

# Based on IPA Analysis: Research on the Development Strategies of Red Tourism in Northern Jiangsu

Chen Xin<sup>1,a</sup>, Chen Xi<sup>1,b</sup>, Xu Kai<sup>1,c</sup>, Rong Yujie<sup>1,d</sup>, Wang Xiaofeng<sup>1,e,\*</sup>

<sup>1</sup> School of Economics and Management, Suqian University, Suqian, China

<sup>a</sup>2056524298@qq.com, <sup>b</sup>1782357427@qq.com, <sup>c</sup>1546644576@qq.com, <sup>d</sup>3280946936@qq.com,

<sup>e</sup>jgwxsf@squ.edu.cn

\*Corresponding author

**Abstract:** Red tourism, as a unique form of tourism, possesses distinctive Chinese characteristics and cultural connotations. Northern Jiangsu region boasts abundant red tourism resources, such as significant revolutionary sites and memorial halls, which strongly appeal to tourists. However, in the actual process of development, red tourism in this region still faces numerous challenges, including monolithic tourism products, low brand recognition, and lagging infrastructure construction. Therefore, this project aims to employ methods such as IPA (Important-Performance Analysis), questionnaires, and literature research to conduct in-depth research on the development strategies and future trends of red tourism in Northern Jiangsu. Based on the research results, improvement strategies will be proposed to promote the healthy and sustainable development of red tourism in the region.

**Keywords:** Red Tourism, IPA Analysis, Tourist Satisfaction, Northern Jiangsu Region

## 1. Introduction

### 1.1. Research Background

Red tourism, as a special form of tourism carrying profound historical and cultural connotations and revolutionary spirit, has gradually received widespread attention in China and even globally in recent years. It not only enables tourists to learn about revolutionary history and receive revolutionary tradition education in a relaxed and enjoyable atmosphere, but also stimulates the spirit, relaxes the body and mind, and increases life experience. Therefore, it has extremely high educational and tourism value. Northern Jiangsu, an important historical region of the Chinese revolution, boasts abundant red tourism resources, such as revolutionary historical sites, memorial halls, and museums. These resources not only possess high historical value but also carry profound revolutionary and patriotic spirits, making them highly attractive to tourists. However, compared with other popular red tourism destinations across the country, the development of red tourism in Northern Jiangsu still faces numerous challenges.

Firstly, inadequate resource development and utilization, coupled with relatively backward infrastructure, are key factors restricting the development of red tourism in Northern Jiangsu. Despite the abundance of red tourism resources in this region, their degree of development and utilization is not high, and many attractions remain in their primitive state, failing to receive effective development and utilization. Secondly, the lack of innovation in tourism products is also a significant factor hindering the development of red tourism in Northern Jiangsu. Currently, the red tourism products in this region are relatively monotonous, lacking innovation and diversity. This leads tourists to easily feel bored and repetitive during their visits, unable to obtain freshness and satisfaction. Additionally, improving service quality is another issue that needs to be addressed in red tourism in Northern Jiangsu. In terms of tourism services, some red tourism attractions in this region have issues with irregular services and low service quality. This can affect tourists' travel experience, reducing their satisfaction and loyalty.

Therefore, this study aims to use the Importance-Performance Analysis (IPA) method and other approaches to deeply investigate the development strategies and future trends of red tourism in Northern Jiangsu, providing improvement strategies for promoting the healthy and sustainable development of red tourism in the region.

## **1.2. Research Status**

### **1.2.1. Domestic Research Status**

The development of red tourism in China has become increasingly mature, forming multiple quality red tourism routes. While relaxing tourists, it also supports rural revitalization and accelerates the poverty eradication and prosperity of revolutionary areas. The Party Central Committee and the State Council have always attached great importance to the protection and development of red tourism resources, and red tourism has been vigorously developed and achieved remarkable results. The number and types of red tourism products are increasingly abundant, and red tourism exhibits a good development trend characterized by robust demand and supply, as well as prominent comprehensive benefits<sup>[1]</sup>.

The educational function of red tourism has also been widely recognized. Shi Peixin<sup>[2]</sup> pointed out that red tourism plays an important role in inheriting red culture, promoting revolutionary spirit, and strengthening patriotism education. Meanwhile, Xu Keshuai also believes that red tourism is closely integrated with rural revitalization and cultural industries, becoming an important force in promoting local economic and social development.

