

Red tourism construction path of red cultural identity
On the construction of red cultural identity though red tourism
——A Case Study of red tourism in Nanchong

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Abstract

Red tourism which can led to the experiential value characteristics of a red culture, is an important realistic path to carry forward red culture. This paper takes Nanhchong as an example. It reviews the status of theoretical research and practical situation of red cultural and red tourism, and then gives some countermeasures to enhance the influence of Nanchong's red tourism from three dimensions: attaching more importance to red culture in nanchong, further developing the feature of Nanchong's red tourism and improving the psychological analysis of youth tourists.

Key words: Red culture; Red tourism; Nanchong City

The inheritance of red culture is a long-term and important systematic project. It needs to expand both the basic theories of red culture and the construction of the red culture identity. Red tourism is a tourism supported vigorously in recent years, through the vivid cultural products or real comprehensive experience process, it makes people accept and inherit red culture more easily. Red tourism, therefore, has experiential features based on red culture value, and is an important realistic path of red cultural heritage.

一、 Theoretical review of red tourism carrying on red culture

Through the collation of “Full-text Database Periodicals of China”, there are 225 periodical literatures in total including the theme of “red tourism” and “red culture”, in which there are 11 doctoral theses, 53 master theses, and a total of 23 articles of crucial conferences in China and international meetings. Literature information collated and analyzed by the author is as follows:

First of all, in terms of the studying time and the present situation, although China's studies on red tourism and red culture have been started late, rich achievements have been made as to the fundamental theories. As to red tourism in our country, events with the nature of red tourism have been carried out in the early 1960s and 1970s to pay respects to sacred places and to visit sites of revolutionary martyrs. From late 1980s, constructions of tourism facilities in focal old revolutionary base areas and revolutionary bases, and major commemorative activities in the theme of red tourism have been implemented. From the “year of red tourism” in 2005 till now, red tourism has developed into a new historical stage. Study on the red tourism in China is far later than the development of practice. Mao Riqing has firstly focused on red tourism in his “Play the card of ‘red tourism’”(2001), and after 2005, related documents have increased sharply, mainly involved in the development and exploitation of red tourism (911 literatures, taking up 54.7%).Subjects of literature are mainly about tourism, resource science, and ideological and political education. Academic study on red culture has been mainly started from 2003, and scholars have stressed CPC culture, Communist culture, Red heritage, Red spirit, and other important elements in red culture. They have made in-depth analysis of value function and form of red culture. For instance, Tang Hongbing maintains that red culture should include physical and institutional culture, ideological and spiritual culture (2006), paying attention to characteristic of Chinese red culture. For example Wang Yidi deems that it's featured by nationality, scientificity, popularity, contemporaneity, advancement and innovation (2007), while Maqiang believes that Chinese red culture is national and diversified, unique and rare, and popular and cultural(2008). Secondly, the crucial value of red tourism to red culture has obtained the attention and research from scholars. Wang Juan and Ping Ludan have analyzed the “marketing” role of red tourism to red culture from the perspective of transmitting red culture. Huang Wenguang holds that red culture shall be inherited from the resource development of red tourism, and a healthy pattern of exploitation and protection of red tourism resources shall be promoted in inheritance of red culture (2008). Sun Guojun, based on representational properties of recurrence, symbolization and immobilization of red culture in the analysis of red tourism, proposes to realize path selection of inheritance of red culture under red tourism by converting the interpretation of the idea of red culture, constructing the inheritance carriers of red culture, analyzing mode of transmission of red culture, and innovating promotion path of red culture.

In short, certain results have been achieved in academic study on the red tourism, which has laid a solid theoretical foundation for our further study, but there are also some problems to be widened and deepened. For instance, in research paradigms, the traditional Chinese propagandistic discourse system is simply applied mechanically for the most part, with only revolutionary nature paid attention to, without taking embodiment and amusement of red tourism into account, without combined leisure needs of people. Secondly, scholars' researches on the influence factors of red tourism focus too much on the government's leading role, often analyze only from a single level, or they just make abstract description and simple list for certain aspects, without countermeasure on regional linkage development. Finally, in the prospect of the development of red tourism and red culture, they fail to conduct close integration of “Chinese view” and “world view” to make a comprehensive analysis of developmental trend of red culture. Therefore, this article, taking Nanchong city with rich resources and crucial values of red culture as an example, has explored the effective mode of achieving inheritance of red culture through red tourism from experiential visual angle.

