

# *Study on the Countermeasures for the Development of Guang'an Revolutionary Tourism Industry in the Context of Chongqing Metropolitan Area Planning and Construction*

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**Abstract:** This paper focuses on the development of the Chongqing metropolitan area, particularly the Guang'an revolutionary tourism industry. It aims to analyze the current situation of the revolutionary tourism industry in Guang'an and examine the integration of revolutionary tourism resources and industrial development. The research methodology includes field visits, questionnaire surveys, and quantitative analysis to understand the development of revolutionary tourism in the local community. The paper also discusses the development of revolutionary tourism in the context of the Chongqing metropolitan area's development planning and construction. It explores the feasibility and necessity of developing the revolutionary tourism industry in Guang'an and proposes some countermeasures to enhance its development. Overall, this research paper provides an in-depth analysis of the development of revolutionary tourism in Guang'an within the framework of the Chongqing metropolitan area. It provides valuable insights and recommendations for the planning and construction of the revolutionary tourism industry in Guang'an.

The inclusion of Guang'an City in the Chongqing Metropolitan Area Development Plan highlights the government's commitment to promoting revolutionary tourism in the region. This development plan provides an opportunity for Guang'an City to accelerate the implementation of the construction of crosstown fusion circle and become the northern sub-center of the Chongqing Metropolitan Area. This is a significant achievement for Guang'an City, as it is the only prefecture-level city included in an inter-provincial metropolitan area development plan.

The construction of the Chongqing West High-Speed Railway and the Xiangyu-Chongqing Railway further improves the transportation infrastructure in Guang'an, making it more accessible for tourists. With the abundant revolutionary tourism resources in Chongqing and Guang'an, it is essential to expedite research on countermeasures for the development of revolutionary tourism in Guang'an within the context of the Chongqing Metropolitan Area Development Planning and Construction.

By conducting comprehensive research and analysis, it is possible to identify strategies and measures that will support the growth of revolutionary tourism in Guang'an. These measures may include enhancing marketing and promotion efforts, improving tourism infrastructure and services,

fostering partnerships with relevant stakeholders, and implementing sustainable tourism practices.

Overall, the integration of Guang'an City into the Chongqing Metropolitan Area Development Plan presents a significant opportunity for the development of revolutionary tourism in the region. With proper planning and implementation of effective countermeasures, Guang'an can leverage its revolutionary tourism resources to attract more visitors and contribute to the overall growth and success of the Chongqing Metropolitan Area <sup>[1]</sup>.

## 1. Overview of revolutionary tourism resources in Guang'an

Guang'an has a "great man's hometown, the city of riverside, the gateway to east Sichuan and revolutionary tourism resort" four business cards, Guang'an's tourism, the bottom color is "red", which has Deng Xiaoping's hometown, Huaying Mountain, red rock and other rich revolutionary tourism resources. According to statistics, in July 1997, the Central Propaganda Department announced the first batch of 100 patriotic education demonstration bases, Guang'an has 1; 2006 announced the "National 30 revolutionary tourism boutique line directory", Guang'an has 1, accounting for a total of 3.3% of the country; as of May 2022, Deng Xiaoping's hometown and Memorial Hall, Huaying Mountain guerrilla ruins of the city of Guang'an, such as the revolutionary tourism series of scenic spots selected the "national revolutionary tourism classic scenic spot list".

Guang'an is a piece of red hot land. August 22, 1904, Comrade Deng Xiaoping was born here, grew up to leave home to study, spent his 15 spring and autumn here, and left his youth footprints here. The Red Rock Martyrs fought here in blood from 1947 to 1949. They were led by the Communist Party of China Southern Bureau and organized a series of revolutionary armed insurrections under the Chuan Dong Provisional Working Committee. This historical event, known as the double-gun old lady, took place near or in the east of Chuan Dong Parallel Ridge Valley, specifically on the westernmost part - Huaying Mountain. Therefore, these underground armed forces are collectively referred to as the Huaying Mountain guerrillas. Huaying Mountain is considered the birthplace of the spirit of red rock and is a nationally famous revolutionary base. There are several historical sites in the area, including the Huaying Mountain Guerrillas Memorial Hall, Huaying Mountain Guerrillas remains, the site of the "Battle of Yanghe," the site of Yanghe Bowl Factory, and the site of Jiepai tricky military vehicles. There are also the mid-1960s, the party and the state for the establishment of the rear strategic base made the "three lines of construction" major decision. Due to the role of the Huayingshan barrier, as the focus of the third-line construction in the western part of Guang 'an, it has invested in the construction of 10 third-line military enterprises in the valleys along the Huaying Road from Shi to Xikou, and has laid out 8 major military enterprises, such as Hongguang, Huaguang, Mingguang, Xingguang, Jinguang, Jianghua, Great Wall and Grassland Plain. Guang'an is rich in revolutionary tourism resources, which can be classified according to the types of tourism resources as shown in Table 1:

