

Research on the Architecture Design of Red Culture and Tourism Resources in Western Hubei under the Rural Revitalization Strategy

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Abstract:

With the implementation of the rural revitalization strategy, the development of the Red Brigade in western Hubei has received widespread attention. As a region that still maintains revolutionary progressiveness and era value after years of trials and hardships, the industrial structure design of the Red Brigade in West Hubei is an indispensable part of the whole rural revitalization strategy in Hubei. For many years, the western Hubei region has been adhering to the combination of economic and cultural development, and attaches great importance to red tourism. However, there are also some problems that need to be solved. This article elaborates on the design of the red tourism architecture in western Hubei and proposes strategic ideas for future development, which has certain social significance and value.

Keywords:

Rural Revitalization, Industrial Structure, Strategic Planning

1. Introduction

With the continuous acceleration of urbanization in China, significant progress has been made in various aspects such as urban economy, culture, technology, etc. But at the same time, an obvious problem is increasingly prominent, which is the imbalance in development between urban and rural areas. Especially in vast rural areas, due to weak economic foundations, outdated infrastructure, and talent loss, their development lags far behind cities. In this situation, the country has proposed a rural revitalization strategy, aiming to narrow the urban-rural gap and achieve integrated urban-rural development by promoting the development of various aspects such as rural economy, culture, society, and ecology. Among them, red tourism, as an important form of tourism, can play an important role in the economic development and cultural inheritance of rural areas. Therefore, this article takes the rural revitalization strategy as the background, takes the red tourism resources in the western Hubei region as the research object, explores the role and significance of the

red tourism industry in rural revitalization, analyzes the current development status and problems of the red tourism industry in western Hubei, and proposes a design plan for the red tourism industry architecture in western Hubei based on the rural revitalization strategy, including the red tourism product system, the red tourism market system Red tourism service system and red tourism management system, and propose corresponding implementation suggestions and guarantee measures. [1]

2. The Theoretical Foundation of Rural Revitalization Strategy and the Development of Red Tourism Industry

The rural revitalization strategy has been a national strategy for many years. It refers to the development of various aspects of rural economy, culture, society, and ecology, with agriculture, rural farmers as the center and industrial prosperity, ecological livability, rural civilization, effective governance, and prosperity as the overall goal, in the context of comprehensively building a socialist modernized country, promoting the integration of urban and rural development. Against this background, red tourism is an important form of tourism in rural revitalization, which can promote rural economic development and cultural inheritance, and play an important role in the economic development and cultural inheritance of rural areas [3]. Therefore, the rural revitalization strategy is inseparable from the development of the red tourism industry. The rural revitalization strategy is a major strategy proposed by the 19th National Congress of the Communist Party of China, and is the overall focus of rural work in the new era. It is an inevitable requirement for achieving socialist modernization. The connotation of rural revitalization strategy is to achieve modernization of agriculture and rural areas, improve the living standards and quality of farmers, promote coordinated development between urban and rural areas, and build a new socialist countryside on the basis of maintaining rural characteristics and style. The goal of the rural revitalization strategy is to achieve stable growth in farmers' income, significantly improve the level of basic public services in rural areas, and significantly improve the rural ecological environment by 2020; By 2035, the modernization of agriculture and rural areas will be basically achieved, farmers will have a prosperous life, and the level of rural social civilization will reach a new height; By the middle of this century, we will comprehensively build a prosperous, beautiful, and harmonious new socialist countryside.

3. The Theoretical Foundation of Rural Revitalization Strategy and the Development of Red Tourism Industry

The western Hubei region is located in the western part of Hubei Province, including Enshi Tujia and Miao Autonomous Prefecture, Yichang City, Jingmen City, and other areas. The region is rich in historical, cultural, and natural resources, among which red tourism resources are one of the important cultural tourism resources and also one of the important resources supporting the local economy.

