

## Research on the Development of Red Tourism Resources in Yan'an, China

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### Abstract

**Objective:** Red tourism is special to China. It is the combination of politics and tourism, education and tourism, culture and tourism. **Background:** Yan'an has become an is a very typical part of China's red tourism destination. **Method:** The Yan'an city in the northwest China is selected as the study field in this paper, based on an understanding of contemporary red tourism, this article summarize the current situation of red tourism resources in the northwest China. We analyses the tourism resources from two individual respects: resources classification and brand position, based on the unique characteristics. **Conclusion:** The red culture inheritance, tourism promotes poverty alleviation, driving the development of red tourism in the northwest region of Yan'an city of red tourism sustainable development path, respectively from the balance the interests of relevant parties. We suggests strengthening cooperation with red tourist destination in northwest China, combining tourism routes and expanding the tourism market. Promoting the sharing of red tourism resources and tourists in northwest China, We will promote the development of red tourism. **Application:** The red tourism resources can make a significant contribution to the GDP of local government, it is critical to social well-being of citizens and the sustainable development of society, as well as to the formulation of related government policies.

**Key words:** Red tourism; Resources; Yan'an; The northwest China

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### 1. BACKGROUND

Since the new century, red tourism has led the trend of the times in China. From the formation process of tourism, red tourism has experienced the gestation stage (1949-1978), the budding stage (1978-1989), preliminary development period (1989-2004) and the development of the fast developing stage (2004 - present). In the relatively long process of exploration and development, the concept of red tourism was put forward and widely accepted in 1999. Since then, red tourism has become a special form of tourism that has attracted wide attention and made great achievements, especially the first peak since 2004. The rapid development of red tourism has become a new highlight of the tourism industry.

Red tourism is special to China. It is politics and tourism, education and tourism, culture and tourism in the combination of multiple level, as a kind of special tourism with Chinese characteristics, it created a new areas of tourism development of China. Red tourism has opened up new areas of China's political thought education, development of old areas and prosperity of ideology and culture.

Yan'an in northern shaanxi province in China, is the national famous revolutionary sites. It has gone through a series of major events that have affected and changed the course of China's history, including the Anti-Japanese War, the liberation war, the rectification movement, the mass production movement and the seventh congress of the communist party of China. Yan'an has become an important part of China's red tourism destination, which is very typical.

## 2. RESEARCH PROCESS REVIEW

Red tourism is a thematic tourism activity. It took the memorial sites and landmarks formed by the great achievements of the people under the leadership of the communist party of China during the revolution and the war as the carrier. With revolutionary history and spirit as attraction, it organizes reception tourists to carry out memorial study, visit and tour. Red tourism has strong political significance, significant education function, significant historical features, obvious tourist nodes, unique tourist groups and rich cultural connotations.

In recent years, the research on red tourism resources mainly focuses on the concept, content, connotation, classification, distribution, development and protection, existing problems and strategies.

Red tourism resource is historical and cultural relics, which shows the spirit of patriotism and revolutionary tradition since the opium war in 1840 in China (Liang, 2000, p.74). It mainly reflects the struggle of the old democratic revolution, the new democratic revolution, the land revolution war, the long march of the red army and the liberation war (Central committee staff office, the Council General Office, 2011). Tourism resources include natural, cultural and social tourism resources. Human tourism resources can be used to transform into products for tourism activities under certain conditions (Ding, 1999, p.32). Red tourism belongs to cultural tourism resources. Ma Yong and Li Xi divided the red tourism resources into ruins, buildings, facilities and cultural activities, covering 10 subtypes and 17 basic types, according to the national standard (GB/T18972-2003) classification system (Ma & Li, 2000, pp. 99-112).

In the 1990s, research on the spatial layout of red tourism resources was carried out. Zhang Binbin(2005) explored the spatial layout of the development of red tourism. Wang Yajuan (2006) points out that the country's red resources are relatively concentrated in distribution. By means of mathematical analysis, Wei Hongyan obtained the characteristics of agglomeration distribution of red tourism resources in China(Wei & Zhang, 2006, pp. 510-513).

