

Research on the Path of Rural Revitalization in the Old Revolutionary Areas under the Global Tourism Path

-- Take the Red Town of Jinzhai County as an Example

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Abstract

In the post-poverty alleviation era, how to achieve the consolidation and expansion of the achievements of poverty alleviation in the old revolutionary areas and the smooth transition to comprehensively promote rural revitalization is an important theoretical and practical issue worth studying. The construction of characteristic towns is a way to revitalize the old district. Jinzhai Dabie Mountain Red Town is a provincial-level characteristic town created in Anhui Province in 2020, with its unique red, green and human resources different from other characteristic towns, through the analysis of the current situation of town construction, jinzhai Dabie Mountain red town development innovation path is proposed, in order to provide reference for the construction of characteristic towns in other similar areas.

Keywords

Rural Revitalization; Characteristic Town; Revolutionary Old Area.

1. Introduction

In the post-poverty era, how to consolidate and expand the achievements of poverty alleviation in the old revolutionary areas and make a smooth transition to comprehensively promoting rural revitalization is an important theoretical and practical issue worth studying. The people of the old revolutionary areas have made great contributions to the liberation of the Chinese nation and the founding of New China, and are the witnesses of the choice of the Chinese people to the Communist Party of China, carrying a large number of red memories. Located at the foot of Dabie Mountain, Jinzhai County, with strong red cultural resources, is the second largest general county in China, and is known as "the cradle of the Red Army and the hometown of the general". On February 20, 2021, the State Council recently issued the "Opinions of the State Council on Supporting the Revitalization and Development of The Old Revolutionary Areas in the New Era", which made the latest instructions for the development direction of the old revolutionary areas, and proposed to support the old revolutionary areas to cultivate and expand characteristic industries, support the old revolutionary areas to base themselves on red culture, national culture and green ecological resources, accelerate the development of characteristic tourism industries, and launch a number of key villages and towns and boutique routes for rural tourism. The construction of the red town of Dabie Mountain in Jinzhai is in line with this policy direction.

2. Status Quo of Dabie Mountain Red Town in Jinzhai County

2.1. The Tourism Industry is Relatively Single

Although the red cultural resources of Banzhuyuan Town are deep, they have not yet been deeply developed and integrated. Most of the sites are represented in a traditional way, and most of the exhibits in the memorial hall are static displays, with a single technique, and fail to effectively use modern technology to experience the interaction between people and culture, resulting in a short pause in the audience. Special scenic spots such as statues, memorial halls, and former residences of great people lack supporting cultural and entertainment facilities and related special products, and most of them are static and educational experiences. The large-scale static introduction of text and pictures is slightly boring and tedious, and does not integrate modern aesthetics and tourism concepts into local natural and cultural characteristics, which is difficult to form a visual impact on tourists and lacks attraction. In this regard, the construction of the town should learn from the relevant successful experience and walk out of a road with its own characteristics.

2.2. There is no Market Mechanism

At present, most of the emerging popular tourist attractions rely on diversified financing channels and professional operations. If you only rely on government investment, it is difficult to give full play to the advantages of marketization and specialization, so that it cannot achieve the desired effect. Therefore, the construction of characteristic towns should strengthen the main position of enterprises, and industrial selection and planning should be market-oriented. At present, the existing buildings and construction projects of Banzhuyuan Characteristic Town have utilized an area of 1620 mu of construction land, and 27 key construction projects have been completed, with a completed investment of 498.2 million yuan, of which 19 government investment projects have completed and 416.2 million yuan have been completed. It can be seen that at this stage, most of the tasks of building characteristic towns are borne by the government. Therefore, the most urgent task of the characteristic town of Banzhu Garden is to introduce a market mechanism, let the red culture and market wisdom be grafted, and find large-scale enterprises with strong capital strength and high brand influence to undertake the task of building a characteristic town.

2.3. The Town is not Well Known

In recent years, the state is vigorously building red tourism classic scenic spots, through the creation of red towns to promote rural tourism. The Dabie Mountain area is one of the famous red mountains in China, and it is also a red tourism boutique route actively created by the state. However, in terms of fame and attention, it is slightly inferior to the "Qianbei Qianxi Red Tourist Zone" centered on Zunyi and the "Xianggan-Min Red Tourist Zone" centered on Shaoshan and Jinggangshan. In addition, China's red cultural resources development time is relatively short, brand marketing awareness is not strong, the local government's publicity for the town only stays in the general policy requirements and calls, did not use Weibo, WeChat public account and other self-media platforms for in-depth publicity, therefore, the red resources rich in banzhu garden town in the country's popularity is not high, did not form a brand influence, will be submerged in the wave of characteristic towns, waste of the benefits brought by characteristic towns.