The local red tourism resources are abundant, and the existing types of red tourism include memorial buildings, revolutionary historical sites, combat deeds, heroic figures, etc. Among them, the most representative are the revolutionary historical sites and memorial buildings in the Hunan Hubei border base areas. The Hunan Hubei border base area is a base area established by the CPC in the western region of Hubei Province during the agrarian revolution. It has launched many armed uprisings and made important contributions to the Chinese revolutionary cause. These historical

sites and memorial buildings are not only important revolutionary cultural heritage in western Hubei, but also important witnesses of the revolutionary history of the CPC.

3.1. Red tourism market demand

The demand for red tourism market mainly falls into the following categories: firstly, the demand for patriotic education: the western Hubei region is one of the important areas of the Chinese revolution, with rich revolutionary historical and cultural resources. Many tourists come to visit these scenic spots, learn about revolutionary history, and receive patriotic education. The second is the demand for parent-child travel: Red tourist attractions usually have many interactive experience projects, suitable for family outings. There is a high demand for parent-child travel in the market. The third is the demand for the integration of red tourism and rural tourism: With the rise of rural tourism, some tourists hope to learn about local rural culture and experience the integration of red tourism and rural tourism while visiting red tourism attractions.

3.2. Red Tourism Market Supply

The supply of red tourism market mainly falls into the following categories. Firstly, there are abundant red tourism resources: the western Hubei region has many famous red tourism attractions, such as revolutionary historical sites and memorial buildings in the Hunan Hubei border base area, and the Honghu Red Guard Memorial Hall. These resources provide rich materials for red tourism. The second is the improvement of tourism service quality: In recent years, the western Hubei region has strengthened the improvement of tourism service quality, and the service attitude and professional level of some tourism service personnel have been improved. Thirdly, the improvement of tourism management mode: In recent years, the western Hubei region has improved its tourism management mode, introduced modern management methods, and improved the quality of tourism services and management efficiency.

4. Analysis of the Current Situation and Problems of the Red Tourism Industry in the Western Hubei Region

4.1. Overview of the Development of Red Tourism Industry in the Western Hubei Region

In recent years, the red tourism industry in the western Hubei region has developed rapidly. The region has continuously strengthened infrastructure construction, improved service quality, and launched a series of red tourism products and services, attracting a large number of tourists to visit. According to data, the number of red tourists in the region reached 4.587 million in 2019, an increase of 12.5% year-on-year. Among them, the revolutionary historical sites and memorial buildings in the Hunan Hubei border base area are one of the most famous red tourist attractions in the region. In addition, the region has actively carried out red tourism training and education activities, promoting red tourism culture, and improving the cultural quality and tourism experience of tourists.

4.2. The Supply and Demand Situation of Red Tourism Market in the Western Hubei Region

With the end of the epidemic era, social life is gradually returning to normal. The tourism situation in 2023 will usher in a rapid recovery period, and the demand for

tourism by the people will also rapidly increase after three years of cessation. As a result, the demand for red tourism in the western Hubei region will also increase rapidly. Through preliminary research and analysis, it was found that there are still some urgent problems to be solved in the supply mechanism of red tourism in the region.

Firstly, the development of red tourism cultural resources in the western Hubei region is insufficient, and some important red tourism resources have not been fully utilized. Secondly, the quality of tourism services in the region needs to be improved, and the service attitude and professional level of some tourism service personnel are not high enough. In addition, the tourism management model in the region also needs to be further improved to improve the quality of tourism services and management efficiency.

4.3. Evaluation of Red Tourism Service Quality and Satisfaction in the Western Hubei Region

In the red tourism market in the western Hubei region, there are also some problems with tourists' evaluation of service quality and satisfaction. The service attitude of some tourism service personnel is not good enough, leading to dissatisfaction among tourists. In addition, some scenic spots have outdated facilities and poor transportation, which affects the experience and satisfaction of tourists. These issues need to be addressed in a timely manner to improve tourist satisfaction and travel experience.

4.4. Analysis on the Management Mode and Effect of Red Tourism in the Western Hubei Region

In order to promote the development of the red tourism industry in the western Hubei region, it is necessary to establish a sound red tourism management model and analyze its effectiveness. The following is an analysis of the management mode and effectiveness of red tourism in the western Hubei region.

