

# Integrated Development Path of Red Tourism and Rural Revitalization: A Case Study of Li Xiongcai's Hometown in Guangdong

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**Abstract** With the increasing attention of the state to the protection and development and utilization of red tourism resources, a series of policy documents have been promulgated and implemented one after another, laying a solid policy and environmental foundation for the integrated development of red tourism and rural revitalization. In this context, this study takes "Li Xiongcai's hometown" in Kengwei Village, Baitu Town, Gaoyao District, Zhaoqing City, Guangdong Province, as a case study, adopts the questionnaire survey method to explore the current situation of the integration and development of red tourism and rural revitalization in five dimensions, namely, industry, culture, talent, ecology and organization, and summarizes the problems in the process of the integration and development of red tourism and rural revitalization and proposes a targeted optimization path to promote the development of red tourism. Targeted optimization paths are proposed to promote the high-quality development of red tourism in Li Xiongcai's hometown, to support the comprehensive revitalization of the countryside, and to provide model cases for other regions in the integration of red tourism and rural revitalization.

**Key words** Red tourism, Rural revitalization, Integrated development, Li Xiongcai's hometown

## 1 Introduction

In 2022, the National Development and Reform Commission and the Ministry of Culture and Tourism, together with the State Administration of Cultural Heritage, issued a program to promote the high-quality development of red tourism in old revolutionary areas, proposing four tasks: "enhancing the standardization and development of red tourism, deepening the integration of red tourism and rural revitalization, promoting the coordination of urban and rural areas of old revolutionary areas, and advancing the moderate and diversified development of red tourism", with the aim of optimizing the pattern of development of red tourism. *Opinions on Learning and Applying the Experience of the "Thousand Villages Demonstration and Ten Thousand Villages Improvement" Project to Powerfully and Effectively Promote the Comprehensive Revitalization of Rural Areas* puts forward the following requirements for the prosperity and development of rural culture: strengthening the protection and inheritance of the excellent traditional culture in the countryside as well as the innovative development of it. Strengthen the agricultural cultural heritage, rural intangible cultural heritage excavation and organization and protection and utilization, the implementation of rural cultural relics protection project. Red tourism, as a key component of the construction of socialist culture with Chinese characteristics, not only carries the heavy responsibility of passing on the red gene and carrying forward the revolutionary spirit, but also is the core driving force for promoting local economic development and implementing the strat-

egy of rural revitalization. In this context, local governments at all levels have incorporated red tourism into the overall planning of local economic and social development. 2023, the 14<sup>th</sup> *Five-Year Tourism Development Plan of Guangdong Province*, clearly states that it will "promote the integrated development of red tourism and rural tourism, ecotourism and other ecological tourism, to create a number of red tourism integrated development demonstration zones". Red tourism integration development demonstration areas" as one of the important tasks to accelerate the construction of high-quality tourism product supply system. These policies have pointed out the direction and provided policy support for the integrated development of red tourism and rural revitalization, and also reflected that the development of red tourism has been placed at a high level of national strategy, and its role in promoting the structural adjustment of the local economy, boosting the growth of the local economy, and enhancing the influence of the regional brand has been given unprecedented expectations.

Scholars have mainly conducted research on red tourism-driven rural revitalization from the following aspects: in terms of research content, it mainly focuses on the promotion of red tourism on rural economic development<sup>[1]</sup>, ecological protection<sup>[2]</sup>, governance capacity<sup>[3]</sup>, and industrial prosperity<sup>[4]</sup>. In terms of research perspectives, most scholars study the mechanism path of red tourism-enabled rural revitalization from the perspectives of common wealth<sup>[5]</sup>, cultural and tourism integration<sup>[6]</sup>, political economy<sup>[7]</sup>, and rural revitalization strategy<sup>[8]</sup>, etc.; in terms of research methodology. Most scholars explore the relationship between red tourism and rural revitalization through theoretical analysis<sup>[9]</sup>, and some scholars use mathematical and theoretical models for in-depth analysis<sup>[10]</sup>, which roughly covers qualitative and quantitative analysis methods.

