

Inheritance of Red Culture and Perception of Tourism Development in Yimeng under the Background of Cultural and Tourism Integration

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Abstract Developing red tourism is an important way to carry forward revolutionary culture and practice socialist core values. In this paper, effective comments on tourism websites such as “Ctrip” and “Tongcheng Travel” were selected as data sources, and with the help of network text analysis, the image perception and emotion of tourists in Linyi red tourism were analyzed. Besides, new ways to develop and utilize red tourism in Linyi City were put forward, such as innovating red tourism experiential products, promoting industrial linkage and common development, improving red tourism service facilities, and focusing on network marketing models, so as to reshape the red tourism value chain and enhance the comprehensive social effect.

Keywords Web text analysis, Linyi, Red tourism, Image perception

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Since the 18th National Congress of the Communist Party of China, China has emphasized to vigorously promote the construction of Chinese culture, especially to make good use of red resources and inherit red genes, which has set off a boom in the development of red tourism in China. In 2021, The State Council issued the *Opinions of the State Council on Supporting the Revitalization and Development of Old Revolutionary Base Areas in the New Era*, in which it is proposed that it is necessary to improve the development quality of red tourism and build a demonstration zone for integrated development of red tourism^[1]. Red tourism, which is a new form of tourism in the tourism industry, can not only satisfy the leisure function of tourists, but also make them understand the unique spiritual culture. The organic combination of red culture and modern tourism has attracted more and more people's attention and love, and has become the main mode of patriotic education for people in a relaxed state. Vigorously developing red tourism and carrying forward red culture is the urgent demand of the masses of people in the current era. Shandong Province attaches great importance to the development of red tourism, and various cities have built a number of red tourist attractions to promote the inheritance and development of their own red culture on the basis of their own red resources.

Yimeng area is rich in red cultural resources, with numerous revolutionary historical events and revolutionary relics, and the Yimeng spirit of “sharing life and death” is highly praised^[2]. In the new era, how to make full use of red

cultural resources to develop red tourism and deeply inherit and carry forward red culture has been paid more and more attention. The image perception of tourist destinations is an effective basis for deep excavation of the connotation of red culture and an effective path to promote the high-quality development of red tourism. In this paper, based on network text analysis method, the image perception of red culture and the emotional characteristics of tourists in Yimeng were studied to provide references for accurately promoting the inheritance of red culture and the healthy and orderly development of tourism in Yimeng.

1 Current situation of inheritance and development of red cultural resources in Yimeng

The word “Yimeng” is the product of revolutionary history, and is the short name of Yimeng mountainous area. In a broad sense, Yimeng mountainous area is a human geography concept with Mengshan mountain system and Yishui River basin as regional coordinates. In a narrow sense, Yimeng mountainous area is the southeastern part of Shandong Province with Linyi City as the main body, mainly including 12 counties and districts of Linyi City, with Yishui County and Mengyin County as the center^[3]. Since the 1920s, the Shandong people's base for fighting against Japanese aggression has been established here, and it has become the command hub of revolutionary struggle in East China, so it is known as “Yan'an of East China”. Yimeng mountainous area has numerous revolutionary relics, memorial sites

and other unique red cultural resources, and it is affectionately called “Yimeng old area” by the people.

1.1 General situation of red cultural resources in Yimeng

According to the relevant provisions in the *Outlines of the National Red Tourism Development Plan during 2011–2015*, the red cultural resources studied in this paper were mainly distributed in three historical stages of the War of Resistance against Japan, the War of Liberation and the modernization construction after the founding of New China, also including the representative major events and the historical and cultural relics of important people on the land of China. Yimeng mountainous area is famous at home and abroad because of the great contributions made by the people to support the front during the War of Resistance against Japan and the War of Liberation. Yimeng mountainous area is one of the five old revolutionary base areas in China. In 1938, the Party Central Committee established Yimeng anti-Japanese base area. In 1939, the 115th Division of the Eighth Route Army advanced to Shandong, and the Party and government organ of Shandong and the Military organ of East China were established in Yimeng mountainous area successively. The older generation of proletarian revolutionaries such as Liu Shaoqi, Chen Yi, Xu Xiangqian, Su Yu and Luo Ronghuan worked and fought here. Countless revolutionary heroes were born in this area, providing material support and selfless dedication continuously, which is summarized as the Yimeng spirit by later generations. After

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the founding of the People's Republic of China, advanced agricultural models such as Lijiazhai, Wangjiafangqian and Gaojialiugou emerged, and a new batch of models such as Jiujianpeng, Shenquanzhuang and Luozhuang Town attracted nationwide attention.