However, red tourism also faces some issues during its development. For example, in some regions, the development and utilization of red tourism resources are inadequate, and tourism products lack innovation, resulting in poor tourist experiences<sup>[3]</sup>. Furthermore, low service quality is also one of the important factors restricting the development of red tourism<sup>[4]</sup>.

### **1.2.2. International Research Status**

The relevant theories in international research are comprehensive, covering a wide range of content. The proposed concepts such as bourgeois revolution, historical heritage, dark tourism, and cultural tourism are much earlier than those in China. For instance, Calderón Fajardo Víctor<sup>[5]</sup> emphasized the importance of establishing partnerships and involving local communities in the effective management and promotion of red tourism. Therefore, scholars have conducted in-depth research and explored various related contents in this field. However, there are very few systematic theories specifically studying the development of red tourism. Although research on various aspects of red tourism is relatively rare in foreign countries, red tourism is international, and objectively, red tourism activities related to proletarian revolutions exist in many foreign socialist countries.

## **1.3. Research Methods**

This project provides theoretical support for red tourism and the application of the IPA analysis method through multi-channel literature research. It conducts field research on major red tourism attractions in Northern Jiangsu to grasp their current development status and issues. Based on literature analysis, a questionnaire is designed and collected in the field to gather tourists' needs, expectations, and suggestions. Utilizing tools such as SPSS and Excel to process data ensures accuracy and completeness. Through descriptive statistics, chart displays, reliability and validity analysis, and correlation analysis, an IPA quadrant diagram is constructed. The IPA analysis method is employed, with the mean values of importance and satisfaction as boundaries, to divide into the maintenance area, strength area, opportunity area, and improvement area. This assesses the key factors of red tourism in Northern Jiangsu, identifies strengths and weaknesses, and provides a strategic basis for enhancing tourist satisfaction.

## **2. Theoretical Basis**

### **2.1. Concept Definition of Red Tourism**

Red tourism refers to tourism activities that organize and receive tourists to visit revolutionary memorial sites, memorabilia, and the revolutionary spirit they carry, enabling tourists to learn about revolutionary history, receive traditional revolutionary education, uplift their spirits, relax, and broaden their experiences.

### **2.2. Theoretical Basis**

In December 2004, the General Office of the Central Committee of the Communist Party of China

and the General Office of the State Council issued the Outline of the National Red Tourism Development Plan for 2004-2010, stating that red tourism mainly refers to thematic tourism activities that use memorial sites and landmarks formed by the great achievements of the Chinese Communist Party in leading the people during the revolutionary and wartime periods as carriers, and organize and receive tourists to conduct memorial learning and visits based on the revolutionary history, deeds, and spirit they embody. In 2021, the State Council issued the "14th Five-Year Plan" for Tourism Development and Opinions on Supporting the Revitalization of Revolutionary Base Areas in the New Era, implementing the new development concept, adhering to the integrated development of culture and tourism, accelerating the structural reform on the supply side of the tourism industry, and actively promoting the further integration of the tourism industry into the national strategic system.

Red tourism, as an activity integrating patriotism, revolutionary history, and tourism experiences, has broad and narrow definitions. Xu Keshuai<sup>[6]</sup> believes that broad red tourism refers to tourist destinations with patriotic spirit since 1840; while narrow red tourism refers to red relics and memorabilia formed by revolutionary activities under the leadership of the Communist Party of China since 1921. Yao Suying and Wang Fude argue that red tourism is a way to attract tourists by focusing on revolutionary memorial sites and spirits, leveraging the scenery and human history of the destination. Huang Xijia and Song Lijuan point out that red tourism resources not only possess the characteristics of general tourism resources but also feature the invisibility of revolutionary spirit, the accompanying nature of various tourism industries, the coherence of tourism themes, and the educational nature of ideology. Lu Dong summarized four development modes of red tourism resources. Shi Peixin proposes that while red tourism is developing rapidly, issues such as a single red tourism industry, short industry chains, and slow industrialization development persist.

### **3. Current Situation Analysis**

#### **3.1. Basic Overview**

Red tourism in Northern Jiangsu, as an important site carrying rich revolutionary history and patriotic spirit, possesses unique charm and educational significance. This paper selects the Site of the Su-Pei Battle, Lianyungang Revolutionary History Memorial Hall, the New Fourth Army Memorial Hall, Zhu Rui General Memorial Hall, and Zhou Enlai Memorial Hall as survey locations for red tourism in Northern Jiangsu due to their significant historical status, rich educational value, strong tourist attraction, and crucial role in promoting local development. Through in-depth investigation and research at these locations, we can better understand tourist demand and market trends, providing strong support for the sustainable development of red tourism in Northern Jiangsu.