4.4.1. Red Tourism Management Model

The red tourism management model can be divided into the following types: firstly, the local government led model: the government of the western Hubei region has played a leading role and established a red tourism management committee, responsible for overall planning, resource integration, marketing and other work. The second is the enterprise management model: some large tourism enterprises participate in red tourism management through contract management, agreement cooperation, and other methods, achieving enterprise management. This model improves management efficiency and enhances market competitiveness. The third is the professional management mode: some red tourist attraction have adopted the professional management mode and employed professional management teams to manage them. For example, Longwangya Ecological Sightseeing Tea Garden is a tourist attraction in Shiyan City, Hubei Province. Local villagers and craftsmen have been employed to build a Tujia style garden, which has achieved good operation of the scenic spot.

4.4.2. Effect analysis

Local promotion of the healthy development of the red tourism industry: Various models of red tourism management have effectively promoted the healthy

development of the red tourism industry. Under the government led model, the government is responsible for resource integration and marketing, which can fully mobilize social forces and promote the development of the red tourism industry. Under the enterprise oriented management model, enterprises can participate in red tourism management through contracting and agreement cooperation, which can improve management efficiency and enhance market competitiveness. Under the professional management mode, a professional management team can improve the service quality and management efficiency of the scenic area, thereby achieving good operation of the scenic area.

Enhancing the protection of red tourism resources: Various management models can enhance the protection of red tourism resources. Under the local government led model, the government can coordinate planning and resource integration to ensure effective protection of red tourism resources. Under the enterprise management model, enterprises can better protect red tourism resources by participating in red tourism management through contracting operations, agreement cooperation, and other means. Under a professional management model, a professional management team can better protect red tourism resources and formulate corresponding protection measures.

Improving the quality of red tourism services: Various management models can improve the quality of red tourism services. Under the local government led model, the government can coordinate planning and marketing, improve the professional quality and service attitude of scenic area service personnel, and thus improve service quality.

5. Design of the Red Tourism Industry Architecture in Western Hubei Based on the Rural Revitalization Strategy

5.1. Design principles and objectives

The design of the red tourism industry architecture in western Hubei based on the rural revitalization strategy should follow the following principles and goals: adhere to the principle of combining red tourism with rural revitalization, and fully leverage the role of red tourism in rural revitalization. Adhere to the principle of sustainable development, protect red tourism resources and ecological environment, and achieve sustainable development of red tourism. Adhere to the principle of market orientation, fully leverage the role of the market in the allocation of red tourism resources, and deepen the healthy and orderly development of the market through the regulatory role of the market and the auxiliary role of the government.

Adhere to the principle of diversified development, establish a global model of industrial chain development, promote the active development of upstream and downstream industries, and guide the comprehensive development of the red tourism industry in the region.

5.2. Design principles and objectives

Planning of red tourist attraction (spots): plan a number of local representative red historical sites, memorial buildings, red tourist attraction (spots), and discover a number of revolutionary deeds and heroes. Red tourism route design: Design a group of representative red tourism routes, including revolutionary historical site inspection, red cultural experience, rural tourism, etc. Red tourism product design: Design a

group of representative red tourism products, including red cultural souvenirs, local products, etc.

5.3. Design principles and objectives

Develop strategies for developing the red tourism market: clarify the positioning of the red tourism market and develop differentiated market development strategies. Expand domestic and international markets: Actively explore domestic and international red tourism markets, including Southeast Asia, Europe, North America, and other regions. Strengthen marketing: Strengthen the promotion and marketing of red tourism, and increase its visibility and influence. Promote the integrated development of tourism, culture, and poverty alleviation: combine red tourism with local characteristic culture and poverty alleviation work to promote rural revitalization and poverty alleviation.

5.4. Design of Red Tourism Service System

Strengthen the construction of tourism service facilities: Build a batch of red tourism service facilities, including tourism consultation centers, tourist centers, hotels, catering, etc. Improve the quality of tourism services: Improve the professional quality and service attitude of tourism service personnel, and promote high-quality tourism services. Promote local red tourism service training: Actively carry out red tourism service training, improve the service level and cultural quality of red tourism service personnel, and strengthen the inheritance of cultural and historical knowledge. Strengthen local red tourism safety management: Strengthen tourism safety management to ensure the personal and property safety of tourists.