Table 1: Classification of revolutionary tourism resources and representative attractions in Guang'an

<b>Guang'an revolutionary tourism Types</b>	<b>Representative attractions</b>	<b>Location of Attractions</b>
<b>Hometowns of Great Men</b>	Deng Xiaoping's Hometown	Guang'an City, Sichuan Province
<b>Sacred Land of Revolution</b>	Guang'an Huaying Mountain Tourist Area	Huaying City, Guang'an City, Sichuan Province
<b>Historical Revolutionary</b>	Huaying Guerrillas Memorial Hall	Huaying Mountain Scenic Spot, Huaying City, Sichuan Province

<b>Events and Activity Sites and Remains</b>	Huaying Uprising Women Warriors Exhibition	Lu Shi Town, Huaying City, Sichuan Province Huaying guerrilla remains
	Huaying guerrilla remains	Huaying Mountain Scenic Spot, Huaying City, Sichuan Province
<b>Comprehensive Revolutionary History Memorial</b>	Hongguang Instrument Factory Site	Lu Shi Town, Huaying City, Sichuan Province Huaying guerrilla remains
	State-run Jianghua Machinery Factory Ruins	Qinghua Town, Huaying City, Sichuan Province
	State-owned Liaoyuan Machinery Factory	Juean Village, Xikou Town, Huaying City, Sichuan Province (moved to Nanchong City, Sichuan Province)
	State-owned Yongguang Instrument Factory	Solo Commune, Guang'an County (now Solo Office, Dai Shi Town, Guang'an District)
	State-owned Mingguang Instrument Factory	Huaying City, Sichuan Province
	State-owned Jinguang Factory	Guanyinxi, Huaying City, Sichuan Province
	State-owned Great Wall Machinery Factory	Ma Liu Yan, Xikou Town, Huayhuash City, Sichuan Province
	State-owned Huaguang Instrument Factory	Tianchi Town, Huayhuash City, Sichuan Province

Guang 'an is rich in tourism resources and has developed rapidly. Under the background of the construction of Chengdu-Chongqing Economic Circle, the vigorous development and utilization of tourism resources provides the necessary conditions for promoting the integration of Guang 'an into the planning and construction of Chongqing metropolitan area.

