

These research tourism products not only enrich the tourism experience of tourists, but also improve the comprehensive quality of teenagers.

2.3 Integrated development of red tourism and research tourism

Under the background of cultural and tourism integration, Haikou city actively explores the integrated development path of red tourism and research tourism. On the one hand, through the integration of red tourism resources and educational resources, the red research tourism route is launched, so that tourists can receive the education of revolutionary tradition and patriotism while visiting the red scenic spots. On the other hand, relying on the red tourist attractions, we will carry out colorful research activities, such as revisiting the Long March, shooting training, air climbing, etc., to enhance the participation and interaction of tourists.

3. Question

3.1 Single product and lack of connotation

At present, the red tourism products of Haikou city are still mainly traditional sightseeing, lack of innovation and interactivity, and it is difficult to meet the diversified needs of tourists. At the same time, the connotation of some red tourism products is not deep, and the lack of cultural and creative products with local characteristics, leading to the low sense of experience and gain of tourists. Haikou city still has deficiencies in the publicity and promotion of red tourism and research tourism, especially in the application of network new media platforms, resulting in some high-quality tourism products are not famous, and it is difficult to attract more tourists to experience.

3.2 Imperfect supporting facilities

Transportation facilities, some red tourist attractions are remote location, inconvenient transportation, the lack of direct public transport, to the tourists to visit the inconvenience. The parking size of some red tourist attractions is small, which is difficult to meet the parking demand of tourist peak periods such as holidays, leading to parking difficulties for tourists. The tourist identification system of some scenic spots is not perfect, and tourists are easy to get lost or miss important scenic spots during the tour. The insufficient number of public toilets in some red tourist attractions affect the travel experience of tourists. Catering facilities around the attractions are limited, making it difficult for tourists to find suitable places to eat during the tour, especially in those far away from the city. For those who need overnight visits, the surrounding accommodation facilities are less available, and the price may be high. The guide service of some red tourist attractions is insufficient, and the lack of professional guide or detailed guide materials, which makes it difficult for tourists to deeply understand the history and cultural connotation of the scenic spots. The safety facilities of some scenic spots are not perfect, such as emergency evacuation channels, fire facilities, etc., there are safety risks. Shopping facilities around the attractions are limited, making it difficult for tourists to buy souvenirs or cultural and creative products with local characteristics.

4. Development countermeasure

4.1 Further explore the connotation of red culture and enrich tourism products

Haikou city should deeply explore the connotation of red culture, innovate the form of red tourism products, and enhance the attraction and competitiveness of products. On the one hand, red theme exhibitions and performances, on the other hand, red cultural and creative products with local characteristics, such as red theme souvenirs and handicrafts, can be developed to meet the shopping needs of tourists. At the same time, it can also combine modern technological means, such as VR and 3D printing, to create immersive red tourism experience projects to enhance the sense of participation and interaction of tourists.

4.2 Strengthen publicity and promotion to enhance visibility

The clear publicity positioning highlights the red characteristics, emphasizes the uniqueness and historical value of Haikou red tourism, and takes the red culture as the core publicity point. Combining with local characteristics, red tourism with local culture and natural scenery to create a red tourism brand with Haikou characteristics. Use social media platforms (such as Weibo, wechat, TikTok, etc.) to release information related to red tourism to attract young tourists. Cooperate with tourism websites and OTA platforms to launch Haikou red tourism special page and preferential activities. Make red tourism propaganda videos, and promote them through video websites and live broadcast platforms. Red tourism themed exhibitions, lectures and other activities will be held in Haikou city and its surrounding cities. Cooperate with travel agencies, Haikou red tourism routes into its tourism product system. Red tourism advertisements will be placed in places such as public transport and tourist attractions.

Experiential marketing, organize red tourism experience activities, invite media, Internet celebrities and opinion leaders to participate, and expand their influence through their communication. Story dissemination, mining Haikou red tourism behind the touching stories and historical details, through articles, videos and other forms of dissemination. Cross-border cooperation, with movies, TV series, variety shows and other cooperation, Haikou red tourism as a shooting place or location, to improve the popularity. Haikou city should make full use of various network new media platforms to strengthen the publicity and promotion of red tourism and research tourism. Attract more tourists to pay

attention to, launch preferential promotional activities, to attract more tourists to come to experience. In addition, the red tourism festival and research tourism festival can also be held to enhance the popularity and influence of red tourism and research tourism.

4.3 Improve the construction of supporting facilities and enhance the tourism experience

Haikou city should strengthen the construction of supporting facilities around the red tourist attractions to improve the tourism experience of tourists. On the one hand, the construction and maintenance of infrastructure such as tourist public toilets, tourist signs and parking lots can be strengthened; on the other hand, the surrounding supporting service facilities such as catering and accommodation can be improved to meet the diversified needs of tourists. In addition, it can also strengthen the intelligent construction of tourist attractions, such as the promotion of electronic tickets, intelligent tour system, etc., to improve the service level of scenic spots and the satisfaction of tourists. Haikou city should actively promote the in-depth integration and development of red tourism and research tourism. On the one hand, integrate red tourism resources and educational resources to introduce more educational red research tourism routes and products; on the other hand, strengthen cooperation and exchanges with schools and educational institutions to jointly develop red research tourism courses and activities. At the same time, enterprises and social organizations can also be encouraged and supported to participate in the development and promotion of red tourism and research tourism, so as to form a good situation of multi-party participation and common development.

4.4 Strengthen policy support and financial guarantee

Haikou municipal government should increase the policy support and financial guarantee for the development of red tourism and research tourism. Development objectives, tasks and requirements can be defined by formulating relevant policies and planning documents; increasing financial input to support the construction of key projects; and guiding social capital to participate in the development and promotion of red tourism and research tourism, and encourage enterprises to invest in red tourism and research tourism projects through preferential policies such as tax relief and loan discount.

5. Conclusion

Under the background of cultural and tourism integration, the integrated development of red tourism and research tourism in Haikou city has broad prospects and important significance. By exploring the connotation of red culture and enriching the forms of tourism products, increasing the publicity and promotion, improving the construction of supporting facilities to enhance the tourism experience; promoting the deep integration of red tourism and research tourism, promoting the integration of red tourism and research tourism, enhancing the competitiveness and influence of tourism industry in Haikou City, and providing useful reference and reference for the integrated development of red tourism and research tourism in Haikou city and even the whole country.

References

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