

## Research on the Development of Red Tourism and Study Tour Products in Nanchong City

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### Abstract

As an important part of the Sichuan-Shaanxi revolutionary base area, Nanchong City is rich in red resources and has unique conditions for the development of red tourism and research tourism. Under the background of the dual policies of cultural tourism integration and quality education, red study tourism has become an important way to upgrade the local cultural tourism industry and inherit red culture. This paper uses the method of literature research, field research and case analysis to sort out the current situation of red resource endowment and research tourism development in Nanchong City, and finds that there are problems such as serious product homogenization, imperfect research curriculum system, low degree of industrial integration, weak brand publicity, and lack of professional talents. Based on the theory of experience economy and the integration of culture and tourism, this paper puts forward optimization countermeasures from five aspects: product innovation, curriculum construction, industrial integration, brand building, and talent training, aiming to create differentiated, educational and immersive red research products, promote the high-quality integrated development of Nanchong's red tourism and research tourism, and help the inheritance of red genes and improve the quality and efficiency of local cultural tourism economy.

### Keywords

Nanchong City; red tourism; study tours; product development; integration of culture and tourism.

### 1. Introduction

In recent years, the country has attached great importance to the inheritance of red culture and the development of study tours. It has successively issued policy documents such as the "14th Five-Year Plan for the Development of Red Tourism" and the "Opinions on Promoting Study Tours for Primary and Secondary School Students," clearly proposing the activation and utilization of red resources and the development of educational study products. Red tourism possesses both cultural and educational attributes, and study tour tourism is an important vehicle for implementing the fundamental task of cultivating virtue through education. The integrated development of the two has become a new trend in the cultural and tourism industry.[1]

Nanchong is an important red city in northeastern Sichuan. It is the hometown of revolutionary pioneers such as Zhu De, Luo Ruiqing, Zhang Lan, and Zhang Side, and has abundant resources such as the former residences of great figures, revolutionary sites, and red memorial halls.[2] Currently, Nanchong is focusing on building the cultural tourism brand 'Hometown of Generals · Red Nanchong,' and the number of red-themed study bases continues to increase. However, from the perspective of industry development, the development level of red-themed

study products in Nanchong is relatively low, making it difficult to meet the diversified and high-quality consumption demands of the current study tour market. The advantages of resources have not been fully transformed into industrial advantages, and there is an urgent need to optimize the product development model.

### 1.1. Significance of the Study

At present, domestic research on red-themed study tours mainly focuses on large revolutionary base areas, with relatively few specialized studies on small and medium-sized cities in northeastern Sichuan. This paper takes Nanchong City as the research object, systematically analyzing the integrated development path of red tourism and study tourism, enriching the theoretical research system of red-themed study tours in northeastern Sichuan, and providing theoretical references for the development of cultural and tourism products in similar revolutionary small cities.

This article specifically analyzes the existing problems of Nanchong's study-tour products and proposes feasible optimization solutions, which are conducive to improving the quality of Nanchong's red-themed study-tour products and perfecting the study-tour industry chain; at the same time, it strengthens the function of red education, helps young people inherit the red gene, drives the development of related industries such as catering, cultural and creative products, and accommodation, and empowers the local economy and rural revitalization.

### 1.2. Research Methods

Literature Research Method 2. Field Research Method 3. Case Analysis Method

## 2. Related Concepts and Theoretical Basis

### 2.1. Definition of related concepts

Red tourism is a themed tourism activity that uses revolutionary historical sites and memorial venues as carriers, with revolutionary spirit and red culture as the core content, carrying out sightseeing visits, cultural learning, and ideological education, and has political, educational, public welfare, and economic characteristics.[3]

Study tours are primarily targeted at young people, relying on outdoor practice bases and combining educational teaching objectives to achieve extracurricular practical activities that integrate education with travel. They emphasize practicality, experience, and knowledge, and are an important component of quality education.

Red study tour products[4]are tourism products designed with red culture at their core and in combination with the requirements of study tours. They include study tour routes, course teaching, experiential activities, cultural and creative products, and various other forms, serving as the core carrier for transforming red resources into educational and tourism resources.