Li Xiongcai is a famous master of traditional Chinese painting

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and a giant of Lingnan School of Painting. His paintings and calligraphy integrate strong local feelings into ink, paper and inkstone. Li Xiongcai is a native of Kengwei Village. On the basis of extensive review of literature and study of the results of previous researchers, this project, by systematically sorting out the theoretical logic of the integration and development of red tourism and rural industry, selected "Li Xiongcai's hometown" in Kengwei Village, Baitu Town, Gaoyao District, Zhaoqing City, Guangdong Province, as a case study, and explored the current situation of integration and development of red tourism and rural revitalization in five dimensions, namely, industry, culture, talent, ecology and organization. Organization in five dimensions, summarizes the problems encountered in the process, and puts forward targeted optimization strategies. The purpose is to provide reference for the development of rural red tourism in China and help realize the comprehensive revitalization of the countryside.

## 2 Research design and data collection

### 2.1 Research design

**2.1.1** Integrated development of red tourism and rural industry. Industrial prosperity is a key link in rural revitalization, and the development of red tourism is a powerful hand in boosting rural revitalization. Relying on red tourism resources, it can effectively integrate and utilize all kinds of resources, extend the red tourism industry chain, continuously optimize the industrial layout of rural tourism, and realize the deep integration of traditional rural industries, characteristic industries and ecological industries. This integration can not only promote the high-quality development of culture and tourism, but also transform humanistic resources into tourism and cultural industry resources, promote the deep integration between industries, and ultimately realize the optimization and upgrading of rural industrial structure. Besides, the development of red tourism can play its role of industrial support, drive the integrated development of other industries, and then feed the revitalization of rural industries, increase farmers' income, and create a stable environment for common prosperity. In addition, the rapid economic growth brought about by industrial prosperity can also provide solid economic support for red tourism, promote the improvement of infrastructure and service quality, and promote the development of tourism supporting industries, thus promoting the development of red tourism.

**2.1.2** Integrated development of red tourism and rural culture. Rural culture is the soul of rural revitalization, as the "soft power" of rural revitalization, rural culture can enhance the cohesion and centripetal force of villages internally, and enhance the attractiveness and influence of villages externally; while red tourism resources contain rich red stories and revolutionary spirit, which plays a very important role in improving people's moral cultivation and shaping civilized countryside style. Red tourism resources contain rich red stories and revolutionary spirit, which play a very important role in improving people's moral cultivation and shaping civilized rural customs. The development of rural red tourism can

not only deeply excavate the connotation of rural red culture, so that local villagers understand more about the revolutionary tradition, but also attract more tourists to understand the rural red culture, thereby increasing rural income, promoting the development of rural tourism industry, and promoting the revitalization of rural culture. Moreover, the red elements of rural culture provide rich resources and connotations for red tourism, which helps tourists to deeply understand and feel the charm of red culture, forming unique red tourism products, attracting more tourists to come to visit and experience, and providing strong cultural support for the development of red tourism.

**2.1.3** Integration and development of red tourism and rural talents. Rural talent is the core driving force of rural revitalization. On the one hand, the development of red tourism provides a large number of employment opportunities in rural areas, attracting a large number of talents to return to gather, expanding the talent pool in rural areas; on the other hand, the high-quality development of red tourism puts forward higher requirements for the quality and ability of rural talents, prompting rural talents to continuously improve their own quality in order to adapt to the needs of the development of red tourism, and promote the development of rural talents. Furthermore, the advanced management concepts and service modes brought by professionals who are proficient in red tourism planning, operation and curation also inject new ideas and vitality into the development of rural red tourism.

