

Investigation and Research on the Situation and Predicament of Chinese Rural Red Tourism Development

--A Case Study of Zaojiao Village in Henan Province

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Abstract

In 2020, the number of red tourists in China exceeded 100 million. During the 13th Five-Year Plan period, the number of red tourists has maintained a steady growth and maintained a market share of more than 11% in the national domestic tourism market. However, there are many disadvantages in the development of red tourism, some scenic spots because of poor management, blind management and other reasons, making red tourism gradually go astray. In view of this situation, our team in the summer vacation, the field to Zaojiaoshu village, through field investigation, road visit and other ways, to obtain the development data of Zaojiaoshu village, and then combined with the knowledge we learned to carry out a systematic analysis, from the data level, grasp the pain points and difficulties of the development of Zaojiaoshu village. Taking this as an opportunity, we will find out the common problems existing in the development of red tourism and the real reasons behind them. We will pool our wisdom to solve the obstacles to the development of red tourism in Zaojiaoshu Village and provide corresponding suggestions.

Keywords

Common Prosperity; Rural Revitalization; Red Tourism; Collective Economy.

1. Introduction

Since the 18th National Congress of the Communist Party of China (CPC), General Secretary Xi Jinping has visited red Revolution Memorial hall and old revolutionary base areas for many times, stressing that red tourism should be developed in a correct direction. The core of red tourism is to carry out red education and inherit red genes, so that cadres and the masses can accept the baptism of red spirit when they come here. The communique of the fifth Plenary session of the 19th Central Committee of the Communist Party of China (CPC) points out that the rural revitalization strategy should be fully implemented, and the new relationship between industry and agriculture, agriculture and rural areas should be promoted, urban and rural areas should complement each other, coordinated development and common prosperity should be promoted. Red tourism is the middle hand of urban-rural complementarity. Since 2004, the General Offices of the CPC Central Committee and The State Council have issued three issues of the Outline of the National Plan for the Development of Red Tourism, which is committed to promoting the continuous expansion of the scale of red tourism, the continuous improvement of the system, and the continuous political, social and economic benefits.

COVID - 19 outbreak in 2020 and quickly spread to the world, although China promptly took appropriate measures to ward off the disease, and has obtained the success, but other countries

because of reasons, such as national nature made them unable to effectively block the outbreak, making its spread to the point of an uncontrolled, foreign epidemic case fatality rate is as high as 2.1%, The cumulative death toll has passed four million, and the number of infections in some countries is still rising sharply every day. The global spread of COVID-19 has also hindered the development of the tourism industry. The industry is facing a tight capital chain, travel agencies, airlines and hotels are spending more than their income, and various tourist attractions are also facing great pressure. China has been doing a lot of work in the prevention and control of the epidemic, but recently the mutant Delta virus has made the epidemic in China have a trend to fight back against the epidemic. Some areas in the country have been upgraded to medium-high risk areas. Summer vacation is the peak season for tourism, and the fight against the epidemic has also dealt a major blow to the domestic tourism industry [1]. In this case, how to maintain the long-term vitality of the red tourism industry in Zaojiaoshu village has become a topic we will discuss.

Baofeng County Wine business town Zaojiaoshu village, located in Shangjiuwu town east 2 kilometers, under the jurisdiction of Zaojiaoshu, North Zhangzhuang, Xingzhuang three natural villages. The village has a long history and culture, and a strong red culture. It is a provincial health village, municipal ecological civilization village, county forestry ecological village, and advanced village of rural revitalization. The Beizhangzhuang Village under its jurisdiction is not only a national traditional village, but also the former site of central Plains Military Area Command and Central Plains Field Army Headquarters. Since Zaojiaoshu village began to carry out the construction of red tourism industry related projects, the introduction of related project funds of 110 million yuan, per capita income increased by 4.83 percent year-on-year. Not only have people's incomes has improved, but also the infrastructure in rural areas has undergone tremendous changes, promoting the integration of urban and rural areas. As the former site of central Plains Military Command and Central Plains Field Army command, Zaojiaoshu village is a state-level traditional village with rich red culture tourism resources, and its development advantage of red culture is more obvious. Zaojiaoshu village make full use of these advantages, do a good job in the protection and development of the site, the establishment of Zaojiaoshu old revolutionary area theater, completed opera courtyard heritage red culture, bearing in mind the red spirit, always adhere to the development of red tourism and cultural industry as the goal.

