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Research on the Development Strategy of Hainan Red Culture Research Tourism under the Background of Rural Revitalization

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Abstract: In recent years, the implementation of the rural revitalization strategy has brought new development opportunities for China's rural areas. As one of the important old revolutionary base areas in China, Hainan's rich red cultural resources and unique natural landscape provide a strong support for rural revitalization. The combination of red culture and research tourism can not only help to promote the development of cultural industry, but also promote the all-round development of local economy and society. This paper aims to explore the development strategy of Hainan red culture research tourism under the background of rural revitalization, analyze its market demand, resource advantages, challenges and feasible development path, and put forward targeted policy suggestions, in order to contribute to the rural revitalization of Hainan.

Keywords: Rural revitalization; Red culture; Study tourism; Development strategy

Introduction

This paper aims to explore the uniqueness of Hainan's red cultural resources, the realistic needs of rural revitalization strategy and the broad prospects of research tourism market. This paper will put forward a series of specific development strategies and analyze the current situation of red culture research tourism in Hainan. On this basis, this paper will provide a series of practical suggestions for Hainan's rural revitalization strategy, in order to contribute to the economic and social development of Hainan.

1. The resource advantages of Hainan red culture

1.1 The historical accumulation of red culture

The red culture and historical accumulation of Hainan Island is the common memory and spiritual wealth of the Chinese nation. It has not only witnessed the arduous course of the Chinese revolution, but also witnessed the heroic struggle and lofty ideals of countless revolutionary martyrs. These red cultural sites and stories are not only witnesses of history, but also spiritual forces that inspire the contemporary and future generation to move forward. The red cultural resources of Hainan Island, through various forms of inheritance and promotion, such as red tourism, the construction of red tourism and red education base, and the creation of literary and artistic works themed by red culture, are constantly inspiring people's respect for the revolutionary history and the inheritance of the red spirit.

1.2 The uniqueness of the natural landscape

The natural landscape of Hainan Island has unique characteristics. They not only show the extraordinary work of nature, but also carry rich ecological value and educational significance. From the vast expanse of the South China Sea, to the lush tropical rain forests, and then to the ancient and mysterious primeval forests, the natural landscape of Hainan Island has become a valuable resource for research tourism with its original features and diverse ecological types. These landscapes not only provide tourists with opportunities to get close to and experience nature, but also provide an ideal place to study natural ecology and protect biodiversity.

In addition, the combination of Hainan Island's natural landscape and red culture can create tourism products with educational significance and historical depth. Through well-designed tourist routes, tourists can experience the natural beauty of Hainan Island while visiting the red cultural sites. Such a travel experience can not only enhance tourists' patriotism, but also enhance their awareness of environmental protection. The combination of the natural landscape and the red cultural resources in Hainan Island undoubtedly provides a new idea and direction for the development of the tourism industry.

2. The current situation and challenges of red culture research and study tourism in Hainan

2.1 Market demand analysis of research tourism

With the reform of the education system, study travel has gradually become an important part of students' quality education in recent

years. As a theme with profound educational significance, red culture has been highly concerned by parents, schools and the government. Especially under the background of rural revitalization strategy, the demand of research tourism is not only limited to students in big cities. More and more rural students also have the opportunity to participate in research tourism, which provides a huge space for the development of the research tourism market in Hainan. However, with the continuous expansion of the research tourism market, Hainan also faces some challenges in the development of red culture research tourism. How to better integrate the red cultural resources and improve the quality and experience of research and study tourism has become an important problem to be solved in Hainan.

First of all, the market demand analysis of research tourism shows that with the renewal of educational concepts and the promotion of quality education, more and more educational institutions and parents begin to pay attention to the role of study travel in the overall development of students. Red culture research tourism, with its unique educational value and historical significance, has become a remarkable field. It can not only help students understand the history and culture of the country, but also cultivate their patriotic feelings and collectivism spirit.

Secondly, as a region with rich red cultural resources, Hainans unique geographical location and historical background provide unique conditions for the development of red culture research and tourism. Hainan Island has an indelible position in the history of Chinas revolution. There are not only many revolutionary sites and memorial sites, but also many natural landscapes and cultural activities related to the red history, which are valuable resources for research and study tourism.