二、 Analysis of the current situation of the red tourism and culture in Nanchong

1. Nanchong's red resources get overall planning and preliminary construction of red culture network system

Nanchong, as an important part of the old revolutionary base areas in sichuan and shanxi, has the rich red culture resources and it contains a long cultural tradition of revolution. In Nanchong, there were four to five thousand people joining the revolution, and its relics and sites, the posterity recall composed a unique red culture resource. At present, there are more than 10 red tourism scenic areas (spots) which are open to tourists in Nanchong. Nanchong - yilong red tourism circle have incorporated into the national 30 of the red tourism products lines. Zhu de's former residence memorial hall is one of 100 classic scenic spots. Hometown of princes has become influential tourist destination. Otherwise, Linglang mountain scenic spot, Zhang Lan former residence, Luo Ruiqing's memorial, LangZhong red army memorial hall, LangZhong qin home compound, three kingdoms culture: Chen shou memorial hall, and other important red scenic area constitute a unique scenery line in the tourism market in nanchong, attracting many tourists to visit out of the city. It is reported that in 2010 people traveled to nanchong red tourism, a total of 2,420,000, up 33%;Red tourism revenue reached to 427.8 million yuan, up 36.7%;Nanchong red tourism provided 0.22 thousand jobs directly, 11,000 indirectly.

Nanchong's red tourism develops orderly under the national policy and local government's support. With the support of relevant national policies, Nanchong government attaches great importance to the local red tourism, and give maximum attention emphatically from the economic condition, supporting facilities, human resources, etc, which makes most of Nanchong revolutionary sites have gotten organized and hierarchical, focused development and protection, and then completed a series of important red tourism scenic spot particularly in ZhuDe's hometown ; At the same time, along with the implementation of the second phase of the state plan, the development of Nanchong's red tourism will further promote the quality and efficiency, enhance the sense of the times and reality. Therefore, from the beginning of 2012, Nanchong focused on the main construction of weapon gallery in Lin Langshan scenic spot of Zhu DE's Former Residence, started projects like the establishments of national museum and National 5A tourist attractions, tried to achieve the filling of collections in Zhang Lan's Memorial Hall, Luo Ruiqing's Memorial Museum, and complete the plan and design of Zhang Lan's Memorial Park in Yin Shan, a country seat in Nanchong.

At the same time, Nanchong is connected to Chongqing, Chengdu, Guangyuan, bilateral, Dazhou red revolution in areas such as the important hub of northeastern Sichuan urban agglomeration, which is more than the domestic part of the red tourism routes,. The highways, railways, air transport, sea three-dimensional traffic network in Nanchong have been built completely and a railway from Dazhou to Chendu is through east to west. Chennan and Nanguang expressways have been put into use smoothly and Gaoping airport has been opened. Jialing river passes through the north and south, which makes nanchong, along with Chengdu and Chongqing, constitutes a unique "two hour economic circle". Based on it, Nanchong has attracted tourists at home and abroad.

2. The red tourism in Nanchong forms a regional brand, plays a unique cultural values and political function

Human geography believes, culture and economy, exterior and interior factors drive the development of the city together, only the unique city culture will be the embodiment of identifying and proving the existence of its own value. Culture will be the main-driving force and core competitiveness of city development. Indeed, every city has its own unique history, as the creator, carrier and disseminator of its culture, Nanchong city has the red culture personality gene which can not be copied.

At first, Nanchong, which is full of red culture resources, has gotten some administrative and emphatic developments and protections recently, which makes the red culture's brand of NanChong have its Unique Personality Characteristics. NanChong--as the hometown of Marshal Zhu De, General and Vice Chairman Lo jui-ching, and the birthplace of 'Good soldier' Zhang Side, which not only provides more than 50000 people, but also includes 21 generals to participate in the red Army. So, the Tour to the Generals' hometown has possessed a very distinct personality, which makes NanChong become an important part for "In YuZhong, Northeast Sichuan as the focus of the Sichuan Shaanxi Chongqing red tourist zone. Also the red tourism interweaves the sense of history and reality of the red culture space in NanChong, more importantly, which deepens the identity for red tourism between the local residents and tourists. The sense of history for red tourism mainly comes from the perceptions of red culture, and it gets through the recalls and perceptions for "People, Objects, Things, Souls" of history in order to sublime the identity for red culture by itself. However, the sense of reality mainly comes from two aspects. One is the spiritual pursuit of ascension by red culture itself, the other is interactive perception between red tourism staff and the local residents. Secondly, it has closely integrated the red culture and the historical culture in NanChong. NanChong is called "Chuanbei heart" and "North Sichuan town". In 202BC, Emperor Gaozu of Han instituted the Anhan, and it has been built for more than 2200 years from now on and it has always been the Calendar for legacy of both the State House Road County since the Spring and Autumn Period; It was the headquarters of Chuanbei area district in the early liberation, and there were many scenic regions. Such as the national historical and cultural city--Langzhong, the provincial famous historical and cultural cities--Nanchong and Peng'an. There were three kingdoms culture as the main line of Chen Shou Wan Juanlou and Han huan hou shrine (also called Zhangfei Temple. There were the provincial scenic spots: Jinping Mountain, the Western Hills, BaiYun village and China's rise ZhongHu, etc, and the hometown of ZhuDe and Lo jui-ching. It combines the historic cities, the culture of three kingdoms with the hometown of ZhuDe. Therefore, the red tourism in NanChong plays a crucial value for the red culture which adheres to the socialist core value system and makes the red culture industry's brand personality.