**2.1.4** Integrated development of red tourism and rural ecology. Red tourism resources and rural ecological environment complement and promote each other, and together constitute the unique charm of the countryside. Superior natural ecological environment is an important factor in attracting tourists, while the economic effect produced by red tourism provides economic security for improving the ecological environment. The development and utilization of red tourism resources is usually accompanied by the protection and improvement of the rural ecological environment. In order to attract more tourists, rural areas will strengthen the comprehensive improvement of the environment and improve the quality of the ecological environment. Through the comprehensive improvement of the rural environment, not only makes the rural habitat environment has been significantly improved, and makes the regional characteristics of the landscape resources have been protected, for the integration of rural red culture and tourism symbiosis provides a unique resource guarantee, for the development of red tourism provides a better environmental foundation.

**2.1.5** Integrated development of red tourism and rural organizations. First of all, rural organizations have effectively promoted the development and utilization of red tourism resources by integrating funds into the construction, maintenance and promotion of red tourism scenic spots; with the increase in the number of tourists and the increase in tourism income, it makes the rural organizations have more resources for improving public services, upgrading infrastructures and promoting other community development projects, which then realizes the red tourism and rural revitalization.

talization of mutual promotion of red tourism and rural revitalization. Secondly, through perfect organizational governance, rural organizations can deeply excavate and effectively integrate rural red tourism resources, and then formulate scientific and reasonable red tourism development planning in accordance with the local actual situation, and promote the sustainable development of rural red tourism; in the process of planning, construction and operation of the red tourism project, the organizational capacity of rural organizations has been effectively exercised and improved, and then realize the mutual benefit of red tourism and rural revitalization. Mutually beneficial symbiosis of red tourism and rural revitalization. Finally, the rural organization is a bridge and link connecting the government and farmers, the city and the countryside, and promotes the common development of all parties by coordinating the interests between farmers, enterprises and the government, thus realizing the win-win situation of red tourism and rural revitalization.

**2.2 Research area** Li Xiongcai's hometown is located in Kengwei Village, Baitu Town, Gaoyao District, Zhaoqing City, Guangdong Province, which is the birthplace of Lai Xiongcai, the founder of the Lingnan School of Painting in China. This place not only has many material and non-material resources with important historical value, commemorative significance and educational function left over from the revolutionary war period, but also carries a profound red cultural heritage. Li Xiongcai's hometown was developed in 2008, and in recent years, with the country's expanding attention to the red tourism market and the in-depth promotion of the rural revitalization strategy, more and more tourists have been attracted by the deep red cultural heritage of Kengwei Village, which has achieved more significant results in tourism development and rural construction. This study takes Li Xiongcai's hometown in Hangwei Village as the research area, connects the five dimensions of red tourism and rural revitalization: industry, culture, talent, ecology and organization, comprehensively evaluates the status quo of Li Xiongcai's hometown on the integration and development of red tourism and rural revitalization, identifies the current problems and challenges, and puts forward targeted development strategies and suggestions for the development of red tourism and rural revitalization. Li Xiongcai's hometown provides scientific guidance and decision-making support for the future development of Li Xiongcai's hometown.

## 2.3 Data collection

**2.3.1 Questionnaire design.** This study mainly adopts a questionnaire to explore the problems encountered in the process of promoting the integration of red tourism and rural revitalization in the local area and to propose optimization strategies by collecting the comprehensive development of red tourism and rural revitalization in Li Xiongcai's hometown in five dimensions: industry, culture, talent, ecology and organization. The questionnaire is designed in three main parts: the first part collects the basic information of the respondents; the second part focuses on the development of red tourism in the research area; and the third part discus-

ses in depth the current status of the integrated development of red tourism and rural revitalization in the five dimensions, including rural industry, rural culture, rural talents, rural ecology and rural organization. The three parts of the questionnaire mainly use a five-point Likert scale with a 5-point scoring system. However, in view of the quantitative limitations of the Likert scale and the predetermined nature of the answers, this study added a small number of multiple-choice questions on the basis of the scale, and added the option of "other" to these questions to provide respondents with an open answer space to enhance the flexibility of the questionnaire.