This research took Zaojiaoshu Village, Baofeng County, the former site of the Central Plain Military Command, as the object. From the perspective of local red tourism and cultural industry with local characteristics, the research explored how local governments realized the national targeted poverty alleviation and the vast number of farmers out of poverty by relying on their own geographical resources and red tourism and cultural industry under the background of the epidemic. Red tourism, on the other hand, as a special industry in our country, the cultural industry is to develop and enrich important areas of the socialist market economy in our country, through Zaojiaoshu village in the Baofeng county of Henan province, how to develop red tourism culture industry of investigation and study, summarize the successful experience, for the province and the rest of the country to provide reference for developing red tourism cultural industry.

2. Research Form

2.1. Offline interview

As a representative of the team, the captain went to the local area to negotiate with the director of the village committee of Zaojiaoshu Village to have an in-depth understanding of the investment, future development and benefits of red tourism industry related projects. In addition, I visited the local tourism industry on the spot, collected and summarized relevant

pictures and materials to share with team members, and analyzed the development prospects and pain points of red tourism industry in Zaojiaoshu Village, which is beneficial to the further development of follow-up research.

2.2. Questionnaire survey

In view of the epidemic prevention and control needs, the research team chose online paid survey questionnaire form questionnaires to Zaojiaoshu Village residents, and tried to understand the related the development of tourism industry in recent years, especially in combination with the new crown outbreak opportunity or difficulties under the background, and then got their opinion of the local red tourism industry development planning questionnaire (see attachment 1) content. Finally the collected data spanning tree graph, pie chart, such as graph, more intuitive to reflect the economic performance of red tourism industry could more vividly reflect the popular public opinion and the acquisition of local residents. In turn, it is conducive to our subsequent analysis and summary of the research content and conclusions.

2.3. Telephone access

Taking into full consideration the severe situation of epidemic prevention and controlling and taking the initiative to undertake social responsibilities, team members from other provinces took the form of online telephone interviews to communicate closely with local representative residents who have benefited greatly from the red tourism industry. We arranged several members of the research team to form a telephone visit team, contacting the local village committee to get the required information quickly and relying on it, quickly contacting other interviewees and finally completing the harmonious survey.

2.4. Email communication

In callcontact and obtain permission related Zaojiaoshu village committee leadership research, our research team formed email visiting group, and through the email communication with related personnel, accessed to local resources for the development of red tourism industry books and data, reading widely at all levels of government about Zaojiaoshu village of red tourism industry documents, instructions, for the whole research team to collect and arrange the accurate, the official, the actual data of industrial development, to provide the reality basis and data support to the research result.

3. Research Content

3.1. Selection and determination of survey objects

The choice of the research object and the third plenary session of the 19th under the big background of the new champions league outbreak, give full consideration to the requirements of disease prevention and control, in the protection of health and safety under the premise of team members, our team is actively using the Internet and online resources, Zaojiaoshu village in Henan Baofeng county of Pingdingshan city to deeply research the economic performance of red tourism industry. Zaojiaoshu Village inherits the red gene, develops due to the situation, and helps the development goal of "culturally strong county". It has initially constructed A class A scenic spot tourist line, and formed the cultural and tourism development mode of "living environment + red culture". The whole village is guided by red tourism, based on food development and centered on economic development. It has made comprehensive progress in culture, education and health, and has taken on a new look. Therefore, it is of great practical significance and reference value to explore the development status and further development prospects of red tourism industry in Zaojiaoshu Village for the grassroots people to get rich.

3.2. Questionnaire design and analysis

3.2.1. Questionnaire Design

Our team divided the main content of the questionnaire into two parts. The first part investigates the views and opinions of local residents on the development status, future prospects and economic benefits of the red tourism industry in Zaojiaoshu Village. The second part investigates the construction problems of the red tourism industry in Zaojiaoshu Village. The questionnaire consists of 17 questions including single choice, multiple choice, indefinite choice, attitude scale, matrix scale, ranking and open type. Various forms are conducive to the research object to concentrate on thinking and fill in the survey questionnaire. The questionnaire was constructed with the questionnaire star software and released to many platforms such as QQ and Wechat. The survey cycle time was set appropriately, which was conducive to the reliability of the results.