## 3. Current Situation of Red Tourism and Study Tour Development in Nanchong City

### 3.1. Overview of Red Resources

Nanchong has abundant red resources with diverse types and a high concentration of resources. First, there are the residences of great leaders, including the former homes of Zhu De, Luo Ruiqing, and Zhang Lan, which are the core icons of Nanchong's red culture.[5]Second, revolutionary site resources, such as the Shunlu Uprising site and the Changpingshan Red Army site, witness the revolutionary struggle in northeastern Sichuan; third, commemorative venue resources, with the city having more than ten martyrs' cemeteries and revolutionary memorial

halls, carrying red memories; fourth, red spirit resources, fostering the revolutionary spirit of selfless dedication and hard struggle of generals, providing a cultural core for study and research development.

### **3.2. Current Situation of Study Tour Development**

#### **i. The research and study base has taken initial shape**

At present, Nanchong has multiple national and provincial research and study practice education bases, among which the former residence of Zhu De is a national practice teaching base for ideological and political courses, with comprehensive supporting facilities. The city's red-themed research and study bases receive more than 100,000 research and study groups annually, and the research and study market is steadily developing.

#### **ii. Preliminary formation of the study tour route**

Nanchong relies on its generals and commanders' resources to create exclusive red-themed study tours, incorporated into Sichuan Province's premium red tourism routes.[6] Basic courses such as fundamental explanations of major scenic spots and storytelling, with some scenic spots carrying out basic activities like singing revolutionary songs and reenacting scenes.

#### **iii. Increased strength of policy support**

The Nanchong Municipal Government has introduced regulations for the protection of red resources, clarified the development plan for red cultural tourism, mainly supported the red study-tourism industry, provided policy and financial support in aspects such as base construction, resource protection, and publicity promotion, and optimized the industrial development environment.

## **4. Problems in the Development of Red-themed Study Tour Products in Nanchong City**

### **4.1. Severe product homogenization and single experience format**

Currently, most red-themed study tour products in Nanchong largely follow the traditional 'visit and explain' model, focusing on viewing cultural relics, pictures, and textual materials, and lack interactive and immersive activities. The products across major scenic spots are highly similar, without distinctive features, and have not leveraged local military and leadership culture to create exclusive experience programs. New types of study tour formats, such as VR technology experiences and red-themed script performances, are scarce, making it difficult to meet the diverse learning and entertainment needs of contemporary youth.

### **4.2. The curriculum system is incomplete, and the educational function is weak**

Nanchong has not yet established a layered and systematic study program, and the courses have not been designed differently according to the cognitive characteristics of students in primary, middle, and high school. Generalized course teaching lacks specificity. The course content focuses heavily on the instillation of historical knowledge and lacks practical exploration and ideological and political reflection teaching content. At the same time, the number of professional study mentors is insufficient, and most guides only have basic explanation abilities and lack professional teaching qualities, resulting in low-quality study education.

### **4.3. Low industrial integration and relatively low product added value**

The red tourism industry in Nanchong has a rigid boundary, with a largely single-minded development of red resources, and insufficient integration with rural tourism, intangible cultural heritage, and natural ecological tourism. The design of red cultural and creative products is rough and the categories are limited, mostly low-end souvenirs such as badges and

postcards, lacking cultural and creative products that feature Nanchong generals and commanders and are highly practical. The study tour industry chain is relatively short, relying only on ticket sales and guided tours for profit, with imperfect catering, accommodation, and study tour supporting services, resulting in relatively low overall economic benefits.

#### **4.4. Weak brand promotion and insufficient market influence**

The promotion methods for Nanchong red-themed educational tours are traditional, relying excessively on offline campus marketing and cooperation with travel agencies, with insufficient online promotion through short videos and new media platforms. The brand positioning is unclear, and the recognition of the 'Hometown of Generals' cultural tourism brand is low, making it less competitive in the red-themed educational tour market in Sichuan and even nationwide, far behind well-known red-themed educational destinations such as Chongqing Hongyan and Yan'an.

#### **4.5. Shortage of professional talent, industry development is constrained**

The study-tour industry requires composite talents in curriculum design, cultural and creative development, and operations management, but Nanchong's local cultural and tourism talent development system is not well-established, and the alignment of university majors is low. The industry's salary level is limited, making it difficult to attract high-end talent from other regions. Existing practitioners lack systematic professional training, with insufficient service capabilities and cultural literacy, restricting the long-term development of the study-tour industry.