#### **3.2. Data Sources**

The questionnaire mainly consists of two parts. The first part, the core, is the evaluation index for tourist satisfaction with red tourism. With reference to the basic requirements listed in the tourism industry standard Service Specifications for Classic Red Tourism Scenic Spots issued by the former China National Tourism Administration, and based on comprehensive existing research results, it was designed to include 24 items across five projects: resources, experience, education, service, and development. The items use a Likert 5-point scale to measure tourists' perceptions of importance and satisfaction. The options for importance perception are: very important (5 points), relatively important (4 points), generally important (3 points), unimportant (2 points), and very unimportant (1 point). The options for satisfaction perception are: very satisfied (5 points), relatively satisfied (4 points), generally satisfied (3 points), unsatisfied (2 points), and very unsatisfied (1 point). The second part collects demographic characteristics of the surveyed tourists, including gender, age, occupation, education level, etc. A total of 500 questionnaires were distributed, with 300 online and 200 offline. Questionnaires filled out too quickly, with consistent responses, or with obviously randomly filled options were deemed invalid and excluded, resulting in 485 valid questionnaires with a response rate of 97%.

## 4. Empirical Analysis

### 4.1. Demographic Characteristic Analysis

#### 4.1.1. Gender Ratio of the Questionnaire

Among the 485 participants in the survey, males accounted for 51.9%, and females accounted for 49.9%. Based on the gender ratio, it can be seen that slightly more females participated in the survey than males. However, the overall number gap is small, and the gender difference is within an acceptable range, not affecting the objectivity of other responses.

#### 4.1.2. Age Distribution

The age distribution of the survey respondents shows that the highest proportion is in the 18-30 age group, accounting for 58.14%, followed by the 31-45 age group, accounting for 28.87%. The 45-60 age group accounts for 10.1%, the over-60 age group accounts for 1.86%, the under-18 age group accounts for 1.03%. Overall, younger age groups dominate the survey participants.

#### 4.1.3. Education Level Distribution

The education level distribution of the survey respondents shows that those with undergraduate/college degrees are the largest group, accounting for 68.45%, followed by those with high school/secondary school degrees, accounting for 19.79%. Those with master's degrees or higher account for 6.39%, and those with a junior high school education or below are the smallest group, accounting for 5.36%.

#### 4.1.4. Occupation Distribution

The table shows that students are the largest group in the sample, accounting for 44.95%, followed by freelancers, accounting for 18.56%. The proportions of civil servants/public institution personnel and corporate employees are relatively low, at 16.29% and 14.43%, respectively. Farmers account for 5.57%, belonging to the smaller group in the sample. (See Table 1)

Table 1: Demographic Characteristics of Tourists.

Option	Content	Number	Percentage
Gender	Male	243	50.1%
	Female	242	49.9%
Occupation	Student	218	44.95%
	Civil servant/Public institution staff	79	16.29%
	Corporate employee	70	14.43%
	Freelancer	90	18.56%
	Farmer	27	5.57%
	Other	1	0.21%
Age	Under 18	5	1.03%
	18-30 years old	282	58.14%
	31-45 years old	140	28.87%
	45-60 years old	49	10.1%
	Over 60 years old	9	1.86%
Education Level	Junior high school or below	26	5.36%
	High school/Technical secondary school	96	19.79%
	Bachelor's/College degree	332	68.45%

### 4.2. Reliability and Validity Analysis

To ensure the reliability of the questionnaire, reliability analysis was conducted on the survey data using SPSS 25.0 software. The results revealed that the Cronbach's Alpha coefficient for tourists' perception of importance was 0.988, and the Cronbach's Alpha coefficient for tourists' perception of satisfaction was 0.993. The KMO value was 0.986, all exceeding the commonly recommended threshold of 0.9. These figures indicate that the questionnaire possesses good stability and credibility, meeting the basic requirements of the study.

### 4.3. Pairing Sample T-test

Table 2: Analysis of Tourists' Perception of Importance and Satisfaction Towards Evaluation Indicators.