Some scholars have put forward different views on the classification of red culture in Linyi. For example, Zhang Huaipeng, from the perspective of functions of cultural resources, believes that the red culture in Linyi can be divided into relics and sites with economic functions, humanistic activities with tourism value, memorial venues and attached buildings with visiting utility, personnel records and revolutionary works, etc.^[4]. Zhang Aihui simply divided the revolutionary culture of Linyi into three categories: revolutionary relics, revolutionary figures, and development of red resources^[5]. It is not difficult to find that the above classification focuses on the material aspect of red culture in Linyi, but lacks the spiritual level and other aspects. In this paper, the red cultural resources in Yimeng can be classified in a more detailed and comprehensive way^[6], including red material culture, red spiritual culture and other red culture. To be specific, the expression forms of red material culture mainly include revolutionary sites, memorials, monuments, relics, etc. The expression forms of red spiritual culture refer to some revolutionary activities, personal deeds and historical events, etc. The other red culture refers to the revolutionary spirit, and the expression forms are a series of revolutionary works and related derivative products, such as revolutionary spirit and revolutionary themes of literature, drama, film and television arts and so on.

Yimeng has various types of red tourism resources, and they are widely distributed, so

there is a deep resource base for the development of red tourism here. The red tourism resources in Linyi mainly include the hometown of great men, revolutionary historical events and activity sites, comprehensive revolutionary history memorial halls, martyrs' cemetery, intangible cultural heritage and so forth. Linyi, which is a revolutionary old area with a long history, has a large number of cultural relics, ruins and many heroes during the revolutionary war, with high cultural value, historical value and social value. Most of the red cultural resources in Linyi are located in the scenic areas, and has great advantages in combination with the countryside resources and rural resources, so they have a good development prospect. At present, in terms of geographical space, two major distribution areas have been formed, including the old area with revolutionary sites and war memorial sites as the main body, and the mountainous area with Yimeng spirit as the main line^[7].

1.2 Current situation of development of red tourism in Yimeng old area

Good geographical environment, high-quality development space and unique red cultural resources objectively provide favorable conditions for the development and inheritance of red cultural activities in Yimeng old area. The development of red tourism in Linyi area began in the period of reform and opening up. Linyi City actively gave full play to its geographical advantages, resource advantages and social advantages, proposed the strategic goal of building "red Yimeng and ecological Linyi", and constantly promoted the healthy and rapid development of red tourism. In recent years, the development of tourism in Linyi is changing with each passing day, and the tourism product system is increasingly rich. Meanwhile, the regional tourism products have made progress

in development and quality. According to online media reports of Linyi, during the Spring Festival in 2023, 105 museums and cultural centers and 125 level—A tourist attractions in Linyi City received a total of 3.589 million tourists, achieving a comprehensive tourism income of 1.96 billion yuan. Linyi has organically integrated red culture with ecological culture and historical culture to form Yimeng Mountain tourism area with red culture as the main body, natural landscape, rural pastoral scenery and folk customs as the two wings, and leisure agriculture, ecological tourism and sightseeing vacation as the supplements. More than 50 fine lines of red culture tourism with Yimeng characteristics have been launched to strive to build Linyi into the country's most influential international city of red culture.

2 Analysis of red tourism perception in Linyi based on web texts

2.1 Research methods and data sources

Keywords Yimeng red tourism and Linyi red tourism were as the search objects, and most of the obtained texts were from well-known websites with high click-through rates, such as Hornet's Net, Ctrip, Sina Weibo, etc. The text of 42,971 words was finally obtained after eliminating the repeated and irrelevant travel notes and the personal experience of non-tourists. The software ROST CM6 developed by Wuhan University was used as an analysis tool for web text analysis. First of all, a custom word list was established. For instance, the words with the unified meaning such as "Mount Meng" and "Yimeng Mountain" are compiled into Yimeng Mountain. These words were converted into texts, and meaningful high-frequency words and frequency were obtained after screening to preliminarily understand the experience perception and importance of red tourism in Linyi. The specific results are shown in Table 1.

The top 30 feature words involve nouns, verbs, adjectives and other parts of speech. In terms of word frequency, the frequency of "red" and "Yimeng" ranks highest, which is determined by the destinations and objects selected in the study. "Yimeng Mountain", "Yimeng red film and television base", "Menglianggu" and "Yimeng red wife" rank third, sixth, eighth and 21st, respectively, and belong to the important tourism attractions of Yimeng area, containing heavy red historical and cultural connotations. Among them, Yimeng Mountain, Menglianggu and other scenic spots, which have been developed for a long time, carries a

