industrial integration effect, which makes individual red tourist attractions in Shouxian County lack profound red cultural connotation [4].

4. The value of developing red tourism in Shouxian under the background of rural revitalization

4.1. The development of red tourism is conducive to building a high-quality and efficient rural industrial system.

The key to rural revitalization lies in economy, and the revitalization of rural economy lies in the revitalization of industry. Developing red tourism resources and tourism leisure industry related to red tourism is an important way to revitalize rural industries. First, we can build an "idyllic complex" rich in red tourism characteristics in rural areas, and set up a rural industrial development model integrating rural agriculture, rural communities and red leisure tourism. Second, through the development of creative industries related to red tourism, handicrafts containing red genes are manufactured, and the organic integration of red tourism and handicrafts is realized. Third, by promoting the development of related service industries through red tourism, we can vigorously develop service industries such as accommodation, catering, transportation and commerce in the scenic spot. Use red tourism resources to run through the primary, secondary and tertiary industries, and build a green, environmentally friendly, high-quality and efficient rural industrial system [5].

4.2. The development of red tourism is conducive to building a new era of beautiful countryside.

The important support of rural revitalization lies in ecological revitalization, and the only link to realize ecological revitalization lies in the construction of beautiful countryside. Beauty lies not only in the comfort of external natural environment, but also in the harmony of cultural ecology [6]. The superior cultural environment is also what everyone must face, as well as the living environment closely related to the natural ecology. Therefore, beautiful countryside is a combination of livable ecological environment and harmonious cultural environment, which has both the connotation of "beauty". The red genes in the red tourism resources are in line with the core values promoted by today's society. To build a positive, healthy and progressive rural cultural ecology, we need to deeply explore the cultural implications contained in the red tourism resources, vigorously promote the ethical elements embodied in the red tourism resources, and give full play to the due value of beautiful countryside's construction.

4.3. The development of red tourism is conducive to consolidating the spiritual foundation of rural revitalization.

To consolidate the spiritual foundation of rural revitalization and realize the revitalization of rural culture, we should speed up the construction of "three styles" in rural areas, that is, cultivate good family style, simple folk customs and civilized rural style [7]. The red tourism resources in Shouxian County are rich in "nutrient solution" needed for the construction of "Three Winds" in rural areas. Many families here have ancestral halls, and most of their family precepts are patriotic, diligent and friendly. These thoughts have been passed down from generation to generation, which has important reference significance for cultivating good family

style today. In addition, the folk customs of Shouxian County have remained simple and heavy since the revolutionary war years, and it is this characteristic that makes Shouxian County make an indelible contribution to the success of the revolution [8]. In order to develop red tourism resources and realize the ultimate goal of rural civilization, it is necessary to gather the "three styles" and go through the gradual cultivation process of family style, folk custom and rural style.

4.4. The development of red tourism is conducive to promoting effective rural governance in the new era.

The guarantee of rural revitalization lies in the effectiveness of rural governance, and effective rural governance cannot be separated from the revitalization of grassroots organizations. To realize the effective governance of Shouxian countryside, we must build a rural governance system with the integration of "three governance" under the leadership of the Party. To achieve effective rural governance, we should focus on strengthening the party's leadership at the grassroots level, build a strong grassroots party organization, and actively mobilize the masses under the leadership of the party. Under the unified leadership of the Party, the Soviet area of Anhui Province actively encourages the masses to participate in the construction of mass organizations, constantly improves the program construction of mass organizations, and establishes corresponding autonomous measures [9]. Rural governance in Shouxian County should turn revolutionary deeds into behavior models of rural residents, turn policy language into peasant discourse, and truly build a realistic platform for the revolutionary spirit in red tourism resources to be integrated into rural governance.

4.5. The development of red tourism is conducive to the realization of the goal of rural residents' affluent life.

The fundamental goal of rural revitalization strategy lies in the affluence of rural residents. The affluence of people's life in the new era is no longer limited to the satisfaction of material conditions. We should break the single-dimensional value thinking and understand the affluence demanded by the people in many ways [10]. Compared with industrial prosperity, ecological livability, rural civilization and effective governance, living affluence is an abstract expression, which is actually the coexistence of rural residents' pockets, ecology, psychology and brain, but the connotation of living affluence is bound to add new factors with the development of the times. Based on the above description of the value of developing red tourism resources in developing rural industries, building beautiful countryside, prospering rural culture and promoting rural governance, it can be concluded that the development of red tourism resources has a positive impact on the prosperity of local residents' lives [11].