**2.3.2 Data collection.** In the data processing section, this study adopted SPSS 24.0 as the core tool to eliminate invalid questionnaires and data outliers through a refined screening process to ensure data quality; at the same time, a rigorous reliability analysis was implemented, supplemented by descriptive statistics, to deeply excavate problems in the integrated development of red tourism and rural revitalization in Li Xiongcai's hometown. A total of 162 questionnaires were distributed in this research, and 130 valid questionnaires were successfully recovered, with an effective recovery rate of 80.25%. The Cronbach's alpha coefficient of the questionnaire is 0.991, the KMO value is 0.972, and the significance level is 0.00. All these indexes satisfy the standard of credibility and validity, which proves the reasonableness of the questionnaire design, the validity of the results, as well as the high credibility and good internal consistency of the dataset, and provides a solid foundation for the subsequent in-depth analysis.

**2.3.3 Sample characterization.** Given that local residents are more familiar with the integration and development of red tourism and rural tourism in the village, local residents accounted for the vast majority of respondents, with their proportion as high as 74.62%. In terms of political profile, reserve party members, CPC members and Communist Youth League members accounted for 0.77%, 8.46% and 23.08% of the total respondents, respectively, while the proportion of the general public was the highest, reaching 67.69%. In terms of age distribution, respondents aged 26–35 and 36–45 were the least numerous, accounting for only 13.07% of the total respondents. The order of age distribution is 46–55 years old, 56 years old and above and 18–25 years old respondents, accounting for 13.08%, 13.85% and 17.69% of the total respondents respectively. the highest number of respondents is under 18 years old, accounting for 42.31% of the total respondents. In terms of occupational category, freelancers and retirees have the lowest proportion, accounting for 3.85% and 6.15% of the total respondents respectively. They were followed by respondents in other occupations, accounting for 9.23% of the total respondents. Commuters and students were the most numerous, accounting for 23.08% and 57.69% of the total respondents respectively. Through in-depth interviews, the research team found that the occupations of the other groups of people were mainly agricultural laborers or non-professionals. In terms of the choice of travel mode, the largest number of interviewees was on individ-

ual trips, accounting for 50% of the total interviewees, followed by family trips, accounting for 26.15% of the total interviewees. In contrast, the number of respondents in school-organized, unit-organized and group tours was smaller, accounting for 9.23%, 7.69% and 6.92% of the total respondent, respectively (Table 1).

**Table 1 Basic characteristics of the sample**

Item category	Variable category	Number of people	Percentage %
Status	Local residents	97	74.62
	Tourists from other places	33	25.38
Political	Members of the Communist Party of China (CPC)	11	8.46
affiliation	Probationary members of the CPC	1	0.77
	Members of the Communist Youth League	30	23.08
	Members of democratic parties	0	0
	The public	88	67.69
Age	Under 18 years old	55	42.31
	Ages 18 – 25	23	17.69
	Ages 26 – 35	8	6.15
	Ages 36 – 45	9	6.92
	Ages 46 – 55	17	13.08
	Ages 56 and above	18	13.85
Occupation	Students	75	57.69
	Employees	30	23.08
	Freelancers	5	3.85
	Retired	8	6.15
	Other	12	9.23
Way of travel	Group tours	10	7.69
	Organizations/Company trips	9	6.92
	Family tours	34	26.15
	Individual travel	65	50
	School trips	12	9.23

### 3 Analysis of the integration of red tourism and rural revitalization

**3.1 Analysis of the integration of red tourism and rural industry development** The average score for the dimension of the integration of red tourism and rural industry development is 3.93, indicating that the majority of respondents recognize the role of red tourism in promoting local industry development. Specifically, regarding the accommodation services around red tourism scenic spots, only 34.62% of respondents gave a high rating, showing that the surrounding accommodation services are at a medium level and have significant room for improvement. In terms of the level of catering services, 42.31% of respondents expressed great satisfaction, indicating that the overall performance of surrounding catering services is relatively good.

