

# Modern Development Road of Red Tourism Education Innovation in the New Era—Based on the Teaching and Educational Reform of Red Tourism Courses in Colleges and Universities

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**Abstract:** In recent years, China has attached great importance to red tourism. Red tourism industry of China has developed rapidly and has achieved full intellectual achievements. Red tourism training of the tourism industry, especially red tourism education for teenagers in universities and primary and secondary schools, has been carried out in an orderly manner, and other academic departments in universities have also invested in theoretical research and intellectual innovation. However, the rapid development in some areas may also bring about a series of new problems. The development of red tourism education is a project of continuous innovation. We should follow the strategic thinking of China's scientific development vision, and realize the sustainable development of red tourism, so as to sublimate the intellectual education function of red tourism education. At the same time, the deepening of red tourism education of current world is facing new challenges and opportunities. Especially under the influence of COVID-19 (hereinafter referred to as "epidemic"), China's traditional red tourism development model has once been impacted, in particular, the innovation of red tourism education among young people in colleges and universities, primary and secondary schools, and the development of red tourism education has been in a critical period of modern development. Under the epidemic normalized situation, the red tourism education steadily, sustainable development has gradually become an important focus, this paper from the new political, economic and cultural pattern, analyzes the new problems related to red tourism, and take this opportunity to explore the epidemic normalized red tourism new way of sustainable development of the education.

**Keywords:** New Period; Red Tourism Education; Teaching and Educational Reform; Modern Development

## 1. Research Background and Significance

The development and construction of red tourism are conducive to strengthening the development of national patriotism education in the new era, further cultivating the national spirit, promoting the revolutionary economy of the old base areas, and is of great significance to the development of culture and economy, as well as for the innovation of red tourism education for the young people in universities, primary and secondary schools. Government departments at all levels have always attached great importance to the development of red tourism.

In February 2013, the State Council issued the Outline of National Tourism and Leisure (2013-2020)<sup>[1]</sup>, which pointed out that red tourism should be vigorously developed to improve the attraction and influence of classic scenic spots and boutique routes of red tourism. Steady progress has been made in opening public museums, memorial halls and patriotism education demonstration bases free of charge. We will implement preferential policies such as reducing and exemption for minors, college students and other groups. Gradually promote study trips for primary and middle school students.

Under the current situation, the country has strongly supported the red tourism, but the tourism industry related to this is limited by many objective conditions. Since December 2019, the novel coronavirus epidemic has ravaged the country. In order to ensure people's lives and prevent population gathering, the closure of local tourist destinations has greatly affected the short-term tourism industry, and the development of red tourism has also stagnated. Now, the epidemic prevention system has been

further developed, the tourism industry is gradually recovering, and the red tourism education activities are gradually opening up. However, the constantly rebounding epidemic has also prompted the red tourism industry to consider the sustainable development of modern red tourism more comprehensively, and to seek to further deepen the theoretical and practical path of red tourism education.

China shows the strategic concept, at the same time, it also always attaches great importance to the outbreak of normalized after the development of red tourism, and supports the innovation of the red tourism concept, and calls for a new way of modernization development, and fully realized the sustainable development of red tourism, which embodied in the theoretical and practical significance of red tourism education.

### ***1.1 Government's Policy Support of Red Tourism Education is Characterized by Historical Continuity.***

Under the new situation of the revitalization and development of the old revolutionary base areas, the red tourism education has a multi-path economic and political guarantee.

After the founding of the People's Republic of China, during a long time, the development and utilization of red culture and the promotion system of red tourism education are reflected in the business reception. In the twenty years after the concept of red tourism(1999) was put forward, the industrialized and marketable education model of integrated development of red tourism has gradually taken shape. On February 20, 2021, in the Opinions of The State Council on Supporting the Revitalization and Development of the Old Revolutionary Base Areas in the New Era (No.3,2021)<sup>[2]</sup>, it was proposed to carry forward and inherit the red culture. Educate young people in patriotism and train cadres in the "the learning of the histories of the Party, New China, the reform and opening-up, and socialist development". We will intensify efforts to protect and repair memorial facilities for revolutionary history, heritage sites, and memorial facilities for heroes and martyrs. We will coordinate the construction of the Long March National Cultural Park and develop a number of landmark projects. We will promote the high-quality development of red tourism, build demonstration zones for the integrated development of red tourism, and support the central and local media in promoting and promoting red tourism through various means. This is a milestone of modernization development policy support, unprecedented. For the old revolutionary base areas with rich red tourism education resources, with great policy support, it also provides a new theoretical guidance for the historical continuation and the future.

