

Original Research Article

Exploring the new path of integrated development of red culture and tourism industry under the perspective of rural revitalization*Zhiyuan Cai**School of Marxism, Shandong University of Technology, Zibo, Shandong, 255000, China*

Abstract: This paper explores the new path of integration and development of red culture and tourism industry in the context of rural revitalization strategy. The study shows that the integration of red culture and tourism industry is of great significance in promoting rural economic development, cultural inheritance and innovation. The article analyzes the current challenges facing the integration development, including the lack of diversity in planning and design, the lack of a sound financial guarantee system, and the lagging behind in the construction of talent teams. In response to these problems, this article proposes new paths such as deeply excavating the essence of red culture, strengthening the construction of talent team, innovating the integration development mode, and increasing the guarantee. The conclusions of the study provide a theoretical basis and practical guidance for promoting the integrated development of red culture and tourism industry and helping rural revitalization.

Keywords: Red culture; Tourism industry; Rural revitalization; Integrated development; New paths

1. Background

The integration and development of red culture and tourism industry has important practical significance for rural revitalization. First, this integration can promote the upgrading and transformation of the red tourism industry. Red culture injects unique cultural connotation into the tourism industry, enhances the added value of tourism products, and promotes the extension and expansion of the tourism industry chain. Through the integration of development, we can create more attractive and competitive red tourism products to meet the growing diversified needs of tourists. Secondly, the integration of red culture and tourism industry can help drive the inheritance and innovation of rural red culture. The integration of red cultural elements in rural tourism can realize the living inheritance of red culture, so that the red spirit in the new era of new vitality. At the same time, the integration of development can also stimulate the innovative power of red culture, promote the red culture to keep pace with the times, and better adapt to the needs of modern society. In addition, the integration of red culture and tourism industry can also broaden the income channels of rural residents. The development of red tourism has created a large number of employment opportunities in the countryside and promoted the prosperity of the rural job market. By participating in red tourism-related industries, rural residents can obtain diversified sources of income and improve their living standards. Finally, this integration contributes to the beautiful construction and branding of the countryside. Red culture plays a unique role in the construction of beautiful villages and can enhance the cultural taste and image of villages. At the same time, the integration of development also helps to create a rural brand with local characteristics and improve the popularity and influence of the countryside.

2. Analysis of the current situation of the integrated development of red culture and tourism industry under the vision of rural revitalization

2.1. Lack of diversity in planning and design

In the integration process of red culture and tourism industry, the importance of planning and design is self-evident. However, the current red cultural tourism project homogenization phenomenon is serious, many projects in the planning and design failed to fully explore and use the local characteristics of resources, resulting in a lack of uniqueness and attractiveness of the project. This kind of monolithic planning and design is not only difficult to meet the diversified needs of tourists, but also restricts the further development of the red cultural tourism industry.

2.2. Inadequate financial security system

Funding is an important support for the integrated development of red culture and tourism industry. However, the current red cultural tourism project capital investment is insufficient, the financing channel is narrow, the capital chain is unstable and other problems occur from time to time. The existence of these problems seriously restricts the construction and operation of red cultural tourism projects and affects the economic and social benefits of the projects. Therefore, the establishment of a sound financial guarantee system to ensure the adequacy and stability of project funds is the key to promoting the integrated development of red culture and tourism industry.

2.3. Lagging talent development

Talent is the core element of the integrated development of red culture and tourism industry. However, the current shortage of red culture research and communication professionals, the lack of tourism management and operation talents, uneven service quality and other problems are more prominent. The existence of these problems not only affects the quality and image of red cultural tourism projects, but also limits the innovative development of red cultural tourism industry. Therefore, strengthening the construction of talent team, introducing and cultivating more talents with professionalism and innovation ability is an important guarantee to promote the integrated development of red culture and tourism industry.

2.4. Insufficient excavation and innovation of red culture

Red culture is the soul and core of red cultural tourism industry. However, the current red cultural connotation excavation is not deep enough, the story is not strong, and the integration of innovative elements is not enough and other problems are more common. The existence of these problems makes the red cultural tourism products lack of depth and attraction, and it is difficult to meet the demand of tourists for cultural experience and emotional resonance. Therefore, in-depth excavation of red cultural connotation, refining the core value and spiritual connotation of red culture, and strengthening the integration of innovative elements is the key to improve the quality and attractiveness of red cultural tourism products.