3. Policy Recommendations

The construction of characteristic towns should be led by characteristic industries, and the function should realize the platform for the organic combination of ecology, production and life, so as to build a functional agglomeration area for urban and rural integration. On the

basis of the integration of characteristic resources, the countermeasures and suggestions for the construction of Dabie mountain red towns focusing on regional rural revitalization are reflected in the following aspects.

3.1. Integrate Resources and Integrate Development

Banzhuyuan Town integrates red and green resources, in the process of building a characteristic town should be led by the new development concept, through the integration of urban and rural resources, cultivate and expand the leading industry of red cultural tourism, extend the development of red cultural and creative industry, support the development of green leisure experience tourism, form an innovative tourism model of "red golden village, green landscape", and create a demonstration base for the inheritance of red culture in Dabie Mountain.

(1)Focus on the development of the red cultural tourism industry, and extend the development of the red cultural and creative industry.Relying on the outstanding red cultural tourism resources of Banzhu Garden, through top-level design, brand planning, publicity and marketing, we constantly enrich the product connotation of red cultural tourism. For example, tourists can experience the project of wearing red army uniforms, walking the red army road and living in the red army house built by Banzhuyuan Town, experience the life experience of the Red Army from the aspects of clothing, food, housing and transportation, experience the spirit of the Red Army that is not afraid of hardship and sacrifice, and inspire contemporary people to put the "spirit of the Red Army" into the modernization construction. Implement the innovation-driven strategy, use modern science and technology, cultural creativity, and extend the development of the red cultural and creative industry. Relying on the red tourism souvenir handmade characteristic street carrier of Banzhuyuan Town, implement the "red tourism + product creativity" action, strengthen cooperation with enterprises, attract market entities such as special handicraft workshop owners and e-commerce to settle in, carry out cooperation with Yangtze River Delta Tourism Products Company, excavate the production theme of the Red Army Logistics Military Industry Base, and use the resources of Dabie Mountain, especially the small town Banzhu resources, to develop red tourism souvenirs that conform to the public's aesthetics.

(2)Supporting the development of green leisure experience tourism.According to the idea of "suitable for integration, can be fully integrated" and the concept of sustainable development, according to the characteristics of the overlap of red cultural resources and green ecological resources in Banzhu Garden, it has both the development of red tourism and green leisure industry. Specifically, give full play to the ecological competitiveness of Banzhu Garden, focus on the needs of modern leisure tourism, take advantage of the popularity brought by red cultural tourism, and rely on the unique forests, reservoirs and idyllic tourism resources of Banzhu Garden to create new coordinates for leisure tourism and drive the development of commerce, tourism, industry and agriculture in local areas.

3.2. Enrich the Carrier and Open up the Market

The key to realizing the economic value of red culture lies in the cultivation of the red culture market . Red cultural tourism is also an industry, which should fully respect its own development laws and give play to the decisive role of the market in the allocation of resources in the construction and development of characteristic towns.

(1)Cultivate market players.Create a good market environment, use the form of cultural investment promotion, business investment and other forms to broaden the channels of investment, and attract social capital to invest in local tourism. Specifically, we will actively introduce powerful cultural tourism development enterprises inside and outside the province, promote the construction of projects such as ecological agricultural breeding projects and

pastoral complexes, and inject new vitality into the development of the red tourism industry in the Red Army Town of Banzhu Garden through cooperation and exchanges with well-known tourism enterprises, brand chains, and with the help of their brand assets and management experience. Cultivate local tourism enterprise brands and form brand clusters. Give full play to the leverage of financial funds, and give policy support to enterprises and makers in small towns in terms of technology, funds, and taxes. Do a good job in the role of "waiter", provide merchants with a high-quality business environment and convenient and efficient services, help enterprises solve problems encountered in the development process, and promote the development of the tourism industry of Banzhu Garden.

(2) Innovate diversified investment and financing models. In accordance with the principle of "government guidance, market operation, enterprise main body, and social participation", innovate the investment and financing model of "enterprise + government + social housing committee + masses" four-level joint creation, cooperation and co-construction, and benefit sharing, clarify the relationship between the rights and responsibilities of various types of investment entities, highlight the status of enterprise investment entities, and actively introduce social investment. Select red tourism enterprises with high brand recognition as the main investment and operation body, and together with the government platform company, they are responsible for the overall investment, investment, construction and operation management of the town, attract strategic investors, tourism enterprises, foreign investors, self-employed households, various types of makers, returned migrant workers, etc. to invest in entrepreneurship, and the public welfare projects invested by enterprises are purchased by the government, or participate in the revenue sharing of investment projects. The banzhuyuan town government actively strives for higher-level support funds and self-financing funds for key projects such as infrastructure, public service facilities, and ecological environment in the town, and the economic and social benefits generated by the project investment are shared by all villagers.