3. Some existing problems of red tourism in Nanchong affect the heritage effect of red tourism objectively.

Red tourism attracts more and more public attention and becomes more popular, especially during the holidays, such as the May Day Holiday and National Holiday, the tourists increase sharply. But meanwhile, it brings some issues such as traffic congestion and disorder. The core construction of scenic spots in Nanchong is relatively complete, the ability of tourists is relatively sufficient, and the core scenic spots exploit maturely. But Peripheral factors are not yet perfect, for example, traffic dispersion and catering

accommodation have not been fundamentally improved. At the same time, scenic spots are scattered, and propaganda is not enough, besides the in-depth exploitation of Zhu De Former Residence and Zhang Lan Former Residence, the exploitation and planning of other scenic spots has not been finished.

Accordingly, in order to ameliorate the current situation of red tourism in Nanchong, fully tap the red culture resources, in the hope of a better red culture inheritance, this paper attempts construct a development model of red tourism from the viewpoint of experience.

三、 Perfect red tourism in Nanchong, enhance people's red cultural identity

1. Pay attention to and value the culture characteristic of Nanchong red culture

From the theoretical value, the red tourism in Nanchong has both the red tourism cultural identify which belongs to Sichuan-Shanxi Area culture and its own red cultural characteristic. To the cultural identify, the most important emotional value of the red tourism is suffering consciousness and patriotic spirit. The tourists realize the emotional resonance by educating, visiting and learning , making the tradition of patriotic "Every man has a share of responsibility for the fate of his country " reached a new ambit. And Nanchong is a place that mix the famous historical and cultural city, three kingdoms culture, the hometown of marshal ZhuDe and other cultural characteristics together. It has a very distinctive red culture identify. So, paying attention to and studying the development of red tourism is advantageous to the depth of mining the red culture theme. To strengthen development the basis of the national patriotism education demonstration base, we should strive to develop a variety of red tourism products, promote red culture, local culture and the ecological culture to integrate and develop, structure the big cultural industries which takes the red red culture as the core, use the cultural soft power to improve the regional competitiveness.

From the actual application value, researching the red tourism development in Nanchong city and surrounding areas would not only help strengthen and improve the patriotism education in the new period, but also help protect and utilize the revolutionary history cultural heritage, promote comprehensive development of old revolutionary base areas economy, and cultivate a new growth point of tourism development. At the same time, following the tourism becomes the major and important way of consumption demand, it provides a good opportunity for the battle of red tourism .

2. Digging deep into the brand characteristics of red tourism in Nanchong

Red tourism has both the tour nature and educational function, red tourism resources determine the red tourism's theme. Only by digging the connotation of red tourism resources constantly, carrying on the depth development, can guarantee the sustainability of the red tourism's lifecycle, consequently, increase the appeal to tourists.

First of all, rely on Nanchong's red culture, protect the red resources. First, based on the particularity of red tourism, cultural relics' display, which is represented by textual and graphic files, is the key content of red tourism. So we must strengthen management and protection of existing red resources. With the help of Nanchong red commemorative activities, we can collect these great men's everyday items from non-governmental organizations and individuals at home and abroad ,in order to fighting for integral

conservation and management of red resources in Nanchong; Red tourism is the most important way to experience temporal and spatial variation. We should combine local colleges to recover historical facts and universities, and restore the grave, real history; red memorial park and the surroundings should be unified planned and constructed, to enrich the contents of the red tourism activities. For example, the display of red resources should be in modern packaging, in addition to preserve the original graphic display and lecturers' explanation, it can also increase scientific and technological of simulation of famous battles, the explanation of the relevant people, the experience of red culture clothing and food, and experience the red route again. All these can make visitors experience the hard life and red culture before more deeply. Second, respect and value the interpretation and presentation of the subject. The inheritance red culture and the experience of red tourism owe to the service work by local people, tour guide, and working staff. Their living conditions and mannerisms directly affect the remembrance and construction of red culture, as Australia scholars Graeme Aplin pointed out in 2002, "we don't always provide our own interpretation, knowledge based on basic knowledge, sometimes we limit appropriate interpretation ability to a particular site or objects because of our knowledge and experience, even rely on interpretation by others ." "Heritage professionals infer the fact on the basis of their knowledge, experience and even their own prejudice , so it is essential to recognize who gives the interpretation of" [3] So, the interpretations of the people in tourist destination process authenticity and feasibility. We should pay attention to improving the professional quality of the park staff, focus on the living needs of their offspring , foster volunteers of the red culture, regulate the transportation, accommodation and catering around surroundings, formulate specific management rules and censorship, and prevent the bad phenomenon such as ripping off and soliciting. Third, produce souvenirs with characteristic of Nanchong red culture. From the view of tourist market marketing point, the tourism products are mainly comprised by landscape and environment of tourist destination, facilities and services of destination, image and the composition of social activities destination, etc. And the scenery and environment in destination are mainly comprised by the natural landscape, artificial scenery, cultural attractions, such as history and folk customs, religion and art, festivals, drama, music, dance and other activities.[4] "Curiosity" of red culture is one of the important motivation arouse tourists to participate in cultural tourism. Therefore, we should encourage relevant department organization, collect research of Nanchong red culture characteristic product , develop red tourism products with profundity, interest and property of participation.