Evaluation Project	Evaluation Index	Satisfaction Analysis		Perception of Importance		Difference	t-value	p-value
		Mean	Ranking	Mean	Ranking			
Resource	Preservation of Red Site Relics	3.76	2	4.32	5	-0.56	13.845	0.000
	Display of Red Revolutionary Artifacts	3.61	18	4.11	21	-0.5	10.291	0.000
	Red Stories and Legends	3.74	3	4.19	10	-0.45	9.228	0.000
	Red Cultural Atmosphere	3.66	16	4.17	13	-0.51	10.408	0.000
	Protection of Red Tourism Resources	3.67	14	4.18	11	-0.51	10.110	0.000
Experience	Participatory Activities	3.7	10	4.26	7	-0.56	9.674	0.000
	Emotional Experience	3.69	11	4.18	12	-0.49	10.664	0.000
	Tour Guide Services	3.72	4	4.17	14	-0.45	9.446	0.000
	Interactive Design	3.69	12	4.16	15	-0.47	9.484	0.000
Education	Richness of Red Cultural Activities	3.72	5	4.35	4	-0.63	8.526	0.000
	Participation in Red Cultural Activities	3.53	21	4.38	1	-0.85	9.527	0.000
	Inheritance Effect of Red Cultural Activities	3.72	6	4.15	17	-0.43	9.286	0.000
	Identification with Red Spirit	3.71	7	4.16	16	-0.45	8.898	0.000
Service	Hygiene Conditions in Scenic Areas	3.67	15	4.14	18	-0.47	9.623	0.000
	Transportation Convenience	3.53	22	4.36	3	-0.83	10.328	0.000
	Completeness of Infrastructure	3.65	17	4.37	2	-0.72	9.270	0.000
	Accommodation Services	3.55	20	4.24	9	-0.69	9.849	0.000
	Catering Services	3.71	8	4.11	22	-0.4	9.222	0.000
	Information Services	3.71	9	4.14	19	-0.43	9.670	0.000
Development	Red Cultural and Creative Tourism Products	3.69	13	4.14	20	-0.45	8.242	0.000
	Event Planning	3.81	1	4.26	8	-0.45	8.986	0.000
	Marketing and Promotion	3.59	19	4.3	6	-0.71	9.083	0.000

According to Table 2, the P-I (Perception-Importance) differences ranged from -0.43 to -0.85, with all 22 P-I differences being negative. This suggests that tourists visiting the red tourism destinations in Northern Jiangsu perceived the importance of these services to be greater than their actual satisfaction with the quality of service experienced. Among them, the P-I differences for participation in red cultural activities and transportation convenience were the largest. This indicates that tourists have the largest gap between their expectations and actual satisfaction regarding the participation level in red cultural activities and the convenience of transportation at the red tourism destinations in Northern Jiangsu, highlighting areas for significant improvement.

The significance levels (sig, two-tailed) for all 22 evaluation indicators were below 0.05, indicating that the differences in satisfaction and importance for these indicators were statistically significant, paving the way for further IPA analysis.

### 4.4. IPA Quadrant Analysis

Based on the aforementioned analysis, this study conducted an IPA quadrant analysis on the 22 evaluation indicators. Using the mean importance perception value of 4.22 and the mean satisfaction perception value of 3.68 as the origin, an IPA four-quadrant diagram was plotted using SPSS and EXCEL software, with the importance of indicators as the horizontal axis and satisfaction as the vertical axis. (See Figure 1)

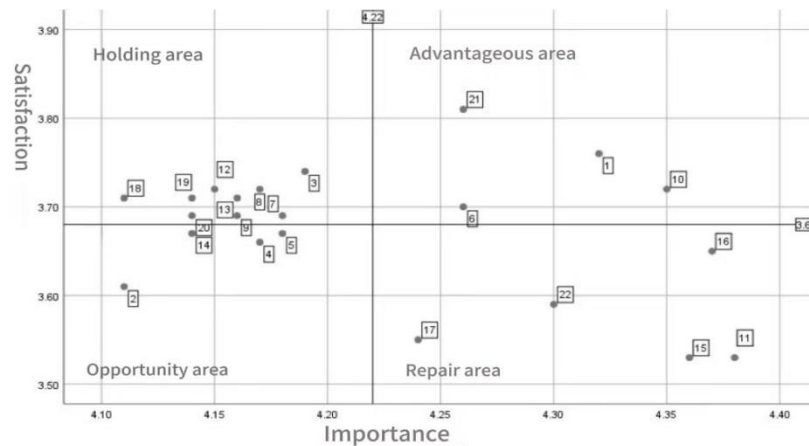


Figure 1: IPA Analysis Result Diagram

**Quadrant I: "Strength Zone":**The "Strength Zone" in Quadrant I, characterized by high importance and satisfaction, encompasses four indicators: Preservation of Red Heritage Sites (1), Participatory Activities (6), Richness of Red Cultural Activities (10), and Event Planning (21). These represent the strengths and highlights of Northern Jiangsu's red tourism attractions. As the core competitiveness of these attractions, these strengths should be continuously enhanced to further consolidate tourist satisfaction and loyalty, driving the scenic areas to develop to a higher level.