3. Exploring the new path of integrated development of red culture and tourism industry under the vision of rural revitalization

3.1. Deeply excavate the essence of red culture and enhance cultural value

Red culture contains rich historical memories and profound spiritual connotations, which is the unique

charm of red cultural tourism industry. In order to enhance the quality and attractiveness of red cultural tourism products, we need to deeply excavate red historical stories and people's deeds, and refine the core values and spiritual connotations of red culture. By strengthening the research and dissemination of red culture, more people can understand and identify with red culture, and enhance the cultural value and educational significance of red culture tourism products. In specific practice, we can display red historical relics and pictures, and tell red stories and people's deeds through the construction of red culture exhibition halls, memorial halls and other facilities. At the same time, we can also carry out red cultural theme education activities, such as red lectures, red study tours, etc., so that tourists can feel the charm of red culture and enhance their sense of identity and belonging to red culture through participation.

3.2. Strengthening human resources to support integrated development

Talent is the core element of the integrated development of red culture and tourism industry. In order to support the integrated development of red culture and tourism industry, we need to strengthen the construction of talent team, introduce and cultivate more talents with professionalism and innovation ability. On the one hand, we can introduce talents with professional backgrounds in red culture research and dissemination through university cooperation and social recruitment to provide intellectual support for the innovative development of red culture and tourism industry. On the other hand, we can also strengthen the training and education of existing tourism management and service personnel to enhance their professionalism and service level, so as to provide tourists with better and more efficient tourism services. In addition, we can also encourage and support practitioners of the red culture and tourism industry to participate in various training and learning activities to continuously improve their professionalism and innovation ability, so as to inject new vitality into the integration and development of the red culture and tourism industry.

3.3. Innovative integrated development model to expand the tourism industry

Innovation is the key driving force to promote the integration of red culture and tourism industry. In order to expand the red tourism industry chain and enrich the form of tourism products, we need to explore the new mode of integration of red culture and tourism industry. On the one hand, we can combine red culture with rural tourism and ecological tourism to develop red tourism products with local characteristics. For example, we can rely on red cultural resources to carry out red rural tourism activities, so that tourists can learn about red history and culture while enjoying the beauty of the countryside. On the other hand, we can also utilize modern technological means, such as virtual reality and augmented reality, to create an immersive red cultural tourism experience and enhance tourists' participation and satisfaction. In addition, we can also strengthen cooperation and exchanges with neighboring regions to jointly develop red tourism routes and products, so as to realize resource sharing and complementary advantages. By innovating the mode of integrated development and expanding the tourism industry, we can open up new paths for the integrated development of red culture and tourism industry.

3.4. Enhancing safeguards to ensure smooth integration and development

In order to ensure the smooth development of the integration of red culture and tourism industry, we need to increase the guarantee and improve the financial guarantee mechanism and policy support system. On the one hand, we can raise funds for the construction of red culture and tourism projects through government investment,

social financing and other means. At the same time, we can also strengthen the supervision and use of project funds to ensure the safety and effective use of funds. On the other hand, we can also formulate relevant policies and measures to encourage and support the development of the red cultural tourism industry. For example, tax concessions, land concessions and other policy support can be given to reduce the operating costs and risks of enterprises. In addition, we can also strengthen the supervision and management of the red cultural tourism market, regulate the market order and behavior, and protect the legitimate rights and interests of consumers. By increasing protection, we can ensure the smooth development of the integration of red culture and tourism industry and provide strong support for the comprehensive revitalization of the countryside.

4. Conclusion

The integrated development of red culture and tourism industry is an important way to promote rural revitalization. Through new paths such as deeply excavating the essence of red culture, strengthening the construction of human resources, innovating the mode of integration and development, and increasing the strength of protection, we can effectively solve the current challenges of integration and development, and promote the in-depth integration of red culture and the tourism industry. This not only helps to promote rural economic development and cultural heritage, but also enhances the image of the rural brand and realizes the overall revitalization of the countryside. In the future, it is necessary to further explore and practice, and constantly improve the mechanism and mode of integrated development of red culture and tourism industry, so as to inject new impetus for rural revitalization.

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