Table 1 Main high-frequency words

Order	Characteristic word	Frequency	Order	Characteristic word	Frequency
1	Red	252	16	Place	35
2	Yimeng	215	17	Educate	33
3	Yimeng Mountain	134	18	Home town	30
4	Commemorate	102	19	Country	27
5	Spirit	90	20	Building	27
6	Yimeng red film and television base	84	21	Yimeng red wife	26
7	History	69	22	Liberate	26
8	Menglianggu	65	23	Characteristic	25
9	Film and television	63	24	Local	25
10	Feel	61	25	Park	24
11	People	56	26	Visit	22
12	Shandong	55	27	Struggle	21
13	Shooting	44	28	Reserve	17
14	In those days	40	29	Movie	16
15	Cultural	39	30	Study	15

heavy red history, culture and context, and have a high market visibility. At Yimeng red film and television base as an emerging attraction for red tourism, more than 400 popular films and TV dramas such as *Yimeng*, *Bullfighting*, *Red Sorghum*, *Flying Railway Tiger*, *God of War*, *the Six Yimeng Sisters*, *the Indelible Title*, and *Once Upon a Time in Qingdao* have been filmed since 2008, winning many awards. Moreover, it has achieved a good reputation relying on immersive theater and other projects in the market, and have gained greater attention in tourists. Therefore, the related high-frequency words such as “film and television”, “shooting” and “film” rank relatively high. The verbs, which mainly include “commemorate”, “educate”, “study”, “liberate” and “struggle”, are about the spiritual perceptions of red tourism, and also indicate tourists’ motivation to travel out of feeling the charm of red. The adjectives such as “cultural” and “characteristic” are the cognitive evaluation of visitors to red tourism in Linyi. Linyi City has abundant red tourism resources. In addition to the above-mentioned scenic spots, there is Yimeng Revolutionary History Museum, Yimeng Spirit Exhibition Hall, Daqingshan Battle Site, and the former military headquarters of the New Fourth Army, etc., and they have not appeared in the high-frequency words, which reflects the imbalance of brand influence of red tourism resources and the lack of a scientific planning system in Linyi City.

2.2 Semantic network analysis of high-frequency words

The network texts were input into ROST CM6, and co-occurrence high-frequency words were retained after some meaningless terms were eliminated, thereby generating the semantic network structure diagram. Moreover, degree centrality was analyzed, and the semantic structure and interrelationship between high-frequency feature words were explored. The results are shown in Fig.1. Based on the content of network comments, the top 200 high-frequency keywords were chosen to build a co-occurrence analysis matrix, and et Draw 2.084 visualization software was used to generate the network relationship diagram of high-frequency keywords, and then degree centrality was analyzed. Fig.1 provides an overall and intuitive element relationship for the experience perception of tourists during red tourism in Linyi, forming a radioactive shape of core-sub-core-peripheral mode. Red and Yimeng are two prominent central positions, and their degree centrality is large, so they are important nodes in the network. Around the two words Yimeng and red, which are the elements of the destination, spirit, revolution, feeling, memorial hall, Yimeng red film and television base, history and other high-frequency characteristic words are the second-level nodes that are closely related to other words. These words are generally the expansion and extension of core nodes,

reflecting tourists’ preference and perception of core nodes. The other large number of nodes scattered around the periphery are further expansion and more specific perception of core nodes. In general, the semantic network diagram with three-layer structure provides a good argument support for understanding tourists’ emotions and experience of red tourism in Linyi.

2.3 Analysis of tourists’ emotional characteristics

As a research method of marketing, sentiment analysis reflects consumers’ evaluation efficiently in real time. Statistical analysis of sentiment evaluation of online review texts was conducted according to the emotional polarity and intensity of morphemes (Table 2).

In terms of emotion analysis, tourists’ emotions are mainly positive, of which positive and moderate emotions account for 72.73% and 27.27%, respectively. It is seen that positive emotions have an absolute advantage, and no words of negative emotions can be detected. In respect of emotional intensity, most emotions are moderate and high. Among positive emotions, general, moderate and high emotions account for 13.64%, 50.00%, and 36.36%, respectively. Most of tourists’ positive emotions are praise, admiration, worship, perception, etc. The generation of positive emotions is related to the core attraction of the tourist destination, and red tourism can awaken people’s special emotional expression. Through in-depth analysis of the travel notes, it is found that the positive emotions of tourists to Linyi red tourism are mostly related to the perception of red history and Yimeng spirit, beautiful natural landscape and simple folk customs. It is said that the performers are local farmers and art lovers, and they grew up listening to the story of the red wife; they play in the local dialect, and are affectionate and simple. After entering the courtyard, tourists could randomly watch or participate in the performance interaction. In general, tourists have a high evaluation of Linyi red tourism.

3 Main conclusions and suggestions

3.1 Main conclusions

The emotional image perception of red tourism destinations in Linyi was studied by using online text analysis method. Firstly, after primary coding and conceptual classification, “Yimeng Mountain”, “Yimeng red film and television base”, “Menglianggu” and “Yimeng red wife” are all important tourism attractions in Yimeng area, with high market popularity.