3.2.2. Analysis of questionnaire reliability and validity

(1) Questionnaire reliability analysis. Reliability analysis is used to study the reliability and accuracy of answers to quantitative data (especially attitude scale questions). Firstly, we classified the questionnaire structure and selected related questions for Cronbach reliability analysis. As can be seen from Table 1, the reliability coefficient value is 0.803, greater than 0.8, indicating that the reliability quality of research data is high. For the " α coefficient with deleted item", the reliability coefficient value after the analysis item is deleted does not significantly improve, indicating that all items should be retained, which further indicates that the reliability level of research data is high [2]. In conclusion, the reliability coefficient of the research data is higher than 0.8, and the value of the reliability coefficient will not be significantly improved after the deletion of questions, which comprehensively indicates that the reliability quality of the data is high and can be used for further analysis.

Table 1. Reliability analysis of Cronbach

| Investigation questions | Total correlation of correction items (CITC) | Alpha factor with item deleted | Cronbach α coefficient |
|---|--|--------------------------------|-------------------------------|
| Do you think your "New Eagle City" Central Plains Military Region and Central Plains Field Army Command are related to the construction of red tourism? | 0.748 | 0.735 | 0.803 |
| Do you think your "New Eagle City" Central Plains Military Region and Central Plains Field Army Command have relevant historical origins? | 0.693 | 0.744 | |
| Do you think the development of red tourism industry is meaningful to local prosperity? | 0.552 | 0.775 | |
| Are you satisfied with the economic benefits from participating in the construction of the local red tourism industry? | 0.679 | 0.749 | |
| What is the effect of increasing income and getting rich for most residents around you? | 0.808 | 0.731 | |
| What do you think of the collective economic construction relying on the red tourism industry? | -0.396 | 0.896 | |
| What do you observe about the local red tourism traffic and profit? | 0.734 | 0.735 | |

(2) Questionnaire validity analysis. Validity study to analyze whether reasonable, meaningful, validity analysis using this method of data analysis, factor analysis, respectively by KMO value (if valid), joint degrees (exclude unreasonable research), explained variance rate value (information extraction level), factor loading coefficient values (factor and item corresponding relation) index, comprehensive analysis to verify the validity of data level [3]. The validity analysis results of the questionnaire survey data are shown in Table 2.

Table 2. Validity analysis results

| Investigation questions | Factor load factor | | Degree of commonality |
|--|--------------------|----------|-----------------------|
| | Factor 1 | Factor 2 | |
| Do you think the development of red tourism industry is meaningful to local prosperity? | 0.798 | 0.150 | 0.659 |
| Are you satisfied with the economic benefits from participating in the construction of the local red tourism industry? | 0.824 | 0.338 | 0.793 |
| What is the effect of increasing income and getting rich for most residents around you? | 0.693 | 0.553 | 0.785 |
| What do you think of the collective economic construction relying on the red tourism industry? | -0.647 | -0.043 | 0.420 |
| Feature root value (before rotation) | 4.200 | 1.104 | - |
| Variance interpretation rate (before rotation) | 60.001% | 15.767% | - |
| Cumulative variance interpretation rate (before rotation) | 60.001% | 75.767% | - |
| Feature root value (after rotation) | 2.733 | 2.570 | - |
| Variance interpretation rate (after rotation) | 39.048% | 36.720% | - |
| Cumulative variance interpretation rate (after rotation) | 39.048% | 75.767% | - |
| KMO value | 0.800 | | - |
| df | 21 | | - |
| P value | 0.000 | | - |

As can be seen from Table 2, the corresponding common degree values of all research items are higher than 0.4, indicating that the information of research items can be extracted effectively. KMO value is 0.800, greater than 0.6, which means that the data has validity. The variance explanatory rate of the two factors were 39.048% and 36.720% respectively, and the cumulative variance explanatory rate after rotation was 75.767%>50%, indicating that the information information of the research items could be extracted effectively. In combination with the factor loading coefficient, the corresponding relationship between the factor (dimension) and the research item is confirmed, which is consistent with the expected, indicating the validity. When the absolute value of the factor loading coefficient is greater than 0.4, it indicates the corresponding relationship between the option and the factor.