Regarding the development of red tourism-related products, respondents' evaluations are relatively dispersed, but most are concentrated on the options of "very good" and "quite good", with a combined proportion of 56.15%. However, 14.62% of respondents believe that the development of red tourism-related

products is poor, reflecting the need for further efforts in product development. The main reasons for this phenomenon are the insufficient exploration of local red culture, the relative singularity of red tourism resources, and the tourism operation model still staying at the traditional stage of scenic spot visits and item display, without forming a brand effect, thus affecting the development momentum of red tourism-related products.

Furthermore, 63.08% of respondents believe that the development of local red tourism has largely driven the development of other industries, not only promoting the prosperity of the tourism industry itself but also pushing the common development of related industries such as transportation, catering, and commerce. However, these industries still need further optimization to fully leverage their potential advantages. Besides, 13.08% of respondents hold a different opinion, believing that the role of red tourism in promoting other industries is limited, indicating that industry integration still needs to be strengthened.

In terms of the impact of red tourism on local economic development, 45.38% of respondents believe the impact is very significant, fully demonstrating the important position and role of the red tourism industry in local economic development.

**3.2 Analysis of the integration of red tourism and rural talent development** The average score for the dimension of the integration of red tourism and rural talent development is 3.73 points. Specifically, 57.69% of respondents believe that the development of local red tourism has a positive effect on attracting talent to return to their hometowns. At the same time, 62.3% of respondents agree that red tourism has created employment opportunities in the local area, showing that the development of red tourism has brought a large number of employment opportunities and stable sources of income for local residents. However, 20.77% of respondents hold an opposing view, believing that the level of local red tourism development needs to be improved and its radiation range is limited.

In terms of the willingness to engage in red tourism-related work, 58.46% of respondents show a strong willingness. However, it is worth noting that 22.31% of respondents indicate an unwillingness to engage in red tourism work locally. This is mainly because the salary level of red tourism-related positions may be relatively low, making it difficult to attract respondents to give up other higher-paying jobs or opportunities. In addition, the red tourism industry is susceptible to seasonal and policy factors, and job stability is relatively low, with respondents expressing concerns about future job security. At the same time, red tourism work also requires certain communication skills and service techniques, and some respondents may lack these skills, have insufficient understanding of red culture, and lack relevant historical knowledge and cultural literacy, leading them to be unwilling or afraid to try related work.

**3.3 Analysis of the integration of red tourism and rural cultural development** The average score for the dimension of the integration of red tourism and rural culture development reaches 4.28 points, indicating that the majority of respondents affirm the positive role of local red tourism in promoting rural cultural development. Respondents also highly appraise the local cultural atmos-

phere; specifically, 72.31% of respondents agree with the local red cultural atmosphere, reflecting the positive influence of the local villagers and tourists by the spirit of integrity and family precepts of the hometown of outstanding talents, jointly creating a good red cultural atmosphere. At the same time, the historical value contained in the hometown of outstanding talents is highly recognized by the vast majority, highlighting its important position as a local red tourism resource. In addition, 83.08% of respondents believe that the protection and inheritance of local red culture have achieved significant results, showing that the village of Kengwei has made remarkable achievements in the protection and inheritance of red culture. However, it is also necessary to pay attention to the fact that there is still room for improvement in the creation of a red cultural atmosphere and the public's understanding. To this end, publicity and educational work can be strengthened to enhance the participation and identification of tourists.