The particularity and trans-regional characteristics of red tourism resources determine that the development of red tourism must take the road of regional cooperation. At present, most of the research on red tourism resource combination focuses on the analysis of resources and current situation. The strategic concept of regional tourism cooperation was first put forward by Run Xingya and Zhang Yingming (Gui & Zhang, 2004). Guo Xinyan pointed out that regional cooperation is the main trend of the future development of red tourism (Guo & Zhong, 2006). Liu Jianping and Liu Xiangyang (2006) discussed the marketing model from the perspective of the integration of red heritage resources. Wang Faxing (2005) sorted out the development strategy of red tourism

resource products in the red triangle area of Hunan, Guangdong and Jiangxi. Chen Xiaochun (2005) put forward some suggestions on the regional cooperation of Hunan and Jiangxi in red tourism. Fang Shimin and Tang Yan (2006, pp.52-56) used the theory of regional cooperation to analyze the development status of the "red triangle" tourist area. Yan Min (2010, pp.143-145) analyzed the resources and development status of jiangsu red tourism and expounded the concept of regional cooperation.

Since the 21st century, there have been more and more researches on the development and protection of red tourism resources. Wei Xiaolan (2005) emphasized the real attraction of red tourism resources. Liang Feng (2005, pp. 47-49) analyzed the spatial and temporal distribution characteristics of China's main red tourism resources and proposed development strategies. Based on the characteristics of resources, Ma Jinfu discussed the development strategy of red tourism resources (Ma & Song, 2006, pp. 111-114). Li Miaoxiang (2010, pp. 48-49) said the development of red tourism resources has improved the environment and infrastructure. Liu Jianping and Wu Xianfu (2005, pp. 42-45) discussed the factors which restricting the development of red tourism resources. Chen Xingzhong and Fang Haichuan (2005, pp. 78-79) put forward the principle of developing red tourism resources. Lu Ligang and Li Haijing (2008, pp. 118-121) discussed the reasons for the low utilization rate of red tourism resources. Ma Jinfu (Ma & Song, 2006, pp. 111-114), Liang Feng (2005, pp. 47-49) studied the characteristics, development principles and strategies of red tourism resources. Li Yingjun (2005, pp. 64-66) advocated that the development of red tourism should adopt participation experience management. Lu Ligang and Lu Jing (2008, pp. 161-163) discussed the unreasonable problems in the development of red tourism resources. Shi Yuzhu and Lu Ligang (2009, pp. 142-144) put forward the red tourism resources integration is not strong enough and so on. Luo Yongchang (2010, pp. 114-118) thinks that the hardware and software facilities of red tourist attractions should be mentioned urgently.

Meanwhile, research on the sustainable development of red tourism continues. Xu Renli (2010, pp. 35-37, 68-307) pointed out that for the sustainable development of red tourism, tourists can get higher satisfaction. Li Jinbing (2007, pp. 11-12) pointed out that the sustainable development of red tourism is inseparable from connotation and spiritual value. Taking the general tourism industry as a reference, Sun Kai (2007) considered the strategic issue of realizing the sustainable development of red tourism. Huang Yumei (2010) suggested that the construction of the red cultural heritage protection system should be used to promote sustainable development. Sheng Zhengfa (2006) pointed out that the system innovation should be carried out and the pace

of development and protection should be synchronized. Zhang Dan and Yan Youbing (2006) suggest making a scientific development plan. Zhao Cuixia (2009, pp. 94-97) pointed out that red tourism should take the road of marketization. Liu Xintian and Sheng Zhengfa (2010, pp. 176-178) point out that experiential development will be the sustainable development direction of red tourism. Cao Xinxiang, Wang Weihong and Liang Liuke believed that the development of red tourism must adhere to the scientific outlook on development (Cao, Wang, & Liang, 2005, p. 21). Zhang Chunli, Liu Jibin and Tong Lianjun believe that red tourism should be combined with ecological tourism (Zhang, Liu, & Tong, 2006, pp. 83-84).