3.2.3. Factor analysis

In order to put forward practical and effective opinions on the development and construction of red tourism industry in Zaojiaoshu Village, Baofeng County, Pingdingshan City, Henan Province, we set up a multiple-choice questionnaire, collected the results and revised them. SPSS factor analysis was used to analyze the problems related to the development of red tourism in Zaojiao Village. Factor analysis explored quantitative data can be condensed into several aspects (factors), and each aspect (factors) corresponds to the item [4]. KMO value and Bartlett test corresponding P value were analyzed, and the results were shown in Table 3.

Table 3. KMO and Bartlett tests

| KMO value | Bartlett sphericity test | | |
|-----------|--------------------------|----|---------|
| | Approximate chi-square | df | P value |
| 0.717 | 107.508 | 21 | 0.000 |

Use factor analysis to study information enrichment. Firstly, the suitability of the research data for factor analysis is analyzed. As can be seen from Table 3, KMO is 0.717 and greater than 0.6, which meets the prerequisite requirements of factor analysis and means that the data can be used for factor analysis. The data passed Baetlett sphericity test ($P < 0.05$), indicating that the research data were suitable for factor analysis. The factor analysis results are shown in Table 4.

Table 4. Explanation of variance

| Factor number | Characteristic root | | | Rotation front difference interpretation rate | | | Interpretation rate of variance after rotation | | |
|---------------|---------------------|-------------------------------|--------------|---|--------------------------------|--------------|--|--------------------------------|--------------|
| | Characteristic root | Variance interpretation rate% | Cumulative % | Characteristic root | Variance interpretation rate % | Cumulative % | Characteristic root | Variance interpretation rate % | Cumulative % |
| One | 2.387 | 34.096 | 34.096 | 2.387 | 34.096 | 34.096 | 2.011 | 28.725 | 28.725 |
| Two | 1.238 | 17.685 | 51.781 | 1.238 | 17.685 | 51.781 | 1.614 | 23.056 | 51.781 |
| Three | 0.865 | 12.363 | 61.444 | - | - | - | - | - | - |
| Four | 0.787 | 11.240 | 75.384 | - | - | - | - | - | - |
| Five | 0.666 | 9.513 | 84.897 | - | - | - | - | - | - |
| Six | 0.610 | 8.708 | 93.605 | - | - | - | - | - | - |
| Seven | 0.448 | 6.395 | 100.000 | - | - | - | - | - | - |

As can be seen from Table 4, a total of two factors were extracted by factor analysis, and the eigenroot values were all greater than 1. The variance explanatory rate of these two factors after rotation was 28.725% and 23.056%, respectively, and the cumulative variance explanatory rate after rotation was 51.781%. The factor load coefficient after rotation is shown in Table 5.

Table 5. Factor load coefficient after rotation

| Name | Factor load factor | | Degree of commonality |
|--|--------------------|----------|-----------------------|
| | Factor 1 | Factor 2 | |
| Uneven gains(A) | 0.063 | 0.773 | 0.601 |
| Different characteristics of capital requirements(B) | -0.016 | 0.705 | 0.497 |
| Lack of endogenous power in a diversified private ownership economy(C) | 0.258 | 0.578 | 0.401 |
| Solidified development model and lack of innovation(D) | 0.695 | -0.135 | 0.502 |
| Through simple bundled development of the tourism industry(E) | 0.658 | 0.080 | 0.439 |
| Severe brain drain(F) | 0.724 | 0.206 | 0.567 |

In this study, data were rotated using varimax method to find out the corresponding relationship between factors and research items. The table above shows the information extraction situation of factors for research items and the corresponding relationship between factors and research items. It can be seen from the above table that the corresponding common degree values of all research items are higher than 0.4, which means that there is a strong correlation between the research items and factors. Factors can effectively extract information, ensuring that most of the information of the research items can be extracted by factors. Then, the corresponding relationship between the factor and the research item is analyzed (when the absolute value of the factor loading coefficient is greater than 0.4, it indicates that the item has a corresponding relationship with the factor).

