

Analysis of Red Tourism Demand and Marketing Strategy in the Old Revolutionary Base Area of Liaoning Anti Japanese Federation

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ABSTRACT. *Red tourism, as a characteristic tourism product in the current society, is of great significance for strengthening patriotic atmosphere and carrying forward revolutionary tradition. For the old revolutionary base area of Liaoning Anti Japanese Federation, actively developing the local red tourism resources can not only promote the local economic development, but also inherit the red classic culture. Therefore, the relevant departments in Liaoning must integrate their own tourism resources comprehensively, analyze the local red tourism demand in depth, and then put forward the red tourism marketing countermeasures, improve the popularity of tourism products, so as to provide a good platform for the inheritance and development of the characteristic tourism culture in the old revolutionary base area of Liaoning Anti Japanese Federation.*

KEYWORDS: *Revolutionary old area of liaoning anti japanese federation; Red tourism; Marketing countermeasures*

1. Introduction

The contents of red tourism mainly reflect the great achievements created by the people under the leadership of the Communist Party of China during the revolutionary war. It has accumulated numerous glorious histories and revolutionary spirits, and displayed a rich and colorful revolutionary culture. As early as 2015, the state vigorously supported the red tourism industry. The National Tourism Administration has issued a series of action policies on the development of red tourism, which requires the combination of rural tourism and rural tourism Travel, actively support red tourism related projects, and achieve targeted poverty alleviation and red cultural heritage on the basis of improving rural living conditions.

2. An Analysis of Red Tourism Demand in the Old Revolutionary Base Area of Liaoning Anti Japanese Alliance

2.1 Impact of Local Resource Development

For a long time, the research on red tourism resources has focused on resource classification, development, protection and problems. Red tourism resources include the arduous process from the Opium War to the Chinese Communist Party's leadership of the people's bloody struggle, including the revolutionary spirit with patriotism as the theme, major historical events and heroes emerging during the revolution. Liaoning has rich red tourism resources. In the development of red tourism resources in the old revolutionary base area of the Anti Japanese Alliance, we can integrate the natural, cultural and social tourism resources according to the three-point method, and deeply tap the local red tourism resources. At the same time, the rapid rise of the red tourism industry makes the old revolutionary base area of Liaoning Anti Japanese Federation need to strengthen research on the red tourism marketing strategy, eliminate the influence factors of local red tourism resources, and provide practical marketing strategies for local red tourism projects.[1]

2.2 Tourist Source Impact

The development of red tourism industry in the old revolutionary base area of Liaoning Anti Japanese Federation is related to the behavior of tourists. It includes travel frequency, information source, travel mode and specific route. Through the in-depth study of these contents, further analysis of local red tourism demand factors. First of all, the development momentum of red tourism in Liaoning Province is strong in recent years for the

frequency of travel. According to the survey, Liaoning has received more than 564.99 million domestic and foreign tourists by the end of 2018. According to the proportion of tourists' choice, the most visited areas are mainly local residents. Other tourists know about the local red tourism industry in the form of family and friends recommendation and TV broadcasting; secondly, in terms of travel mode, more than half of the tourists travel with family and friends, and a few tourists are organized by units or schools to participate in red tourism activities, providing accurate data for the development of local red tourism resources.

2.3 Geographic Location Impact

Liaoning Province is located in the north of Northeast China, bordered by Bohai Sea and Yellow Sea in the south, Hebei Province in the southwest and Inner Mongolia in the northwest. Its terrain trend is roughly "Six Mountains, one water and three fields". The terrain inclines from the east and west to Bohai Sea in horseshoe shape. Liaoning has a temperate monsoon climate, with long winter and short summer and distinct four seasons. Its unique climate has created conditions for the development of local red tourism industry. Due to the influence of monsoon climate, there are great differences among different places. The overall average temperature is 7-11 °C, and the minimum temperature can reach - 30 °C. The local people can use the annual ice sculpture art exhibition to integrate red culture and enrich the tourists' experience. At the same time, Liaoning is the main area of the Northeast Anti Japanese Federation activities. The revolutionary exhibition hall of the Anti Japanese Federation is now located in Benxi Manchu Autonomous County of Liaoning Province, next to Benxi Water Cave and National Forest Park. The scenic area is open and convenient with rich geographical resources, providing new development conditions for the development of red tourism related industries.[2]