International red tourism is mainly heritage tourism, which including patriotism, history and characters, political and themes. Like the birthplace of Marx in Germany, Lenin mausoleum and statue, Moscow red square, some other revolutionary relics in socialist countries. In addition, scholar Xu Renli pointed out that there are a large number of red tourism resources about China in foreign countries, such as Zhou Enlai work-study memorial hall in French, Bethune Memorial House in Canada, Chinese people's volunteers martyrs cemetery in Korea (Xu, 2010, pp. 35-37, 68-307). Foreign red tourism resources are widely distributed and small in scale.

### 3. THE DEVELOPMENT OF RED TOURISM RESOURCES IN YAN'AN

#### 3.1 Classify

This paper classifies Yan'an red tourism resources from two aspects.

##### 3.1.1 Combine the Standard of Resource Classification System, Resource Form and the Actual Situation

According to the tourism resources of the national standard (GB/T18972-2003), the classification system of humanities tourism resources can be divided into ruins sites, buildings and facilities, tourist commodities four main class, cultural activities, 14 big classes, 84 basic types (Ma & Li, 2006, pp. 99-112). Yan'an is rich in red tourism resources. It has two forms, five main classes, 13 subclasses and 43 basic types. The total amount of red tourism resources in shaanxi province accounts for 72%, and the categories account for 100% of the main categories of GB/ t18972-2003, 85.7% of the sub-categories and 50% of the basic types.

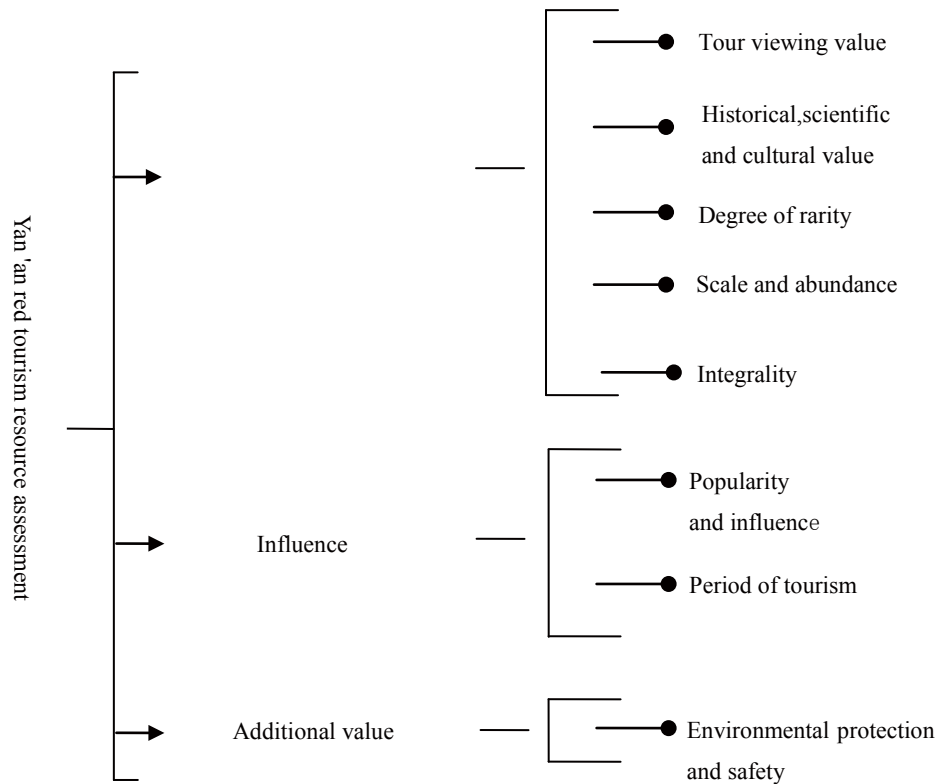
##### 3.1.2 Tourism Resource Classification