**3.4 Analysis of the integration of red tourism and rural ecological development** The average score for the dimension of the integration of red tourism and rural ecological development is 4.35 points, fully demonstrating the respondents' high recognition of the overall evaluation of the integration of red tourism and rural ecological development in Kengwei Village. Specifically, 53.08% of respondents believe that the development of local red tourism has had a very positive impact on the quality of the rural ecological environment, indicating that the majority of respondents affirm the positive effect of red tourism on the quality of the rural ecological environment. At the same time, 48.46% of respondents believe that the impact of red tourism on rural ecological environment governance is also significant. Although this proportion is slightly lower than the recognition of the impact on the ecological environment quality, it still shows that the positive role of red tourism in environmental governance has been widely recognized. In addition, as high as 88.47% of respondents believe that the development of red tourism has effectively improved the rural ecological environment facilities, further proving the important contribution of red tourism to the improvement of rural ecological environment facilities and has been widely praised. In summary, Kengwei Village's red tourism has achieved significant results in improving the quality of the rural ecological environment, promoting ecological environment governance, and improving ecological environment facilities, winning the unanimous praise of villagers and tourists.

**3.5 Analysis of the integration of red tourism and rural organizational development** The average score for the dimension of the integration of red tourism and rural organizational development reaches 4.35 points, showing that respondents give a high overall evaluation of Kengwei Village's red tourism in promoting rural organizational development. In the evaluation of the local organization's support for red tourism, 48.46% of respondents gave the highest evaluation, fully indicating that the local organization has devoted a lot of resources and energy to the support work of red tourism in the hometown of outstanding talents, and has won the widespread recognition of local residents and tourists. In-depth interviews reveal that this positive evaluation is attributed

to the local organization's formulation and implementation of a series of strong policy measures, including financial subsidies and project support, laying a solid foundation for the vigorous development of red tourism. Also, the local organization also actively carries out publicity and promotion activities, effectively enhancing the visibility and influence of red tourism in the hometown of outstanding talents, attracting a large number of tourists to visit and learn. In addition, the local organization has also strengthened cooperation with tourism enterprises, communities, and other stakeholders, forming a good momentum for jointly promoting the development of red tourism.

Regarding the evaluation of the impact of local organizational support work on red tourism, 48.46% of respondents believe that its impact is very significant, which further confirms that respondents generally believe that the support work of local organizations has played an important role in promoting the development of red tourism. This may be because the support policies of local organizations not only enhance the visibility of red tourism but also promote the progress of local culture, economy, and other aspects, thus accelerating the rapid development of the red tourism industry.

In the survey of measures that respondents expect local organizations to take to promote the integration of red tourism and rural revitalization, the response rates of various measures are as follows: First, "Increase financial investment and improve infrastructure" tops the list with a high response rate of 24.16%, reflecting the respondents' urgent demand for the construction of infrastructure in the hometown of outstanding talents. In the development process of red tourism, well-established infrastructure is a core element to attract tourists and enhance the travel experience, such as the flatten of roads, the clarity of traffic signs, and the construction of parking lots, all of which are concerns for tourists. Therefore, respondents expect local organizations to increase financial investment to prioritize solving these infrastructure issues to optimize the travel conditions and touring environment for tourists; secondly, "Strengthen publicity and promotion, and improve visibility" ranks second with a response rate of 20.10%, reflecting the respondents' expectation to expand the influence of red tourism. The value of red tourism resources needs to be fully demonstrated through effective publicity and promotion. Therefore, respondents hope that local organizations can increase their publicity efforts for the hometown of outstanding talents, using various channels and means to enhance the visibility of red tourism; next, "Strengthen talent team construction and improve service quality" has a response rate of 18.66%, indicating that respondents have recognized the importance of service quality to the development of red tourism. Excellent tour guides and service personnel can provide professional explanations and high-quality services, thereby enhancing the satisfaction and loyalty of tourists. Finally, "Strengthen safety supervision and ensure tourist safety" has a response rate of 13.40%, although relatively low, it still highlights that safety is a key concern for tourists. In tourism activities, the safety of tourists is the most basic guarantee, so respondents hope that local organizations can strengthen safety supervision to ensure the safety of the tourism environment and create a reassuring atmosphere for tourists.