### ***1.2 Modernization Development of Red Tourism Education is the Concrete Embodiment of the Innovative Concept.***

In October 2022, the Communist Party of China's 20th report pointed out the implementation of the strategy of rejuvenating the country through science and education, and strengthen the talent support for modernization. Education, science and technology, and human resources are the basic and strategic support for comprehensively building a modern socialist country.

Qualified national education is the potential driving force for the revitalization and development of the country and the nation. Education covers ideological and political and patriotism education, and red tourism education is one of the ways to realize the modernization development of ideological and political education and patriotism education. The modernization of red tourism education cannot be separated from innovative ideas. The so-called innovation includes the innovation of teaching content, communication path, the innovation of teaching methods and educational concepts. The content of red tourism education covers a wide range of people. It relies on red tourism resources, integrates various tourism resources, combines traditional and modern education methods, and provides revolutionary tradition education and patriotism education to the audience, especially the modern youth groups, so as to improve the quality of the people. Innovation is the traditional change, innovation is the demand of modernization, and innovation is the core of the continuation of the vitality of red tourism education.

### ***1.3 Red Tourism Education is An Ideological Guiding Way to Give Priority to the Development of Education and Improve the Quality of Talent Training.***

The Communist Party of China's 20th report pointed out that we must adhere to the priority to the development of education, science and technology self-improvement, talent lead drive, speed up the construction of education power, science and technology power, talent power, for the party education,

training, improve the quality of independent cultivation, focus on creating top innovative talents, gather the world talent and use. Red tourism education is one of the hot issues worthies of systematic thinking and in-depth research in the high-quality development of red tourism. Red tourism education guides the future development direction of ideological and political education, and is the forward-looking prediction and exploration of the ideological and political nature of red tourism industry. The cultivation of talent quality cannot be separated from the training and innovation of professional skills, but also inseparable from the influence and infiltration of patriotism and revolutionary tradition education. Therefore, embedding red tourism education in the talent training can be said to enrich the education content, expand the teaching method, enhance the acceptability of ideological education, and add the interest module of the teaching structure.

#### ***1.4 Red Tourism Education is the Embodiment of Deepening Patriotism Education of Young People.***

The 20th report of the Communist Party of China pointed out that we should deepen patriotism and train new people to shoulder the great responsibility of national rejuvenation. Tourism education is a successful combination of the tourism and the education industry, it promotes the tourists' happiness and safeguard national security, national rejuvenation of education industry closely integrated together, it is to carry forward patriotism, national rejuvenation, inheriting the revolutionary traditional spirit, red gene of the effective way and fully embodied.

The 20th report of the Communist Party of China also pointed out that we should run education to the satisfaction of the people, accelerate the construction of a high-quality education system, develop quality-oriented education, and promote equity in education. The thorough development of red tourism education, has been explored and continuous innovation to develop new and satisfied tourism education products, enriched the structure elements of high quality education system, perfectly practiced of the ways and methods of quality education, and the promotion of national tourism leisure plan<sup>[3]</sup>, the prevalence of red tourism research and study is also the embodiment of education equality.

## **2. Factors Affecting the Development of Red Tourism Education and the Innovation of Youth Red Tourism Education at the Present Stage**

### ***2.1 The Severity of the Epidemic has a Negative Impact on Tourism Motivation and Consumption Choice of Red Tourism Educators.***

According to a survey conducted by the China Tourism Academy during the epidemic, 71.5 percent of respondents believe that short-term travel can only occur after the epidemic stabilizes.

On the one hand, the three-year epidemic has greatly affected the travel motivation and consumption willingness of tourists, and also affected the development of educational activities of red tourism education organizers. The epidemic crisis not only worries and fears the tourism organizers and the tourists subjectively, but also objectively restricts the organization and promotion activities of the organizers and the free travel activities of the tourists. On the other hand, the initial promotion of online red tourism education is still in the exploratory stage, and not all tourists have the hardware conditions and tourism willingness to carry out online tourism activities — "Cloud Tourism". In addition, the negative impact of COVID-19 positive nucleic acid test on the current tourism environment has been continued for a period of time, and it is impossible to completely eliminate the harm and shadow of the once rampant epidemic on human beings.