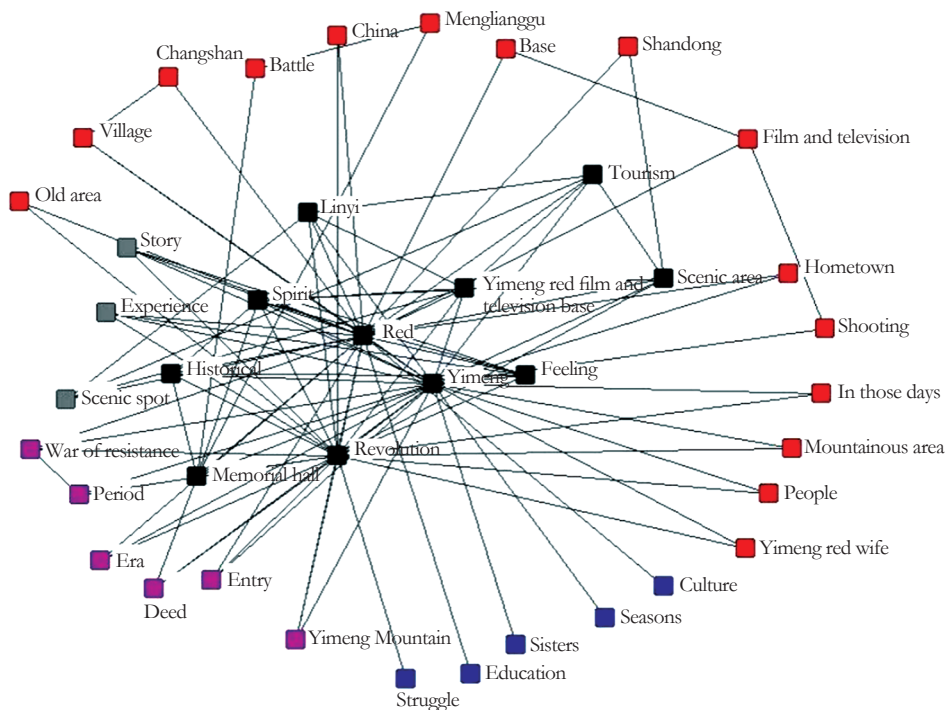


Fig.1 Social network analysis diagram

Table 2 Distribution of tourists' emotion

Emotional type	Proportion//%	Emotional level	Level proportion//%
Positive emotion	72.73	High (> 20)	36.36
		Moderate (10-20)	50.00
		General (0-10)	13.64
Moderate emotion	27.27	General (-10-0) Moderate (-20-10) High (≤ -20)	
Negative emotion	0.00		
Total	100.00		

However, the battle site of Daqingshan and the former military headquarters of the New Fourth Army can not be found in the high-frequency words, indicating that the brand influence of red tourism resources in Linyi City is unbalanced, and lacks scientific planning and in-depth publicity. Secondly, tourists' emotions in red tourism activities are mainly positive, and they are relatively stable. Red tourism can satisfy people's special emotional expression. The positive emotions of tourists to Linyi red tourism are mostly related to the red history, Yimeng spirit, natural landscape and simple folk customs of Linyi, showing that tourists have a high degree of satisfaction to Linyi red tourism.

3.2 Policy suggestions

The above research shows that there are still many aspects to be further improved in the development and management of Yimeng red tourist spots.

(1) The red connotation of the tourist destination should be enriched. According to the data analysis, tourists' perception of the connotation of red tourism culture in Linyi needs to be improved. First of all, it is necessary to further explore the red gene of the current era, refine the red cultural spirit, and focus on the development of red research, red cultural performing arts and other products. Secondly, the connotation integration of red culture, historical culture and natural landscape is further

promoted, and the construction of Linyi red tourism product system is promoted through business form and industrial integration.

(2) The brand image of Linyi red tourism should be built. For the brand building of a revolutionary holy land, cultural and tourism integration should take revolutionary traditional education and patriotic education as the core of brand construction. First of all, scientific planning should be conducted to develop high-quality red tourism routes. Cross-regional closely connected boutique red lines should be developed through regional coordination and integration of resources. Secondly, it is needed to enhance the efficiency and improve Linyi red tourism industry chain. Through the development of characteristic cultural and creative products, red tourism souvenirs, the patriotic education function of red resources is further played to improve the brand benefit of red tourism.

(3) The informatization level of red tourist attractions should be improved. On the one hand, the publicity of red tourist attractions should be increased with the help of the Internet, namely expand their visibility and influence by wechat public accounts, short videos and other Internet marketing means[8]. On the other hand, it is necessary to make full use of modern information technology, audio-optical technology and new material technology,

improve the ideological, educational, interesting and experiential nature of tourism products, and enhance the sense of participation, scene, history and reality of tourism activities. As a result, tourists can deeply understand the value of the revolutionary spirit and the hard-won victory of the revolution in the travel experience, thereby triggering their emotional resonance and sublimation.

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