## 4 Paths for the integration of red tourism and rural revitalization

The discussion on the integration of red tourism and rural revitalization pathways is not only conducive to the protection and inheritance of red culture but also effectively promotes the diversified development of the rural economy. In this process, it is necessary to fully explore the historical value and educational significance of red resources, and combine it with the rural revitalization strategy to create tourism products and services with local characteristics. Through scientific planning and reasonable layout, red tourism can be deeply integrated with industries such as agriculture, handicrafts, and rural eco-tourism, thereby driving the comprehensive revitalization of the rural economy.

**4.1 Balancing accommodation and catering services to promote deep Industry integration** Firstly, optimize the structure of the accommodation industry. Increase policy support and investment scale for the accommodation industry around the hometown of outstanding talents to improve the quality and diversity of accommodation facilities. Specific measures include developing characteristic homestays, theme hotels, *etc.*, to meet the needs of different tourist groups. At the same time, strengthen the linkage effect with the catering industry around the hometown of outstanding talents, and launch "accommodation + catering" comprehensive packages to enhance overall service quality and tourist experience.

Secondly, promote the characteristic development of the catering industry. Encourage the catering industry around the hometown of outstanding talents to deeply explore local characteristic ingredients and red cultural elements, and develop catering products with distinct local characteristics. This aims to enhance the integration of the catering industry with red tourism and further enhance the differentiated competitive advantage of the catering industry.

Thirdly, deepen industry integration and collaborative development. Promote the deep integration of red tourism in the hometown of outstanding talents with industries such as agriculture, handicrafts, and education and training, such as developing red cultural theme agricultural sightseeing projects, handicraft experience activities, red education bases, *etc.*, to comprehensively enhance the comprehensive benefits of the local economy.

Fourthly, strengthen communication, coordination, and cooperation with the Bai Lian community. Encourage villagers to actively participate in the development and operation of tourism projects, such as establishing villager cooperatives to jointly manage tourism projects. This aims to enhance the sense of ownership of villagers and improve the sustainability of tourism projects and community cohesion.

**4.2 Enhancing personnel cognition and skills, and attracting talents to return to build Hometown** Firstly, enhance the cognition and skills of red tourism talents. Initially establish a red cultural education and training system, and regularly hold red cultural lectures, workshops, and other forms to enhance the cognition and emotional identification of talents with the red culture of the hometown of outstanding talents, and stimulate their willingness to work in the hometown of outstanding talents. Further, carry out professional skill training courses, including tour guide in-

terpretation, tourism services, cultural and creative product design, *etc.*, to enhance the professional skills of talents to adapt to the diversified needs of the red tourism market in the hometown of outstanding talents.

Secondly, strengthen talent attraction and return plans. Initially, refine talent attraction policies, provide supporting measures such as housing subsidies and children's education preferences, to solve the worries of talents and enhance their attractiveness to work in the hometown of outstanding talents. Secondly, the hometown of outstanding talents should actively seek cooperation with local and surrounding areas, especially enterprises on the tourism industry chain such as catering, accommodation, transportation, and cultural and creative product development, to jointly develop tourism supporting projects, such as characteristic catering, themed accommodation, local handicrafts, *etc.*, to develop more direct employment opportunities. Finally, entrepreneurial guidance and financial support are provided to returning laborers to encourage them to participate in the innovation and development of the red tourism industry chain in Li Xiongcai's hometown, and contact with outbound workers is strengthened to attract them to return to their hometowns to start their own businesses. In addition, the visibility of the Li Xiongcai's hometown red tourism talent development program can be raised through media publicity and cooperation with educational institutions, so that local residents and potential entrepreneurs can understand and recognize the entrepreneurial opportunities brought about by the Li Xiongcai's hometown red tourism.

### 4.3 Deepening the utilization of red cultural resources and strengthening the publicity and brand building strategy

Firstly, deepen the excavation of cultural resources. A professional team will be organized to deeply excavate the red cultural resources of Li Xiongcai's hometown, reveal its historical connotations and spiritual values, and refine the iconic red cultural symbols to provide a solid cultural cornerstone for building the red tourism brand of Li Xiongcai's hometown.