## 2. The current situation of revolutionary tourism industry development in Guang'an

### 2.1 Guang'an revolutionary tourism development is more effective

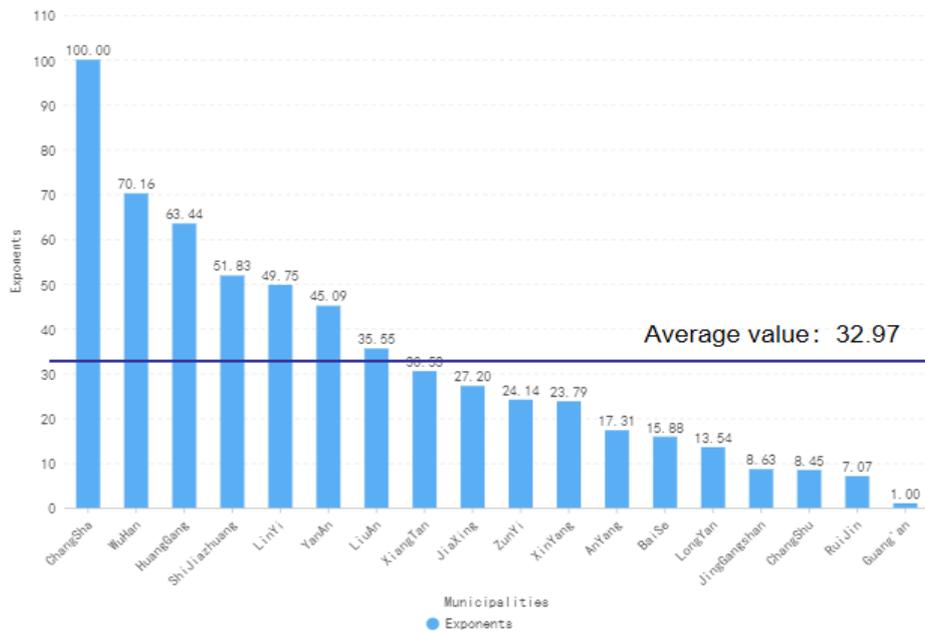
According to relevant statistics, although the outbreak of the new coronary pneumonia epidemic has caused a huge impact on the tourism industry, under the active promotion of the national and local governments, the number of revolutionary tourism trips in 2020 exceeded 100 million. 2021 is the 100th anniversary of the founding of the Communist Party of China (CPC) and the historical convergence of the "two centuries", the total number of revolutionary tourism trips in the first half of 2021 increased by 268.8% compared with 2019, and the "revolutionary tourism" has achieved remarkable results. In 2021, the 100th anniversary of the founding of the CPC and the historical intersection of the "two hundred years" will be celebrated, and the total number of revolutionary tourism trips nationwide in the first half of 2021 will increase by 268.8% compared with that of 2019, and the heat of searching for "revolutionary tourism" will increase by 176% compared with

that of the same period of last year.

Table 2: China revolutionary tourism Development Index

Province (city, district)	overall index	Ranking	Province (city, district)	overall index	Ranking
Beijing	31.54	16	Hubei province	32.13	14
Tianjin	10.52	28	Hunan province	48.16	6
Hebei Province	34.68	12	Guangdong province	70.01	4
Shanxi Province	25.56	21	Guangxi province	23.09	22
Neimenggu Region	13.28	27	Hannan province	50.25	5
Niaolin Province	28.49	17	Chongqing	16.01	26
Jilin Province	17.02	24	Sichuan province	43.27	7
Heilongjian Province	25.56	20	Guizhou province	26.50	19
Shanghai	41.65	8	Yunnan province	26.70	18
Jiangsu Province	82.36	2	Tibet Autonomous Region	3.50	30
Zhejiang Province	37.11	11	Shanxi province	33.32	13
Anhui Province	31.75	15	Gansu province	16.07	25
Fujian Province	74.65	3	Qinghai province	6.32	29
Jiangxi Province	37.55	10	Ningxia Hui autonomous region	1.00	31
Shandong Province	41.37	9	Xinjiang Uighur autonomous region	18.13	23
Henan Province	100.00	1	<b>average value</b>	<b>33.79</b>	<b>—</b>

Data source: revolutionary tourism Blue Book, China revolutionary tourism Development Report (2022)



Data source: revolutionary tourism Blue Book, China revolutionary tourism Development Report (2022)

Figure 1: Overall Index of revolutionary tourism Development in Key Cities in China

From the total development index of national key revolutionary tourism areas in Table 2 and the total development index of national key revolutionary tourism cities in Fig. 1, Sichuan Province is ranked as the top ten key revolutionary tourism areas in China, and Guang'an City is ranked as the

top 20 key revolutionary tourism cities in China. Although the development of tourism industry in these two years has been affected by the epidemic to a certain extent, under the policy support and protection of the national and local governments, the revolutionary tourism is still showing a steady upward trend of development, and the quality of the product supply continues to improve, coupled with Chongqing's inclusion of Guang'an in the planning and construction of the Chongqing metropolitan area, which has enabled the long term sustainable development of the revolutionary tourism industry in Guang'an.