5. The path of developing red tourism in Shouxian under the background of rural revitalization

5.1. Improve the red scenic spots and surrounding infrastructure construction.

Shouxian County is located at the border. In the process of improving Shouxian's infrastructure construction, we should adhere to systematic thinking, strengthen the cooperation and mutual business of Anhui's transportation departments, integrate Shouxian's existing transportation resources, connect high-standard inter-provincial exit roads and broken roads, build more roads and railways around Shouxian around the core area of red tourism, and speed up the construction of Shouxian's transportation infrastructure projects such as Fuyang-Huanggang section of Beijing-Kowloon high-speed railway and Wuhan-Hefei section of high-speed railway along the river. The representative red tourist attractions in Shouxian county with great significance and obvious functions were screened out, and centralized upgrading was carried out to build a relatively perfect red tourism resource system [12]. To further improve the related supporting service functions in the red scenic spot and establish public facilities in line with tourists' expectations, we should make great efforts in the construction of parking lots, tourism and toilets in the scenic spot, and take the needs of tourists as the guide to form a red tourism service system integrating eating, living, traveling, traveling and educating.

5.2. Strengthen the integration of red tourism resources and network technology.

The experience of red tourism is an important indicator to enhance tourists' satisfaction. To improve the experience of red tourism, it needs the help of network technology, highlighting the use of network technology to add novel experience of red tourism. Network technology plays an important and constructive role in people's sensory experience, which can reshape people's tourism actions and experiences. Applying network technology to the experience of red tourism can fully break through the noumenon of red tourism, enhance interactivity and immersion, enlarge tourists' senses and extend tourists' impressions [13]. The AR magic mirror developed by the former site of Wangdawan Conference in Guangshan, Xinyang uses network technology to put on virtual costumes for real people, and complete the dressing change in a fast, interesting and scientific way, showing the wearing effect of different costumes and letting the experiencers feel the "living" red culture. Red scenic spots should effectively combine network technology with red tourism, add technical strength to red tourism, increase intelligent experience for tourists and help the development and prosperity of tourism economy.

5.3. Integration of red scenic spots and surrounding tourism resources

The development of red tourism resources under the background of rural revitalization is a systematic project, which is not limited to the development of revolutionary relics, but also a kind of "red tourism resources +"development, including the integration of other resources in surrounding areas. First of all, the internal integration of red tourism resources can create a line service of red tourism in the city, connect red tourist attractions in the city and merge traffic. Secondly, the integration of red tourism resources and natural resources, Shouxian is rich in natural resources, such as Jigong Mountain and Wanfoshan Mountain, which have important utilization value in the process of rural revitalization in Shouxian, and can be built into an integrated service of "red tourism+natural eco-tourism". Finally, the integration of red tourism resources and historical and cultural resources, Shouxian is an important birthplace of ancient Chu culture, where traditional culture once prevailed, and there are

historical resources such as Xinyang Eight Scenery and Chibi Site. Therefore, a joint venture service of "red tourism+historical and cultural tourism" can be built to integrate red tourist attractions and surrounding tourism resources and launch a tourism feast with various styles [14].

5.4. Create a comprehensive industrial chain of red tourism

From the perspective of the development pattern of rural revitalization, promoting the integration of industries is an effective way to realize rural revitalization. Therefore, it is necessary to continuously improve the integration of red tourism resources and other industries in Shouxian County, especially the integration between red tourism and the first, second and third industries, and build a comprehensive industrial chain of red tourism. For example, the display of local farming culture, the reproduction of revolutionary relics and handicrafts, and the catering service with the characteristics of the Red Army can be enriched to varying degrees to form an industrial brand with the characteristics of red tourism in Shouxian County. With red tourism as the core, the red tourism resources are industrialized, and the new functions and values of red tourism such as ecological conservation, healthy old-age care, leisure and sightseeing are deeply explored in combination with the endowment of red tourism resources. Cultivate leisure agriculture and red tourism boutique projects, develop new formats such as sharing economy in red tourism, strengthen the leading and supporting role of red tourism experiential service industry in the first, second and third industries, and build an industrial system in which ecological agriculture, ecological handicraft industry and tourism service industry complement each other in and around red tourist attractions.

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