The large amount of red tourism resources in Yan'an will lead to a complex resource evaluation task. According

to the survey, 42 red tourist attractions with grade 2A and above and relatively high popularity were selected in the whole city. They are Yan'an Pagoda Hill, Yan'an Revolutionary Memorial Hall, Zaoyuan Revolutionary Site, Yangjialing Revolutionary Site, Phoenix Mountain Revolutionary Site, Wangjiaping revolutionary site, Mt. Qingliangshan press and publication revolutionary memorial hall, regional bank memorial hall of Shaanxi-Gansu-Ningxia border region, The former site of lu xun academy of arts and literature, Memorial hall of anti-japanese university of military affairs, "April 8th" Martyrs Cemetery, Southern District of cooperatives Memorial Hal, Qinghuabian battle site, The ruins of Panlong, Nanniwan revolutionary site, The former site of Shaanxi-Gansu-Ningxia border region border area government in Ganquan, Memorial Battle of Mt. Laoshan, Monument to the revolutionary martyrs of Ganquan county Xie zichang martyr cemetery of Zichang county, Revolutionary site of WaYaoBao, The old site of the battle of Yangma river, The former site of the taixiang temple conference in Yanchuan county, Cemetery of revolutionary martyrs of Yanchuan county, Revolutionary martyr cemetery of Yanchang county, The meeting site of Eastern Campaign, Yichuan battle site, Peng Dehuai Command Office in Qibei ridge, Wazi street battle martyr cemetery of Huanglong county, The site of the Mt. Hutieshan Battle Command Post, Yulin bridge battle site of Fu county, The site of Zhiluo battle, Revolutionary martyrs cemetery of Fu county, Luochuan conference memorial hall, The memorial to Zhang side of Luochuan country, Wangjiawan revolutionary site, The former site of the second military commission, Liu zhidan martyr cemetery, Revolutionary site of Baoan country, Revolutionary memorial hall of Zhidan county, Shengli mountain in Wuqi county, Revolutionary memorial hall of Wuqi county, Cave dwelling Revolution Site.

According to standard of China GB/T18972—2003 《Tourism resource classification, investigation and evaluation》 and GB/T17775-2003 《The division and evaluation of quality grade of tourist area》. Combined with the specific situation of Yan'an red resources. A total of 8 evaluation factors were selected from 3 primary indicators to determine the level of tourism resources.

This standard uses the scoring evaluation methods, scores  $\geq 60$  are divided into excellent class tourist resources. After a comprehensive evaluation of the many red tourism resources in Yan'an, Level five resource 5, Level four resource 6, Level three resource 15. Yan'an has 26 superior tourism resources, as shown in Table 1.



**Figure 1**  
**Index Evaluation System of Yan'an Red Tourism Resources Evaluation**

**Table 1**  
**Evaluation for Monomer Excellent Red Tourism Resources of Yan'an**

Grade	Quantity	Tourism resources
Level five resource	5	Yan'an Pagoda Hill, Yan'an Revolutionary Memorial Hall, Zaoyuan Revolutionary Site, Yangjialing Revolutionary Site, Nanniwan revolutionary site
Level four resource	6	Wangjiaping revolutionary site, Luochuan conference memorial hall, Memorial hall of anti-japanese university of military affairs, The former site of Lu Xun Academy of Arts and Literature, Mt. Qingliangshan Press and Publication Revolutionary Memorial Hall, Regional Bank Memorial Hall of Shensi-Gansu-Ningsia region
Level three resource	15	Phoenix Mountain Revolutionary Site, "April 8th" Martyrs Cemetery, Southern District of Cooperatives Memorial Hall, The former site of Shaanxi-Gansu-Ningxia border area government, Monument to the revolutionary martyrs of Ganquan county Xie Zichang martyr cemetery of Zichang county, Revolutionary site of Wa Yao Bao, The former site of the Taixiang Temple Conference in Yanchuan county, Wazi Street Battle Martyr Cemetery of Huanglong county, Liu Zhidan martyr cemetery, Revolutionary site of Baoan county, Shengli Mountain in Wuqi county, Revolutionary Memorial Hall of Wuqi county, The meeting site of Eastern Campaign of Yanchang county, Cave Dwelling Revolution Site.
total	26	

### 3.2 Resource Endowment

Yan'an is a red tourism resource rich area, where has the largest number of red tourist attractions, the richest connotation and the highest popularity in China.