### ***2.2 The Impact of the Epidemic Intensified and Showed the Contradiction Between Supply and Demand in Red Tourism Education and Related Industrial Market.***

The report to the 19th CPC National Congress pointed out that as socialism with Chinese characteristics has entered a new era, the principal contradiction facing Chinese society has turned into the contradiction between unbalanced and inadequate development and the people's ever-growing needs for a better life. The regional economy and cultural benefits brought by the practice of red tourism education have been verified by practice in the old revolutionary base areas with rich resources.

As a public health emergency, COVID-19 has had a serious impact on red tourism education and related industries. At present, there have been new contradictions and problems between the supply side and the demand side. At the present stage, the theoretical achievements and practical experience are

faced with the innovation and exploration of new innovation approaches in response to the intensification of the contradiction between supply and demand caused by the impact of the epidemic. At the present stage, the development of red tourism education should take a series of new theories of "people-centered development thought, new development concept, high-quality development and construction of new development pattern" as the strategic guiding ideology, which is the key to promote the development of tourism economy and do a good job in tourism economy. Only in this way can we effectively undertake to meet the tourists' demands.

***2.3 During the Severity of the Epidemic, although the Government Departments, Tourism Enterprises and Education Departments still Tried their Best to Maintain Long-term and Effective Contact, the Implementation of Relevant Policies still Produced Good Benefits, but the Economic Benefits were not as Good as in Previous Years.***

Affected by the spread of pandemic, lots of countries and areas of our earth have suspended production for a time, causing huge economic losses. For the sake of people's livelihood, relevant departments should ensure social security and stability, and introduce relevant policy support for enterprises and tourists, such as rental subsidies and tax exemption for domestic tourism.

However, in a few areas, the implementation effect of relevant policies is not obvious, the reason is that a small number of enterprises in order to curb long-term losses, implement unilateral unreasonable behavior, leading to difficulties in the implementation of government policies.

At the same time, the government departments, tourism enterprises and education departments can maintain effective communication, and the problems of the actual information feedback of relevant departments can also be solved in a timely, effective and reasonable way.

However, because of the spread of the epidemic, in a few areas occasionally will inevitably appear some phenomenon, for example, enterprises cannot fully implement policy, which prompted red tourism education to be combined with the actual situation of the few areas, innovation, so as to achieve effective implementation of the policy, and realize the red tourism education of political education results.

### **3. The Modern Development Way of Red Tourism Education**

The 20th report of the Communist Party of China points out that, from now on, the central task of the CPC is to unite and lead the Chinese people of all ethnic groups in building China into a great modern socialist country in all respects, achieve the second centenary goal, and promote the great rejuvenation of the Chinese nation in an all-round way with Chinese-style modernization. As the carrier of patriotism education and revolutionary tradition education, in particular, the educational activities for teenagers in colleges and universities, primary and secondary schools, red tourism is a mode of education modernization with great development potential and self-innovation in the journey of Chinese modernization and the goal of promoting the great rejuvenation of the Chinese nation.

***3.1 Based on the Strategic Goal of Education Modernization, Draw on the Essence of Policy Support, and Consolidate the Pace of Steady Progress.***

Governments at all levels should, at the height of strategic layout, do better in top-level design, do better job in guiding and supporting enterprises, formulate scientific and reasonable red tourism planning and planning, integrate resources, eliminate the boundary barriers of administrative zones, and realize the large pattern of regional red tourism integrated development of regional red tourism with the starting point of broad vision as the dimension. Tourism departments at all levels and education departments should be joint interaction, to focus on red tourism education infrastructure construction, and promote the effective way of red tourism development, in order to dig and enrich the essence of red tourism education, in addition, the innovation of red tourism education operation method, and accurate pulse the future trend of red tourism education development, thus leading the red tourism education to realize modernization strategic goal.

In the process of practical operation, it is necessary to clarify the strategic conception of government departments, implement the specific work responsibilities, responsibilities to the people, supervise the process, and ensure the verification of the effectiveness and management of the actual operation. Thus, the goal of modern tourism education will be realized steadily.

### ***3.2 Red Tourism Education Should Fully Reflect the Modern Thought of People-oriented.***

The main body of red tourism education should promote the products on the supply side of the object, and in line with the new concept of "When others have none, we have one. When others have the rest, we have the best. When others have it all, we have the unique advance. When others have the unique advance, we have the corresponding updates", and fully meet the growing needs of a better life on the demand side, so as to fully stimulate the consumption desire and new tourism demands of tourists after the epidemic.