**Quadrant II: "Maintenance Zone":**The "Maintenance Zone" in Quadrant II features high satisfaction but relatively low importance, including nine indicators: Red Stories and Legends (3), Emotional Experience (7), Tour Guide Services (8), Interactive Design (9), Inheritance Effect of Red Cultural Activities (12), Identification with Red Spirit (13), Catering Services (18), Information Services (19), and Red Cultural and Creative Tourism Products (20). Although these indicators have relatively low importance, tourists are highly satisfied with them. Among them, Red Stories and Legends, as one of the core attractions of red tourism, undoubtedly play a significant role. The inheritance effect of red cultural activities and the identification with the red spirit are also located in Quadrant I, indicating that tourists not only highly value these aspects of inheriting red culture and promoting the revolutionary spirit but also deeply approve of the current narrative methods and presentation effects of Northern Jiangsu's red tourism attractions, effectively promoting emotional resonance and value identification among tourists. High-quality catering services meet tourists' physiological needs and culinary enjoyment; comprehensive information services provide tourists with convenient tourist guidance and rich information support; and creative red cultural and creative tourism products have become important carriers for tourists to spread red culture and commemorate their travel experiences, further enhancing tourist satisfaction and loyalty. These indicators are important advantages for the development of red tourism in Northern Jiangsu and need to be continuously maintained and improved.

**Quadrant III: "Opportunity Zone":**The "Opportunity Zone" in Quadrant III has low satisfaction and low importance, including four indicators: Display of Red Revolutionary Artifacts (2), Red Cultural Atmosphere (4), Protection of Red Tourism Resources (5), and Scenic Area Hygiene (14). The display of red revolutionary artifacts and the creation of a red cultural atmosphere are crucial for Northern Jiangsu's red tourism attractions, as they directly relate to whether tourists can immerse themselves and feel the charm of red culture. Although their current importance ratings are not high, this may be due to inadequate atmosphere creation or low expectations among tourists. The two evaluation indicators of red tourism resource protection and scenic area hygiene have relatively low importance among tourists, and their actual performance has also failed to meet tourists' expectations. Therefore, compared with the indicators in Quadrants I and II, the satisfaction of the indicators in this quadrant is lower.

**Quadrant IV: "Improvement Zone":**The "Improvement Zone" in Quadrant IV has high importance but low satisfaction, including five indicators: Participation in Red Cultural Activities (11), Transportation Convenience (15), Infrastructure Completeness (16), Accommodation Services (17), and Marketing Promotion (22), which are urgent issues for the scenic area to address. Compared to other indicators in this quadrant, Accommodation Services have relatively low importance and satisfaction, possibly due to limited accommodation conditions, poor service quality, or unreasonable prices around the scenic area, leading to tourists' dissatisfaction with accommodation services and failing to meet their expectations. However, among them, the completeness of infrastructure has a higher satisfaction level than other evaluation indicators in this quadrant. This may be because in recent

years, the scenic area has gradually strengthened the construction of infrastructure and improved accommodation services, transportation safety and convenience, and other infrastructure to enhance tourist satisfaction and comfort. Red cultural participation and marketing promotion are also in Quadrant IV, indicating the high importance of red cultural experience participation and marketing promotion to tourists. However, Northern Jiangsu's red tourism attractions have not done well in this regard, so there is still much room for improvement.

## **5. Conclusions**

Based on the results of the IPA analysis, this study draws the following conclusions: Northern Jiangsu's red tourism excels in the preservation of red heritage sites, participatory activities, the richness of red cultural activities, and event planning, which are areas of high satisfaction and importance among tourists. However, in terms of transportation convenience and actual participation in red cultural activities, tourist satisfaction is relatively low, becoming key factors restricting the further development of red tourism. Therefore, the following improvement strategies are proposed.