### **5. Strategies for Optimizing the Development of Red-themed Study Tour Products in Nanchong City**

#### **5.1. Innovate product forms and create differentiated specialty products**

##### **i. Layered Design Research and Study Products**

Develop products in layers according to students' cognitive patterns: At the primary school stage, focus on fun enlightenment, carrying out simple activities such as Red Army role-playing, red-themed handicrafts, and learning to sing red songs; at the middle school stage, emphasize historical cognition, organizing activities such as reciting red family letters and researching revolutionary history; at the high school stage, concentrate on value shaping, offering courses on red spirit seminars and ideological and political practice to achieve graded teaching.

##### **ii. Create immersive experience projects**

Using technologies such as VR and holographic projection to recreate revolutionary scenes like the Long March and the Shunlu Uprising; designing red-themed murder mystery games and live-action performances based on Nanchong's red history to enhance visitor engagement; creating a red-themed light and shadow show relying on the Jialing River to innovate the way red culture is presented.[7]

#### **5.2. Improve the curriculum system and strengthen the educational functions of study tours**

##### **i. Build a systematic curriculum**

Integrate primary and secondary school textbooks, connecting texts such as "Zhu De's Shoulder Pole" and "Serve the People," to create a three-stage curriculum system of cognition, practice, and sublimation. Enrich the types of courses, adding courses such as handicraft creation, project research, and achievement exhibition, to achieve comprehensive improvement in knowledge, ability, and thinking.

##### **ii. Optimize the team of mentor talents**

Establish a trinity mentor team consisting of full-time, part-time, and specially appointed mentors to conduct teaching training for scenic area guides; hire primary and secondary school ideological and political teachers to participate in course development; invite red experts and descendants of predecessors to give special lectures, improve the assessment mechanism, and enhance teaching quality.

### **5.3. Deepen industry integration and extend the cultural tourism industry chain**

#### **i. Implement the 'Red' integration model**

Promote red ecological tourism, linking Shengzhong Lake and Lingyun Mountain to create comprehensive study tour routes; red intangible cultural heritage, develop red paper-cutting and silk cultural and creative products; red rural tourism, relying on revolutionary villages to create study tour homestays and farming experience projects, enriching product formats.

#### **ii. Upgrade red cultural and creative products**

Deeply explore the culture of generals and commanders, design stationery and customized souvenirs featuring great figures' IP, as well as cultural and creative products with red slogans, divide cultural and creative products into two categories: affordable commemorative and high-end collectible, taking into account both practicality and cultural value, to increase the added value of products.

### **5.4. Increase publicity efforts and shape local cultural and tourism brands**

#### **i. Build multiple promotional channels**

Online, rely on Douyin, Xiaohongshu, and Video Accounts to release short study tour videos and travel guides, and collaborate with cultural and tourism bloggers for promotion; offline, enter campuses to conduct presentations, reach cooperation with travel agencies in surrounding cities, place advertisements for scenic spots, and expand the customer market.[7]

#### **ii. Strengthen brand building**

Unify the visual identity of the 'Hometown of Generals and Commanders · Red Nanchong' brand and design exclusive promotional slogans; hold red-themed study and culture festivals and course design competitions to enhance brand awareness; strengthen collaboration with domestic red tourism sites, connect premium travel routes, and integrate into the national red cultural tourism system.

### **5.5. Improve the talent mechanism and consolidate the foundation for industrial development**

Strengthen the cooperation between local universities and enterprises to purposefully cultivate professional talents in research and study management and cultural and creative design; establish a routine training mechanism for practitioners, covering training content such as red culture, emergency management, and service etiquette; introduce talent introduction policies that provide preferential treatment to high-end cultural and tourism talents in terms of salary and housing, and optimize the talent structure.

## **6. Conclusion**

Nanchong has a profound heritage of red resources, providing natural advantages for the development of red-themed educational tourism. Although Nanchong's red educational tourism industry has initially taken shape, there are still many issues, such as product homogenization, incomplete courses, a short industrial chain, weak brand influence, and a shortage of professional talent. To promote high-quality industrial development, Nanchong should focus on the distinctive culture of military leaders and be guided by market demand,

optimizing product structure, improving the curriculum system, deepening industrial integration, increasing publicity, and improving the talent mechanism. By creating distinctive, educational, and immersive red-themed educational products, the city can transform its resource advantages into industrial advantages, inherit red genes, promote the revolutionary spirit, while also driving the development of local cultural and tourism economy and supporting the development of the red tourism industry in northeastern Sichuan.

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