(3) Innovate market-oriented and socialized operating models. Innovate market-oriented operating model. The government takes top-level design, planning guidance, system construction, and service management as its main tasks, actively strives for funds, credit funds, financial funds and social funds, invests in the construction of town infrastructure and public service projects, is responsible for coordinating project land, water, electricity, environmental protection and public security, and does not participate in asset management and project operation. Strengthen the main position of tourism enterprises, self-employed operators and all kinds of entrepreneurs, in accordance with the principle of market-oriented operation, select enterprises with strong brand influence as the main body of investment and operation of the town, be responsible for financing the construction of key projects for innovation and entrepreneurship in the town, and make every effort to build an ecological leisure tourism industry system.

Innovate socialized governance models. Give full play to the role of social forces, encourage enterprises, other social organizations and townspeople to actively participate in town investment, construction, operation and management, mobilize the enthusiasm of the people to participate in town construction, and gradually form a modern governance model of multi-party participation, collaborative management and benign interaction, and stimulate the endogenous power of town construction. Give full play to the coordinating role of the town, establish the Red Tourism Association of Banzhu Garden, support the association to strengthen market analysis, provide market information consultation and other services, coordinate the behavior of market entities, and strengthen industry self-discipline.

3.3. Build Brands and Improve the Industrial Chain

Red culture is a unique cultural phenomenon in China, which itself has good popularity and brand effect, so promoting marketing strategy is an important means to enhance brand competitiveness and tourism image. Combined with the implementation of the Jinzhai County Red Cultural Tourism Project, the implementation of the establishment of red brand action, enhance the taste and image of the tourist town, design the town red tourism LOGO, strengthen brand marketing, shape the town red brand, integrate the town red cultural tourism, red cultural creation, green leisure and other resources, enhance the market competitiveness of the town tourism industry.

(1) Create a geographical business card and improve the taste of the town. Taking the birthplace of the 32nd Division of the 11th Army of the former Chinese Workers' and Peasants' Red Army as the theme, taking the red gene as the main line and the green ecology as the background, on the basis of the LOGO of the Red Army Division Square in Banzhu Garden, the geographical business card of the Red Army Town in Banzhu Garden is designed, the essence of the red culture of the town is condensed, the image of the town Red Army town is established, the popularity and reputation of the town are improved, the social capital is attracted to enter, the red industrial chain combining revolutionary education and tourism industry is improved, and the red cultural inheritance demonstration base of Dabie Mountain is created. On the basis of improving the town's infrastructure and public services, we will promote the protection and restoration of red scenic spots and create tourist attractions with rich content and profound connotations.

(2) Carry out brand marketing. Around the shaping of the Brand of the Red Army Town, formulate and implement the brand marketing strategy, strengthen brand marketing, and improve the recognition and influence of the town brand. Based on event marketing, combined with the town's sports and fitness industry, through the holding of national mountaineering sports, international marathons, mountain bike races, etc., to carry out the town's external publicity and marketing. Strengthen festival marketing, and implement festival creative marketing by holding or participating in the Bagui Fragrant Red Music Festival, Dabie Mountain Red Mountaineering Festival, Dabie Mountain Red Photography Festival Photography Exhibition, etc. Innovate new media marketing, through websites, television, WeChat and other platforms, publicize and promote red army town tourism products. Cooperate with Ctrip and Tuniu and other Internet travel companies to carry out online marketing. Design and distribute landscape albums, postcards, stamps and wall calendars of the characteristic towns of Banzhu Garden, print tourism brochures with diverse forms and novel contents, create and sing songs of the characteristic towns of Banzhu Garden, and carry out brand marketing in multiple ways.

4. Conclusion

In the post-poverty era, how to achieve the consolidation and expansion of the achievements of poverty alleviation in the old revolutionary areas, and make a smooth transition to comprehensively promoting rural revitalization, Jinzhai Dabie Mountain Red Town has made some useful explorations and innovations. Jinzhai Dabie Mountain Red Town integrates and utilizes red resources, and by virtue of the construction of characteristic towns and the east wind of policy care, organically integrates red tourism and characteristic towns, and strengthens the development of local tourism. In the future, how to achieve the accurate positioning, cultural and tourism integration and high-quality development of characteristic towns in the macro background of rural revitalization is worthy of more in-depth and systematic research by scholars.

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