### **5.1. Strengthening Innovation and Development of Red Tourism Products**

**Creating Immersive Experiences<sup>[7]</sup>:** Utilize virtual reality (VR) and augmented reality (AR) technologies to develop interactive red tourism experience projects, such as "virtual battlefield experiences" and "revolutionary history scenario," to enhance tourist participation and experience. Interactive game elements can also be introduced to design red tourism adventure games, such as "Red Treasure Hunts," to stimulate tourists' enthusiasm for participation and increase the fun and interactivity of tourism products.

**Developing Special Theme Routes:** Combining the abundant red tourism resources in Northern Jiangsu, design multiple special theme tourism routes. For example, the "New Fourth Army Footsteps Exploration Tour" guides tourists along the battle paths of the New Fourth Army to experience the heroic deeds of the revolutionary martyrs; the "Zhou Enlai Spirit Inheritance Tour" takes tourists to places such as the Zhou Enlai Memorial Hall to deeply understand Zhou Enlai's glorious life and noble spirit. Tailored red tourism products can also be launched for different tourist groups, such as educational travel products for students focusing on the education and inheritance of red culture, and leisure and resort products for middle-aged and elderly tourists emphasizing comfort and experience.

### **5.2. Improving Transportation and Infrastructure Construction**

**Optimizing the Transportation Network:** Strengthen inter-regional transportation connections, improve road conditions, increase public transportation routes and schedules directly to red tourism attractions, and reduce tourists' transportation costs and time.

**Improving Infrastructure:** Increase investment in infrastructure within the scenic areas and upgrade the quality and service levels of accommodations, catering, sanitation, and other facilities to ensure tourists' basic needs are met.

### **5.3. Enhancing the Richness and Participation of Red Cultural Activities**

**Diversifying Activity Formats<sup>[8]</sup>:** Organize diversified red cultural activities, such as red storytelling, red concerts, and red theme educational tours, to increase tourist participation and interest.

**Strengthening Interactive Experiences:** Add interactive experience sessions, such as role-playing and on-site teaching, to allow tourists to more deeply understand red culture through participation. Establish a red tourism volunteer team to guide tourists in participating in the dissemination and inheritance of red culture. Through volunteer service, tourists' sense of responsibility and mission can be enhanced.

### **5.4. Strengthening Marketing Promotion and Brand Building**

Governments or relevant institutions should fully leverage the extensive influence of the internet and new media platforms to implement integrated online and offline promotional strategies. Specifically, they can broaden the dissemination channels of red tourism brands and enhance their popularity and influence through diversified methods such as live streaming, short video creation and

sharing, and social media interaction. Additionally, governments or relevant institutions should actively establish regional cooperation mechanisms, strengthen collaborative efforts with other red tourism areas, jointly shape a red tourism brand image with regional characteristics, achieve deep integration and complementary advantages of tourism resources, further enrich the tourism product system, and enhance market competitiveness<sup>[9]</sup>.

### 5.5. Promoting Community Participation and Sustainable Development<sup>[10]</sup>

Governments or relevant institutions should actively advocate and practice the community participation model, encouraging local residents to deeply integrate into the development and management of red tourism. By providing diversified employment opportunities and reasonably sharing tourism revenue, not only can the economic income of local residents be effectively improved, but their awareness of protecting red tourism resources and sense of belonging can also be significantly enhanced. Additionally, in the process of developing red tourism, the concept of green development should always be upheld, with emphasis on the protection and restoration of the ecological environment. By promoting green tourism methods and advocating low-carbon, environmentally friendly tourism behaviors, the harmonious coexistence of red tourism and ecological environmental protection can be achieved, laying a solid foundation for the sustainable development of red tourism.

## 6. Research Limitations and Future Directions

In terms of data collection, this study primarily obtained tourist satisfaction and importance perception data through questionnaires. Although the questionnaire design underwent rigorous reliability analysis and ensured data stability and credibility, it may not fully represent the views and attitudes of all tourists due to limitations in the questionnaire's distribution scope and quantity. Secondly, in terms of research content, this study mainly focused on tourists' satisfaction and importance perception of red tourism products, without delving into other factors that may affect the development of red tourism, such as the policy environment, market dynamics, and competitors. These factors also have an important impact on the sustainable development of red tourism.

In future research, expansion and deepening can be conducted in areas such as multi-dimensional data collection and analysis, policy and market dynamics research, cross-regional cooperation and coordinated development, and the deep integration of red tourism and rural revitalization to promote the sustained and healthy development of red tourism in Northern Jiangsu.

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