Secondly, we should have the integration of resources, change the mode of its development, and improve the public services for tourism. For the traffic condition, the red tourism generally gets the improvement with the support of policy in NanChong. However, generally speaking the corn scenic spot of red tourism in Chuanshan region usually lies in remote mountains areas, where the environment is harsh and unforgiving, so it is easy for tourists to sense the great ambition of revolutionary predecessors and tenacious unyielding fighting spirit when tourists experience the process of walk under relatively difficulty by themselves. First , we should base on the red culture, integrate the natural resources and human landscapes. The red resources that intersperses among various regions in NanChong combine itself with the local regional landscape, which is so special that make Tourists' spiritual cleansing integrate the beauty of the local custom. Also we should link and complement the resources among NanChong and red, surrounding cities, so under the pavilions between red and green and the Fusion of sadness and happiness, citizens and

visitors can feel multidimensional cultural ambiance in NanChong. Second, pay attention to the propaganda of Nanchong red culture. Play the red culture advertising in the center of Nanchong or major traffic arteries with the help of television, radio, Internet and other media to achieve the purpose of promoting the awareness of Nanchong red culture omnibearingly. Third, from the point of linkage development, we should reinforce the regional cooperation, be proactive to blend into Chengdu, Chongqing, Xi'an and the main domestic Tourist market, intensify theme tourism brand image, and construct the diversified market segment brand portfolio, in this way we can build a good situation in which "resources would be shared each other, advantages should be complemented, and visitors would be provided with more information about other sites.

3. Improve the teenagers as the representative for the tourist culture psychoanalysis

Demand of contemporary red culture is not only the national policy guidance, but also the inner demand of people who lack of faith. When red drama hits the TV screen, red song campaigns, red culture management rises, we can know that they represent Chinese people's heart recognition to red culture. The red hit series such as *Sword, Soldier Sortie, Assembly*, latent is popular. Their audiences are not just older viewers who have the same and direct life background as the drama, the young people in the new period also value the "soul" of red character.

Youth are the future of the motherland, so how to educate their political beliefs and values is the focus of ideological and political education. Through the red tourism experiences, they can feel the red cultural charm more vividly. The CPC Central Committee and State Council issued the document that "the opinions about how to further strengthen and improve the ideological and political education". It pointed out: "We should give full play to the role of education in patriotism education base for the college students, such as all kinds of museums, monuments, galleries and martyrs' cemetery or other patriotic education base." The existence form of red resource has the characteristics like intuitive, image, vivid and facts reproduction. They can make the students infect and nurture revolutionary spirit and fine tradition by experiencing personally. Major groups can be divided into primary -secondary school students and various colleges students. Relatively speaking, the former's rational and abstract thinking is limited. And their sensual imagery thinking is rich, so they can directly experience the various types of red resources, concern the distinctive red souvenirs, then achieve the purposes of the trip: entertaining and putting teaching at educational.

The red culture resources is fusing and permeating in classroom teaching, practice teaching, campus culture. Through combining theory with practice, we can let the precious spirit in red resources and fine tradition infected students subtly, so as to deepen students' understanding of the theory;. Let the red resources turn into cultural charm, like launch the red culture speech activities, organize people to visit the red culture exhibition, hold a red practice report, play red classic movie regularly, host red theme exhibition, form a red works reading salon and so on.

Conclusion

Marxism is the guiding ideology and theoretical basis of our party and country. To realize the popularization of Marxism is the common essence of the academia and society. The combination of Red

cultural landscape and natural landscape is Red Tourism, which is a new form of topic tourism combining the development of the Education in revolutionary tradition with Traveling industry. It is also the important way to realize the popularization of Marxism. In Chuanshan region, represented by Nanchong, there are a variety of Red resources. It has great practical significance to expedite the popularization of Marxism by developing the Red culture and innovating the tourism form actively.

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