5.5. Establish a red industry chain management system

Establish a red tourism management agency: responsible for the overall planning, development, management, and supervision of local red tourism. Develop a red tourism management system, including scenic area (point) management, tourism service quality management, tourism safety management, and other related systems. Strengthen the protection of red tourism resources and formulate measures and policies to protect them. Promote the upgrading of the red tourism industry and improve the quality and level of red tourism.

6. Red Tourism Support System

6.1. Product Design of Red Tourism Culture System

In terms of designing the red tourism cultural product system in western Hubei, attention should be paid to exploring the uniqueness of red tourism in western Hubei, and developing cultural tourism products with regional characteristics, such as red scenic spots, red catering, red accommodation, etc. For example, carrying out activities such as revisiting the Long March route, worshipping revolutionary martyrs, and experiencing traditional crafts. By developing cultural tourism products with different themes, we aim to create a unique red tourism brand.

6.2. Design of the Red Tourism Market System

In the design of the red tourism market system, a comprehensive and efficient marketing system should be established, market entities should be cultivated and strengthened, and market-oriented operation should be actively promoted. At the same

time, it is necessary to strengthen cooperation with relevant technology platforms and improve the level of market-oriented operation. For example, through the establishment of official websites, we media platforms, social media, WeChat official account and other channels to promote; Collaborate with well-known travel agencies and online tourism platforms to carry out various tourism activities and promote the leapfrog development of the red tourism industry in western Hubei.

6.3. Design of Red Tourism Service System

In terms of designing the red tourism service system, a comprehensive consulting service platform should be established to provide tourists with comprehensive tourism information and consulting services. At the same time, it is necessary to establish a comprehensive safety guarantee system to provide tourists with a safer and more comfortable tourism environment. For example, setting up a tourist service center in a scenic area to provide services such as travel guides, route recommendations, and tour guide explanations; Develop online booking, payment, evaluation and other functions to facilitate tourists' booking and payment; Set up an emergency rescue center to ensure that tourists can receive timely assistance in case of an emergency.

6.4. Design of Red Tourism Management System

In the design of the red tourism management system, a scientific and standardized management system and responsibility system should be established to strengthen the protection and management of red tourism resources. For example, establishing a protection and management system for red tourism resources, strengthening the supervision and management of red tourism resources; Establish a mechanism for handling tourism complaints and promptly solve the problems and difficulties encountered by tourists; Carry out training and assessment for tourism practitioners, in order to comprehensively improve their professional skills and service capabilities.

In summary, when designing the architecture of this article, full consideration should be given to the characteristics of rural revitalization strategy and red tourism, adhering to the principles of people-oriented, ecological priority, and open sharing. Through measures such as strengthening policy support and investment, enhancing talent cultivation and technological innovation, strengthening cooperation and coordinated development, optimizing monitoring and evaluation, and risk prevention, we should work together with local governments and enterprises to create a red tourism brand with regional characteristics, Jointly promote the healthy development of the characteristic red tourism industry chain in the western Hubei region.

7. Conclusions

Through the investigation and analysis of the tourism market in western Hubei, this article proposes a framework design for the red tourism industry in western Hubei based on the rural revitalization strategy. This design follows the principle of combining red tourism with rural revitalization, adhering to the principles of sustainable development, market-oriented development, and diversified development. It has also developed a design for the red tourism product system, market system, service system, and management system [4]. Through this study, it can provide reference and inspiration for the development of red tourism in the western Hubei region. At the same time, there are still some shortcomings in this article, such as limited sample size and survey scope, and possible bias in survey results. Therefore,

in future research, it is necessary to further expand the sample size and survey scope to improve the accuracy and reliability of research results.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

Author Contributions

Project leader: He You; Data Queries: He You, Yan Li.; APEAL: He You, Yan Li.; research and analysis: He You; Project Planning: He You, Yan Li.

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