Red tourism education subject should be under the new situation, depth analysis and fully control during the outbreak of new challenges and opportunities, to enrich and innovate the construction of red tourism education system, to promote the construction of new red tourism education mode, in order to enjoy tourism products new kernel, to enhance the red tourism education in the social level reputation and visibility, so as to enhance the tourism object of red tourism education loyalty. In this way, the main body of red tourism education can build a modern red tourism education system that is consistent with human nature, meets the public needs and health science on the level of ideological education.

### ***3.3 Improve the Integration of Red Tourism Education Resources, Promote the Optimization of Administrative System, Strengthen Regional Joint Development, and Enhance the Pace of the Integration of Culture and Tourism Industry.***

For the fragmented red tourism education resources in some areas, they should be scientifically and reasonably planned and integrated, and high-quality red tourism education products should be developed and designed to meet the needs of multi-level and multi-category tourists under the market segmentation situation. It depends on breaking down administrative barriers, cross-regional joint development, and innovating the combination mode of red culture connotation and the tourism resources. In this way, the red tourism education goal can gradually realize the mutual integration of regional red education resources, mutual integration of policies among relevant departments at all levels, mutual integration of benefits between developers and operators, mutual integration between education management departments and tourists, and fully benefit from various aspects.

### ***3.4 The Use of New Media Technology to Realize the Modern Transformation and Upgrading of Traditional Red Tourism Education.***

New media technology is the product of the modern scientific and technological revolution, which has been used in many fields, and has achieved good benefits. The content, display mode and scientific system of traditional red tourism education have been far from meeting the internal needs and external perception of tourism education nowadays. Therefore, for the modernization and upgrading of traditional red tourism education, the innovative application of new science and technology is urgent. The subject of tourism education can further fully use Internet technology, make good use of new technological communication tools, provide various types of customized functions for tourism audiences, and make good use of AI, AR, VR and other technologies to promote the technological process of cultural relics protection<sup>[4]</sup>, and restoration, and deep experience of products; with the help of digital media, and then, so as to deepen the inheritance of red gene. In addition, the red tourism education can also be publicized through digital media, and the knowledge of red culture can be disseminated by diversified publicity means, so as to increase the audience in the world and achieve the plan of deepening the inheritance of the red gene. This, especially for the popularization and development of patriotism and revolutionary tradition education for teenagers in universities and primary and secondary schools, has creative historical significance for the deep integration of red culture and tourism resources, and the realization of modernization transformation.

### ***3.5 In the Constantly-Changing International Situation, Ideological and Political Education of Teenagers in Universities, Primary And Secondary Schools Has A Long Way to Go, and Red Tourism Education Still Has Long-Term Historical Significance.***

From the analysis of the historical development process, the beginning of red tourism education began with the founding of new China, and the Chinese government departments continued to carry out the revolutionary history and traditional culture education of business reception mode, and then gradually transformed into the development path of cultural and tourism integration and gradually industrialization. It gives the world a deep understanding of the great deeds of the founding of new

China, the achievements of the construction of the Communist Party of China and the socialist theory and practical work, and at the same time, to perceive and experience China's excellent and profound tourism culture history. This not only increased the participants understanding of the Chinese revolutionary history knowledge, more important is to inspire the visitors heartfelt patriotism, realize the truth, advocate their own practice social morality, maintain the stability of the society, thus inheritance and continuation of red culture and red gene, this is also an important content of the new era of red tourism education.

#### 4. Conclusions

The 20th report of Communist Party of China points out that the essence of Chinese modernization is to uphold the leadership of Communist Party of China, uphold socialism with Chinese characteristics, achieve high-quality development, develop people's democracy throughout the whole process, enrich the people's spiritual world, and achieve common prosperity for all. Exploring the content and methods of the high-quality development of red tourism education in the new era ,especially the innovation of red tourism education in universities and primary and secondary schools, is of indispensable historical significance for building a harmonious and stable civilized society, enriching the spiritual world of the common people, promoting the harmonious coexistence between human being and nature, promoting the construction of a community with a shared future for mankind, and creating a new form of human civilization.

The modernization of red tourism education based on China's national conditions is an important part of the creation of modernization with Chinese characteristics. It is also the modernization of pursuing the coordination of material and spiritual civilization. It is also the modernization of exploring the harmonious coexistence between Mankind and Nature and the modernization of realizing the path of peaceful development. In this historical journey, ideological and political education, the inheritance of the Red Gene and the development of the tourism industry are indispensable, so as to build a perfect modern red tourism education system.

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