## **2.2 Excellent location and transportation environment**

Guang'an is located in the eastern part of Sichuan Province, the middle section of Huaying Mountain, the north and south of Jialing River and Qiujiang River, and the junction of Chongqing, Dazhou and Nanchong. It is known as an important node of the 'five vertical and seven horizontal' transportation network. It is the growth pole center node of the western triangle of China (Chengdu, Chongqing, Xi'an). It is an important node of the national 'five vertical and seven horizontal' transportation network. It is the growth pole center node of the western triangle of China (Chengdu, Chongqing, Xi'an). It is an important city of the 'Belt and Road' and the Yangtze River Economic Belt. Chengdu-Chongqing twin city economic circle. It has two districts, three counties and one city, i.e. Guang'an District, Qianfeng District, Yuechi County, Wusheng County, Neighboring County, and Huaying Municipality, which is 83 km away from Chongqing and 289 km away from Chengdu.

The transportation network in Guang'an, located in the center of the Chengdu-Chongqing-West Kunming economic circle, is undergoing accelerated construction. It aims to become a comprehensive transportation hub for Sichuan East and Chongqing North. Within its territory, it intersects with several expressways, including Shanghai-Chengdu, Baomao, Yinkun, Lanhai, Sui-Guangzhou, and Ba Guangyu. The Xiangyu-Lanzhou-Chongqing Railway runs through the entire area, and it is an important logistical node for the Yu-Xinjiang-European International Railway. The Port of Guang'an has a capacity of 1 million TEUs, and 3,000-ton passenger and cargo ships can directly access Shanghai via the Yangtze River. With the implementation of the national strategy of "Chengdu-Chongqing Twin Cities Economic Circle", Guang'an also accelerated the construction of transit highways, Xiyu high-speed rail, Zhenguang high-speed rail, and Guang'an airport during the '14th Five-Year Plan' period. The location advantages will be more prominent, providing a strong guarantee for industrial agglomeration and growth <sup>[2]</sup>.

## **2.3 Low integration of revolutionary tourism resources**

Although Guang'an is rich in revolutionary tourism resources, it lacks resource integration, insufficient resource development and utilization, and the dissemination of the theory of the great man, the revolutionary spirit and the artisan spirit is still shallow. Revolutionary tourism resources have not yet formed a synergy, and there is still a competitive relationship in terms of the source market. At the micro level, the support system is not sound enough, at the hardware level, the transportation facilities are not perfect enough, the tourist routes between the revolutionary tourism scenic spots in the region have not been completely opened up, the scenic spots have low technological content, do not make good use of modern information technology, and the scenic spots cannot be interconnected with each other, and the funds for support in the region are different, which results in the revolutionary tourism scenic spots in the region working in their own way, and the development of unbalanced. The development of revolutionary tourism attractions in the region is not balanced. At the software level, the lack of talents limits the development of revolutionary tourism, and the exchange of revolutionary tourism talents in the region is small and cannot flow freely. At the same time, the policy is not unified, the planning is not unified, also caused the waste

of resources.

## 2.4 revolutionary tourism market development homogenization

Brand is the foundation of tourism development, focusing on the brand effect can bring capital agglomeration advantage, expand the city image publicity, broaden the market development ability. And the revolutionary tourism industry as an economic industry, the products it develops should be favored by the market and sold to a wide range of customers in order to obtain profits [3]. To understand the frequency of personnel travel, market structure, and market characteristics in the revolutionary tourism market in Guang'an, conduct objective and systematic market research. Design a questionnaire using the Likert scale method, distribute it to the Guang'an revolutionary tourism market, and collect valid questionnaire data. Test the reliability and validity of the data. According to the Likert scale, 1-5 indicates the development of Guang'an revolutionary tourism market, 5 represents very good, 4 represents good, 3 represents average, 2 represents bad and 1 represents very bad. A total of 120 copies were distributed and 100 copies were recovered, with a completion rate of 83%, which is good.

### 2.4.1 Reliability analysis

To ensure the accuracy of the questionnaire results, this paper uses Cronbach  $\alpha$  coefficient method to test the overall reliability, Table 3 Cronbach coefficient value is 0.704, slightly higher than 0.7, indicating that the research data in this paper has good quality of reliability.