#### 3.2.1 Large Scale and Concentrated Age

According to incomplete statistics, the total amount of existing revolutionary sites in Yan'an as many as 465. Among them, there are 130 revolutionary sites in the city (Yan'an city tourism bureau, 2009 pp. 89-90). Mainly concentrated in Yan'an Period, from the time the long march of the red army reached Wuqi country in northern

Shaanxi in 1948, when the central leader crossed the Yellow River to the east.

#### 3.2.2 Rich Types and Special Combination

Yan'an has rich red tourism resources types, covering the museum, the former site of the CPC Central Station, the leaders of the former residence, meeting site, the ruins of war, international friends old home, the revolutionary martyr memorial buildings, military and political authority site, the former site of the Anti-Japanese World War II zone, factory and the site of public enterprises, institutions site, the former site of Press and publication, the former

site of cultural health, financial and trade farms airport site as well as books, photographs, posters, inscriptions and other revolutionary relics.

Yan'an red tourist resource contains museums, former residence, the meeting site, the ruins of war, revolutionary martyrs memorial buildings, factory and site of public sector enterprises, site of colleges and universities, books, pictures, banners, inscription and other revolutionary relics.

### 3.2.3 High Quality, Monopolize

The level of red tourism resources in Yan'an area is a pyramid structure, with great advantages in quantity and quality, which makes it one of the preferred places for red tourism in China and has a strong monopoly in China and abroad.

### 3.2.4 Overall Dispersion, Locally Concentrated

Yan'an has a large amount of red resources, and this paper starts from the spatial dispersion of spatial dispersion (Zhang, & Yang, 1991) to explore the spatial distribution characteristics of red tourism resources in Yan'an. First, choose 42 red tourist attractions of high quality and visibility. Then measure the distance between the points on the map. The distance between adjacent points is denoted by "r", their average is expressed in terms of " $\bar{r}$ ", The spatial dispersion is represented by "R". The area of Yan'an (37037km<sup>2</sup>) is represented by "a". Represents Number of attractions is represented by "n". The theoretical closest point is represented by " $\bar{r}_n$ ". The point density is represented by "d".

According to the formula

$$R = \frac{\bar{r}}{r_n} = 2\sqrt{d} \cdot \bar{r} \quad , \text{ formula} \quad (1-1)$$

$$\bar{r}_n = \frac{1}{2\sqrt{n/a}} = \frac{1}{2\sqrt{d}} \quad , \text{ formula} \quad (1-2)$$

$\bar{r}=26.69$  km,  $\bar{r}_n=14.85$  km,  $R=1.80$ .  $R > 1$ ,  $\bar{r} > \bar{r}_n$ . It means that elements are uniformly distributed. In the same way, the spatial dispersion of 12 red scenic spots in Yan'an was analyzed ( $a=80\text{km}^2$ ),  $R=0.92$ .  $R < 1$ ,  $\bar{r} < \bar{r}_n$ , it means that elements are causal distribution.

Judging from the R value obtained, the red tourism resources of Yan'an are in a discrete state within the whole city. Because the road of Chinese revolution "the countryside encircles the city" causes red tourism resources to be distributed in the remote areas. The tourism resources of considerable quantity and good quality are mainly concentrated in the urban area and suburb of Yan'an. Above all. Yan'an red tourism resources show the distribution characteristics of "small concentration, but large distribution". The main tourist attractions form a radial spatial structure centered on the downtown. Red tourism resources are abundant in the county, but lack of a strong material carrier, cluster is not strong.

## CONCLUSION

One way to change the uniqueness of red tourism is to make more choices in a larger area. The diffusion of red tourist market requires the connection between different tourist destinations. The northwest of China is remote. The information and traffic were poor in the northern counties of Yan'an. This paper suggests strengthening cooperation with red tourist destination in northwest China, combining tourism routes and expanding the tourism market. Promoting the sharing of red tourism resources and tourists in northwest China, We will promote the development of red tourism.

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