Table 6. Component score coefficient matrix

| Name | Ingredients | |
|--|-------------|-------------|
| | Component 1 | Component 2 |
| Uneven gains(A) | -0.106 | 0.514 |
| Different characteristics of capital requirements(B) | -0.317 | 0.482 |
| Lack of endogenous power in a diversified private ownership economy(C) | 0.035 | 0.347 |
| Solidified development model and lack of innovation(D) | 0.404 | -0.219 |
| Through simple bundled development of the tourism industry(E) | 0.345 | -0.065 |
| Lack of local leading enterprises to lead the establishment of the whole industrial chain(F) | 0.324 | 0.105 |
| Severe brain drain(G) | 0.358 | 0.008 |

If factor analysis method is used for weight calculation, "component score coefficient matrix" should be used to establish the relationship equation between factors and research items, as follows:

$$\text{Factor 1} = -0.106A - 0.317B + 0.035C + 0.404D + 0.345E + 0.324G + 0.358G$$

$$\text{Factor 2} = 0.514A + 0.482B + 0.347C - 0.219D - 0.065E + 0.105F + 0.008G$$

4. Research Conclusion

4.1. Red saponao featured tourism industry development pain points

4.1.1. The red tourism industry belongs to the tertiary industry, and the development of the first and second industries is relatively backward

Tourism belongs to the tertiary industry, the vigorous development of tourism can drive the development of the first and second industries. Rural tourism mode, for example, as a whole development, plantation cultivation, harvest, four most cooking, centered on farmland, lead the whole industry chain, in the development of tourism at the same time, also led to the development of agriculture, effective coordination between industry and industry, and to improve the industrial structure layout, has a good role on the revitalization of development of agriculture [5].

The development mode of red tourism relies on the old revolutionary base areas and red monuments as the center, and develops a series of tourist attractions according to the revolutionary history, revolutionary deeds and revolutionary spirit contained therein. Tourists can achieve the purpose of receiving revolutionary traditional education through red tourism. However, the tourism form of this kind of activity is mainly physical display, and the static display mode such as exhibit cabinet is the majority. Therefore, the main sources of red tourism income are tickets, transportation and catering. It is difficult to establish a direct and effective connection with the primary and secondary industries. This means that the red tourism industry of Zaojiao village cannot fully drive the development of its primary industry and secondary industry, and the situation of abnormal development appears.

Because of the first industry in Zaojiaoshu village, the development of the second industry is relatively backward, the local economic development level is low, and the infrastructure is not perfect. Because local agriculture and industry are not well linked to red tourism, the dividends of red tourism are not universally shared. Agriculture, industry and services operate separately. Tourism brings passenger flow, but the local development capacity can not convert the passenger flow into consumption, only into ticket revenue, the economic benefit is extremely low. The three industries are not integrated. The unbalanced development of agriculture, industry and tourism can only result in slow economic development and insufficient economic thrust. When the economic development reaches a certain bottleneck, it will stagnate. How to balance the structure of the three industries, adjust the layout, turn the vicious circle into a virtuous circle, this is a key problem that Zaojiaoshu village needs to consider for a long time in the future.

4.1.2. Lack of internal driving force under multiple private ownership economy, serious brain drain

At present, the development of red tourism resources is mainly led by the government, and social capital participates in the development of regional tourism industry chain. In the process of tourism development, the government generally plays the role of leader and process supervision, and the problem of low participation generally exists. Private enterprises such as travel agency companies, scenic spot development contractors and tourism destination supporting facilities such as catering and accommodation providers are the main players in the development of tourism resources and assume the responsibilities of resource development,

publicity, organization, maintenance and so on. Among them, the nature of private ownership of all parties determines that they take profit as the biggest goal, and it is inevitable to commercialize the development of scenic spots. Commercialization can indeed solve the problem of employment income, optimize the service maintenance of scenic spots, and enhance tourists' interest in tourism. However, excessive commercialization will lead to the lack of endogenous impetus for the development of tourist attractions.

The most important manifestation of the lack of endogenous impetus is the lack of talents in cultural tourism scenic spots. First, cultural tourism is specific to a region. The development of local tourism needs to be based on a good understanding of local history, culture and regional characteristics, as well as knowledge of modern tourism operation and management. There are not many excellent talents in line with this, accompanied by the loss of talent. According to a survey conducted by The Hong Kong Polytechnic University, the employment rate of tourism majors is between 15% and 20%, which further shows the current situation of talent shortage. Second, in the process of tourism development of private enterprises, excessive profits of the industry lead to a desire for quick success and instant profit. Therefore, the number of talents willing to accumulate in the theoretical research of tourism is greatly reduced, and most of them turn to the planning of tourist attractions. With few new blood and outdated policies without innovation, it is difficult for tourists to have a unique experience when traveling. Third, under the operation of commercial capital, the number of newly built scenic spots is large, the imbalance between the peak and peak seasons of scenic spots is obvious, the budget construction of scenic spots and other problems in tourism development make it difficult to generate high income in the industry, lack of equipment and facilities renewal, and it is difficult for talents to exert their strength, leading to more people entering the industry and more people exiting [6]. The large fluidity of personnel in scenic spots, unable to form a perfect and professional management and planning system, is also one of the pain points leading to the development of scenic spots.