Table 3: Cronbach's reliability analysis

Number of items	Sample size	Cronbach $\alpha$
7	100	0.704

Data source: SPSS software analysis

### 2.4.2 KMO and Barlett validity analysis

If  $KOM > 0.8$ , the validity is high; if  $0.7 < KOM \leq 0.8$ , the validity is good; if this value is between 0.6-0.7, the validity is average. As shown in table 4, The KMO value of this paper is 0.668, which is between 0.6-0.7, indicating that the research data in this paper is more suitable for extracting information.

Table 4: KMO and Bartlett's test

KMO value		0.668
Bartlett Sphericity Inspection	approximate chi-square (math.)	202.149
	<i>df</i>	28
	<i>p</i> -value	0.000

Data source: SPSS software analysis

From the above table, it can be seen that: all the 8 research items in this paper correspond to a commonality value higher than 0.4, which indicates that the information of the research items can be effectively extracted. In addition, the variance explained ratio values of the 8 factors are 13.630%,12.780%,12.661%,12.656%,12.608%,12.548%,12.270%,10.846%, and the rotated cumulative variance explained ratio is 100.000%>50%, which means that the amount of information of the research items can be extracted effectively.

## **2.5 Comprehensive research results analysis**

Through investigation and empirical analysis, it is known that the development of Guang'an's tourism market is good, and people's willingness to travel is still relatively strong. However, in the process of choosing tourism, there will be some obstacles, such as: lack of overall planning of the regional market, homogenization of market development, single product structure, uncoordinated development layout, inconsistent tourism routes, and irregular management. All of these will hinder the development of Guang'an tourism, which will also hinder the sustainable development of Guang'an revolutionary tourism industry.

## **3. Guang'an revolutionary tourism industry development countermeasures**

### **3.1 Unified planning, linkage supervision**

Taking the planning and construction of Chongqing metropolitan area as an opportunity, in line with the goal of striving to build Guang 'an into a sub-center in the northern part of Chongqing metropolitan area, we will fully implement the strategy of ' Chongqing metropolitan area development plan ' and ' city integration ', break administrative barriers, integrate the two major tourism networks, and create a tourism information sharing platform. The Government has jointly prepared and launched a regional boutique tourism strategy and a tourism map. We will increase government investment and policy support, innovate government financing mechanisms, and encourage and guide private capital to invest in tourism in Guang'an. We should establish and improve the joint mechanism for sports tourism-related work, strengthen coordination, communication and cooperation, strengthen and improve the comprehensive coordination mechanism for tourism, and coordinate the integrated development of revolutionary tourism and related fields. Promote the integration of tourism coordination mechanism, marketing, management services and planning layout between the two places. What's more, it is necessary to establish a long-term mechanism by building a linkage platform for revolutionary tourism market, transport, information, service and supervision, and encouraging all sectors of society to participate in the supervision and inspection of revolutionary tourism service quality.

### **3.2 Industrial integration, improve comprehensive competitiveness**

According to the general requirements of the 'Chongqing Metropolitan Area Development Plan', combined with the times and market demand, we should clarify the development direction of Guang 'an revolutionary tourism, highlight and give full play to the resource advantages of the great man 's hometown and the old revolutionary land, optimize the allocation of publicity and marketing resources, innovate the cooperative development model, and appropriately add other natural landscapes ; integrating culture and folklore into the product line and integrating it with tourism can not only enable tourists to appreciate different landscapes in Guang'an tourism, but also feel the inculcation of red culture, so as to realize the dual sensory enjoyment of patriotism education and sightseeing and leisure.

In addition, we should focus on local tourism resources according to local conditions. By expanding the development of the industrial chain, enriching the content of the revolutionary tourism industry chain, fully integrating local tourism resources and creating synergistic effects. We should strengthen the promotion of industrial services of tourism elements, prioritise the construction of cross-border alliances, and establish cross-border integration or alliances between Guang'an and Chongqing industries in order to enhance the overall strength of Guang'an's local revolutionary tourism industry <sup>[4]</sup>.