2.2 Challenges faced

Although Hainan province has the unique conditions for the development of red cultural resources, it has also encountered many challenges. On the one hand, the imperfect infrastructure, especially the lack of transportation, accommodation and education facilities, seriously restricts the tourist attraction and tourist carrying capacity of the red cultural site. On the other hand, although the diversity of red cultural resources is rich, there is still a lot of room for improvement in the professional training of tour guide talents and the in-depth development of educational content. Currently, many red tourist attractions lack effective interaction and experience design, which affects the participation and learning effect of tourists. In addition, with the intensified competition in the research tourism market, Hainan needs to find a unique positioning and innovative promotion strategy to gain a competitive advantage in many tourist destinations.

3. Hainan red culture research and tourism development strategy

3.1 Improve infrastructure construction

To promote the development of tourism, the construction of infrastructure is crucial. Hainan should pay attention to and increase the investment in the red culture research and tourism related infrastructure. This includes, but is not limited to, improving the transportation network of red cultural sites to ensure that tourists can easily and quickly get to various research tourist sites. At the same time, the reception capacity of the scenic spot should be improved to ensure that tourists can enjoy high-quality services while visiting and learning. In addition, Hainan should also build accommodation and catering facilities suitable for research activities around the scenic spots to provide convenient logistics support for tourists. In order to further enrich the experience of tourists, Hainan should also improve the construction of digital facilities, and use big data, virtual reality and other cutting-edge technologies to provide tourists with richer and interactive educational experience, so as to enhance the attraction and educational value of research tourism.

3.2 Develop diversified research and study tourism products

Hainan Island, as a bright pearl in the South China Sea, is not only blessed with unique natural resources, but also carries a rich history of red culture. In order to better develop research tourism, Hainan should make full use of the uniqueness of its red culture and develop a series of diversified research tourism products. Through careful planning and design, the scene of revolutionary history can be reproduced, so that tourists can seem to travel through time and space to experience the thickness of history. In addition, the outward bound training activities with the red theme as the core can not only exercise the tourists teamwork ability, but also deepen their understanding and perception of the red spirit. The establishment of red culture lectures, inviting historians and witnesses to share the stories of the revolution, will enable tourists to travel in the ocean of knowledge, and further enhance their cultural literacy.

At the same time, Hainan should also combine its unique natural resources, such as the blue ocean, dense tropical rain forest and charming island scenery, to launch a series of dual experience activities combining ecological research and red culture. For example, a tourist route combining red culture and tropical rainforest exploration can be designed, so that tourists can appreciate the mystery and beauty of the tropical rainforest while pursuing the footprints of revolutionary martyrs. Or, a new tourist route combining red culture and island visits, allowing visitors to enjoy the sun, beaches and waves of the island while visiting the red history. These research tourism products combine red culture and natural ecology, which can not only enrich the travel experience of tourists, but also promote the diversified development of Hainans tourism industry.

3.3 Strengthen professional education and training

In order to further improve the quality of Hainan red culture research and study tourism, we should focus on strengthening the training of professional tour guides and educators. This not only requires tour guides to have the traditional explanatory ability, but also to have a certain educational background, so that tourists can be able to design educational content and activities that meet their needs according to different ages. For example, for child visitors, we can design interactive games for fun, for young visitors, and for adult visitors for deeper historical and cultural analysis. In addition, we should also invite experts and scholars in the field of red culture to participate in the development of research tourism, and hold academic lectures, special seminars and interactive experience activities to enrich the content of research tourism and enhance its depth and influence. Such professional education and training will help to build a professional team that can provide high-quality services, so as to promote the sustainable development and prosperity of Hainan red culture research and study tourism.

4. Conclusion

In the context of the current rural revitalization strategy, Hainan Island, as one of the important cradles of China's revolutionary history, has shown great potential and unique advantages in the development of red culture research and tourism. Through careful planning and precise market positioning, Hainan not only has the opportunity to closely integrate the red culture with the rural revitalization strategy, but also can provide tourists with an educational and entertaining tourism experience. This combination will not only help to improve the historical and cultural awareness of tourists, but also help to promote the prosperity of the local rural economy and the overall progress of the society. However, in order to realize the sustainable and healthy development of red culture research tourism, it needs the joint efforts and cooperation of the government, enterprises and all sectors of society. In particular, more attention and resources should be invested in infrastructure construction, innovation of educational content and marketing. Only in this way can we ensure that the red culture research tourism project can bring a positive impact on the society for a long time, and make a contribution to the rural revitalization strategy of Hainan and even the whole country.

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