4.1.3. The content of tourism industry is homogenous and lacks innovation

Firstly, the most obvious problem of commercial development is the convergence of scenic spots. This pain point is most obvious in the tourism development of several ancient towns in China. The monotonous architectural forms and aesthetic characteristics of commercial towns and resorts make the tourism resources of ancient towns, which originally have literature and art, ancient taste, unique folk customs and quiet and leisurely, become "bad streets". This kind of homogeneous plagiarism also has the tendency of expansion gradually. When the unique internal resources are not innovation, copying and imitation of the external hide, the attraction of scenic spots will continue to decline, and eventually lose the market.

Secondly, most of the points are not based on the original characteristics of red resources. The core competitiveness of red tourism lies in the historical memory of public praise, but at present, most of the main forms of red tourism are still confined to the traditional unilateral teaching mode of introduction and exhibition, such as museums, memorials and so on. The expression of culture is weak, the attraction of tourists is poor, and the fundamental innovation in the mode is lacking. On the contrary, the focus of development lies in the continuous investment of supporting facilities, such as catering and shopping industry, etc., especially in recent years, the very popular network red shop card type tourism. In this way, the color of red culture is light, do not pay attention to the core competitiveness of scenic spots, it can be said to pick sesame seed and lose watermelon. However, there are still excellent tourism products, such as cultural creation, which combine commercialization with cultural characteristics, which is worth our reference and local transformation.

Finally, and most importantly, there is a lack of innovation. Today, with the development of the Internet, the traditional tourism industry has been unable to attract enough foreign tourists,

and the impact of the epidemic has brought a heavy blow to the tourism industry. How to make the red tourism culture of Zaojiaoshu village spread to more places and how to make the local red tourism culture glow with new vitality and fresh development under the severe situation of the epidemic has become a new problem.

4.2. To strengthen the weak links of the industry, we should adopt multi-effect measures simultaneously

4.2.1. Establish a collective economic model for the development of the whole industrial chain

The new collective economy refers to the collective economy derived from the reform of the property right system, which has clear property right system, clear rights and responsibilities, and diversified property right structure. The industrial chain is a kind of chain relation form objectively formed based on certain technical and economic relations among various industrial departments and according to specific logical relations and spatial and temporal distribution relations. Industrial chain is a concept that includes four dimensions: value chain, enterprise chain, supply chain and spatial chain. These four dimensions form an industrial chain in the process of interconnecting and balancing. This docking mechanism is an internal mode for the formation of the industrial chain. As an objective law, it regulates the formation of the industrial chain like an invisible hand.

The development of Zaojiaoshu village mainly relies on high quality red tourism and cultural resources. With the help of local official media, it calls on local villagers to shoot short videos and upload them to "we media" platforms such as Douyin and Kuaishou to improve the dissemination of local tourism and cultural resources. The local government can hire a high-level video production team to produce high-level propaganda videos for the former site of the Central Plains Military Area command and the Central Plains Field Army Command to enhance the attraction of tourism and cultural resources in Zaojiaoshu Village.

On the basis of improving the visibility of local tourism and cultural resources, the market competitiveness of local red tourism and cultural resources should be enhanced. According to the market conditions, all kinds of fees in the tourism service area should be standardized, and the phenomenon of "high charges" and "arbitrary charges" in scenic spots should be cracked down. Strengthen the service technology training of scenic spot staff to improve the service satisfaction of tourists. Scenic spots can make use of their own red tourism resources to make scenic spots related peripheral products, and make bold innovations in form while retaining the connotation of red revolution, and put featured cultural and creative products on the Internet for sale, and invite famous anchors to bring goods online, so as to improve the profits of local tourism and cultural products. Local governments should strengthen financial and policy support for local leading enterprises, pay more attention to the development of leading enterprises, and provide an exemplary role for other local enterprises. At the same time, the concept of "helping the rich first and helping the rich later" is advocated, and leading enterprises are called on to promote the common development of local small and medium-sized enterprises to form a good competitive situation [7].