Secondly, we will carefully shape the brand story. We will combine the local historical background and humanistic characteristics, and at the same time skillfully integrate modern elements to create an emotional and far-reaching brand story, so as to make it compatible with the emotional needs and values of contemporary tourists, and then form the core competitiveness and unique charm of the brand.

Thirdly, promote the development and innovation of tourism products. Relying on the rich red cultural resources, the development of creative and commemorative tourism products, incorporating modern design concepts and local cultural characteristics, in order to attract tourists. For example, launch red culture-themed cultural and creative commodities and specialty handicrafts, *etc.*, to further expand the red tourism industry chain.

Fourthly, use digital marketing tools. Make full use of social media and digital platforms to innovate promotional models and implement precise marketing strategies to ensure that information is effectively communicated to the target audience and to enhance online visibility and brand influence. Specifically, we will leverage big data analysis to gain a deeper understanding of the inter-

ests, preferences and travel habits of different groups of tourists, so as to customize personalized marketing content and communication channels. For example, for young tourists, promotion can be done in a lively and interesting way through emerging media such as social media and short video platforms; for family tourists, the focus will be on the promotion of parent-child activities and educational values to establish a family-friendly brand image. In addition, partnerships will be established with opinion leaders in the field of tourism and industry media in order to further expand the scope of publicity and enhance the popularity and influence of Li Xiongcai's hometown in the red tourism market.

**4.4 Efforts to make up for the shortage of funds and standardize resource development and planning** Firstly, we actively broaden the sources of funds and build diversified financing channels to provide continuous financial support for the tourism development and project upgrading of Li Xiongcai's hometown. This includes, but is not limited to, fighting for special government subsidies, attracting private capital injection, as well as the establishment of a specialized cultural tourism fund; Secondly, it is to deepen the resource development and planning. On the one hand, in-depth research and refinement of red cultural elements should be carried out, and diversified tourism products should be innovatively designed to enrich the tourists' experience, so that the red culture can be presented in a more vivid and closer to modern aesthetics, and its attractiveness and educational significance can be enhanced; on the other hand, a comprehensive and forward-looking tourism development plan should be formulated, focusing on the unified planning and effective integration of resources to ensure that the tourism projects are comprehensive and coherent, avoiding duplicated construction and waste of resources, and improving the quality of tourism projects. In addition, formulate a comprehensive and forward-looking tourism development plan, focus on unified planning and effective integration of resources, ensure comprehensive and coherent tourism projects, avoid duplication and waste of resources, enhance the overall efficiency of the tourism industry chain, and provide tourists with more systematic and comprehensive tourism services.

**4.5 Strengthening the policy implementation mechanism and broadening the scope of policy promotion** Firstly, strengthen the policy implementation mechanism. The first task is to simplify the approval process and set up a policy implementation rapid response team to ensure that financial subsidies and other funds can be timely and accurately disbursed in place, so as to minimize the time lag in the policy implementation process. Second, the responsibilities of institutions at all levels should be clarified, and a comprehensive monitoring and accountability system should be established to ensure that the relevant program support measures are carried out in accordance with the established plan and that the policy benefits are fully applied. Finally, a regular policy evaluation mechanism should be implemented to make timely adjustments to problems in the implementation process, so as to ensure that the policy objectives are closely aligned with the actual needs, thereby enhancing the overall effectiveness of the policy.

Secondly, broaden the scope and deepen the content of policy publicity. First, it is necessary to make full use of online and off-

line diversified information dissemination channels, including social media platforms, official websites and local news media, in order to expand the coverage of policy information and improve public awareness. Secondly, targeted communication strategies should be developed for different stakeholders, such as local residents, tourism enterprises and investors, to ensure that the policy information is accurately communicated to the target audience. Finally, policy interpretation sessions and training activities should be organized regularly, inviting policy makers and industry experts to provide in-depth interpretation to eliminate information asymmetry and enhance public understanding of the policy.

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