### **3.3 Scientific innovation, optimize the revolutionary tourism brand**

Culture is the core competitiveness of tourism products, is the inevitable choice of the tourism industry to enhance the quality and efficiency, structural upgrading, and tourism is an important way to realize the industrialization of culture development, products to the market. Guang'an red tourist attractions are still presented in the form of a thousand visits to tour ruins, memorial halls and other experience mode, to get rid of this single revolutionary tourism mode, innovation of revolutionary tourism is particularly important. First of all, we should seize the unique tourism resources of Guang'an, optimize the allocation of tourism promotion and marketing resources, scientifically plan and carefully design, and broaden the unique tourism market. Secondly, we should shoot some movies about red scenic spots, red culture and spiritual inheritance (e.g.: great deeds, revolutionary uprisings, etc.) with the help of some images, it not only has cultural and educational significance, but also can enhance the popularity of scenic spots. Furthermore, innovative experiential tourism. Scenic spots can be combined with the current trend of culture, "people-oriented" "fun" and other concepts into the revolutionary tourism, so that tourists in the relaxed entertainment tourism at the same time, but also can receive patriotic education and ideological and political education. For example, many scenic spots have been opened "retrace the road of the Red Army, eat Red Army rice, wear Red Army clothes", "when a day farmer" and other experience projects, get rid of a single, rigid development, fully improve the enthusiasm of tourists to participate. Finally, the scenic area can also develop some unique local characteristics of personalized revolutionary tourism commodities to meet the different tourists' curiosity.

### **3.4 Propaganda first, play a good red business card**

2022 "Chongqing Metropolitan Area Development Plan" to Guang'an efforts to become the northern sub-center of the Chongqing Metropolitan Area, fully excavate and organize the revolutionary tourism resources of Guang'an, innovate the development and cooperation mode between the two places, build a platform for the exchange and display of the wisdom of the revolutionary tourism resources of the two places and a marketing platform, and improve the platform, scenic area organization and management, which will not only effectively control the scenic area carrying capacity, but also strengthen the tourism services, public opinion Supervision. At the same time, it makes full use of modern network information technology to publicize and market Guang'an's revolutionary tourism, improve the intelligent tourism services of scenic spots, and boost the development of Guang'an's revolutionary tourism in terms of quality and efficiency.

### **3.5 Broaden the way to establish a composite tourism talent team**

The development of the revolutionary tourism industry needs excellent talents to provide sufficient vitality, and it is necessary to strengthen the construction of the talent team in an all-round and multi-level manner. If we want to promote the development of the revolutionary tourism industry, firstly, we should broaden the way of talent cultivation, cultivate a number of high-quality and high-skilled revolutionary tourism talents through external introduction and internal cultivation, and establish a composite tourism talent team. Secondly, it is necessary to encourage local and Chongqing Municipal industry enterprises, colleges and universities to establish cooperative relations, accelerate the construction of multi-level revolutionary tourism education and training system covering industry enterprises, vocational education and skills training, establish talent training bases, and jointly implement the revolutionary tourism talent training programme. Once again, we should implement the method of external attraction and internal training, and select a group of creative and experienced high-quality technical talents to participate in the scientific

research and practical activities of revolutionary tourism. Finally, it is necessary to buttress the dynamics of market development in the two places, actively cooperate with experts and people in the tourism industry and other sectors, and organise more skill competitions with the theme of revolutionary tourism. These competitions can include the Revolutionary Tourism Guide Interpretation Competition, the Revolutionary Tourism Product Design Competition, and so on. In this way, we can guide industry practitioners and students of higher vocational colleges and universities to make use of the competition platform to learn and improve, which is conducive to the synergistic development of production, learning and research, and boost the development of the revolutionary tourism industry in Guang'an.

#### 4. Conclusion

In order to fully integrate into the planning and construction development of Chongqing Metropolitan Area, Guang'an will seize the opportunity to scientifically and rationally build and share the revolutionary tourism resources of the two places, build a revolutionary tourism industry alliance, scientifically develop the revolutionary tourism market, optimize the revolutionary tourism brand, broaden the way to build a composite tourism talent team, enhance the revolutionary tourism's ability to drive and radiate the regional economy, and effectively promote the development of Guang'an's revolutionary tourism industry construction and development of a new chapter.

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