4.2.2. Registration of relevant trademarks

A brand or part of a brand is called a "trademark" after it has been registered by relevant government departments according to law. Trademarks are protected by law and the registrant has the right to exclusive use. The registered trademark is the trademark which is protected by law after being registered by the relevant government department, and the unregistered trademark is not protected by the trademark law. The registration of red tourism trademark is of great significance and innovative. The trademark registrant is protected by ensuring that the trademark registrant enjoys the exclusive right to indicate the source of goods or services, or to permit others to use the trademark in order to obtain remuneration. By rewarding the

trademark registrant, the trademark can create the name card of Zaojiaoshu Village and make the whole industrial chain of the local red tourism industry recognized and get economic benefits. Registered trademarks can also enable local residents to produce and sell goods and services under as fair conditions as possible, thus stimulating the development of local economy.

Trademark is an important part of product and packaging decoration picture. A trademark with exquisite design, profound meaning, novel and unique, and prominent personality can well decorate products and beautify packaging, so that consumers are willing to buy. The government of Zaojiaoshu Village can submit the professional design to the trademark Office for acceptance, through substantive verification, so that consumers and potential consumers can form a unique trademark memory. Zaojiaoshu village should realize that red tourism is not only a political project, cultural project, but also an economic project, is to promote the old area to get rich people's project. The trademark is one of the ways to protect the red tourism resources, which can maintain the red brand image, develop the market and promote the economic development.

4.2.3. Establish the relevant system of cloud tourism

Cloud tourism itself is not a new thing, but a product of the development of "Internet + tourism". Cloud tourism is the Internet grow and thrive, cloud computing technology rapid development under the background of formation of a "online and offline" fusion, will travel the whole process of integrating resources, service, and use the wisdom tourism tools such as interactive operation platform for Internet users to provide travel anywhere, anytime and wholly owned - a form of the digital tourism development.

Cloud tourism, forced by the epidemic, is the proactive response of the tourism industry under the new situation. The concept is different from and related to the previous one. The difference is that cloud tourism before the epidemic was the integration of online and offline, including the information supply of tourism enterprises and information sharing among tourism consumers. Under the epidemic, "cloud tourism" is difficult to integrate with offline tourism. It is only online cloud tourism, which depends on the information supply of tourism destination governments and tourism enterprises.

In the context of network, digital and intelligent development, with the support of 5G, AR, VR, AI, UAV and other technologies, we should provide relevant industry information through various channels, so that "cloud tourism" can be presented by new media in various forms, such as text, panorama, short video, live broadcast and so on. Using the dividend of big data, let the red tourism industry of Zaojiaoshu Village to the diversification, hierarchical, dynamic development. So that potential consumers can understand the red tourism culture and revolutionary spirit of Zaojiaoshu Village from multiple perspectives, thus driving the development of the whole industry chain.

4.3. "Red Saponao" characteristic tourism industry to get rich effective

4.3.1. Establish the foundation of red tourism

In the early stage of construction, Zaojiaoshu village should adjust measures to local conditions to build the infrastructure of red tourism, the red tourism project as a long-term and far-reaching planning of urban development and construction, as far as possible to improve the construction of red tourism facilities, so that the people see the effect of the fact. After the improvement of relevant construction, it will play a key role in the future development of long-term interests of rural revitalization, not only for red tourism, but also for the overall development of rural areas.

4.3.2. Develop red tourism economy

When the corresponding infrastructure of red tourism is completed, it is particularly important to promote and develop the red tourism economy. Now the party and the state has attached great importance to the development of red tourism and propaganda, we should seize this precious opportunity as soon as possible, expand the corresponding propaganda, let more people know and understand Zaojiaoshu village of red tourism development, take the red story out, let red story spread open, use today's new media, expand the propaganda, let more people know our red tourism project to bring greater economic benefits.

4.3.3. Expand red tourism business

When we have the preliminary foundation of red tourism, we can take this opportunity to expand our business and get greater economic benefits. We can write relevant red story books and launch relevant illustration collections and other peripheral products, so as to obtain greater and more sustainable economic benefits. At the same time, the development of such products can not only make tourists can come to the local visit and learn the red classic culture, but also make tourists can choose to bring more red classics back home, the influence will be more expanded, and have a more profound impact on the new generation of youth.

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