3. Research on the Marketing Strategy of the Revolutionary Base Area of Liaoning Anti Japanese Federation

3.1 To Strengthen the Participation of Social Subjects

In order to develop the red tourism culture in the old revolutionary base area of Liaoning Anti Japanese Federation, it is necessary to strengthen the participation of all sectors of society. Firstly, the government needs to do a good job in the overall planning of the development of tourism industry when formulating red tourism culture. The Propaganda Department of the Provincial Party Committee, the Tourism Bureau and other relevant departments need to fully implement the tourism development measures. A red tourism leading group can be established to take charge of the development process of red tourism industry in different regions. Secondly, the social enterprises, as the main body of red tourism communication, need to closely contact the old revolutionary base area of Liaoning Anti Japanese Federation, select characteristic tourism products, spread them to the public in batches according to the development trend of market tourism by means of advertising, activity promotion and public relations activities, and cooperate with relevant education departments, party and league organizations, enterprises and institutions. In addition, tourists also need to play their due role. Tourists are both audiences and participants. For the development of red tourism industry in Liaoning Province, the successful implementation of marketing strategy can not be separated from the participation of tourists. On the basis of their own culture, tourists can take the initiative to accept the information of red tourism brand communication in the old revolutionary area of Liaoning Anti Japanese Federation, update the cultural knowledge of red revolution, and realize the purpose of oral transmission of local red tourism culture.[3]

3.2 To Integrate Red Tourism Resources, Take Big Tourism, Small Tourism and Joint Marketing Measures

At present, the state vigorously supports the development of red tourism industry, and formulates a series of central documents for it to provide policy support for ensuring the inheritance of red tourism culture in Liaoning Province. Based on this background, we need to strengthen the integration of red resources and broaden the channels of red tourism. First of all, Liaoning needs to integrate the red tourist attractions and clarify the product development market. With the rapid development of modern society and economy and the gradual popularization of new media technology, the traditional tourism mode in Liaoning Anti Japanese revolutionary area has been unable to meet the tourism needs of different people. Relevant departments need to actively integrate red resources, master local tourism products with characteristics, and create a new tourism mode based on the current situation of the scenic spots, and build multiple routes and single scenic spots to attract tourists' attention. Secondly, the local departments need to take joint marketing means of large tourism and small tourism, combine local cultural industry, entertainment industry and other tourism resources, create tourism products, and enhance

the real experience of tourists. For example, in the red tourism planning, cultural performances such as wearing red army clothes and learning to sing red songs can be added to enhance the tourists' experience.

3.3 Marketing by Means of Diversified Communication

The old revolutionary base area of Liaoning Anti Japanese Federation has rich red tourism resources. In the process of developing these resources, the local government needs to realize the purpose of red tourism marketing by means of diversified technology. First of all, with the rapid development of information technology, new media technology can be used to create ultra-high definition 5G Internet video, and AR technology can be used to make a complete planning of the features, routes, catering and leisure of scenic spots, so that the masses can visit the local red tourist attractions without leaving home, and provide effective assistance for the environmental construction of local tourist attractions. Secondly, local media technology can also be used to enhance the influence of red tourism brand. Specifically, we can use advertising communication to spread the unique influence of red brand to the audience by elaborately setting up brand information, such as creating billboards, documentaries, road signs and other ways.[4] In addition, the local relevant departments in Liaoning need to combine mass marketing and niche marketing to increase marketing efforts. Specifically, the relevant local departments need to strengthen the construction of red tourism industry. On the one hand, the Internet can be used to expand tourism marketing mode, expand more tourism projects, and enrich red tourism products; on the other hand, the local tourism industry planning should be adjusted according to the national macro policies to ensure the effective connection between red tourism products and marketing links, improve the market share of red tourism, and promote the rapid development of red tourism in Liaoning.

4. Conclusion

The modern society is in the period of multi-cultural development. With the improvement of people's living standards, people are more seeking spiritual satisfaction. The development of red tourism industry in the old revolutionary base area of Liaoning Anti Japanese Alliance just provides a source for people's spiritual life. Therefore, the local government and relevant departments need to pay attention to the red tourism development industry, accelerate the transformation and upgrading of the red tourism industry, analyze the local tourism situation from different perspectives of red tourism demand, and put forward effective marketing strategies to lay a good foundation for the development of China's red tourism industry.

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