

Study on the Development Strategy of Red Tourism in Hanzhong County Based on SWOT Analysis: Taking the Former Residence of Martyr Ting-ying He as an Example

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ABSTRACT

Hanzhong City is rich in red tourism resources and has great potential for market development. Promoting the in-depth development of red tourism in Hanzhong is an important measure to implement *the Several Measures on Releasing Tourism Consumption Potential to Promote the High-Quality Development of Tourism* and *the Outline for the Implementation of Patriotic Education in the New Era* documents, and to promote the high-quality development of the red tourism industry in Hanzhong. This paper takes the former residence of martyr Ting-ying He as an example, applies the SWOT analysis method, analyzes the many reasons restricting its development through questionnaire survey and field research, analyzes the feasibility of the development of red tourism resources in the county of Hanzhong City, and provides references and lessons for the development of red tourism industry in Hanzhong.

KEYWORDS

Red Tourism; Former Residence of Martyr Ting-ying He; SWOT Analysis; Hanzhong City; County area; China

The General Office of the State Council of China, *the Several Measures on Unleashing the Potential of Tourism Consumption and Promoting the High-Quality Development of Tourism*, points out the orderly development of red tourism, the protection, management and utilization of red resources, and the promotion of the in-depth integration and development of culture and tourism ^[1]. *The Outline for the Implementation of Patriotic Education in the New Era* also emphasizes that localities should deeply excavate the patriotic content contained in tourism resources, improve the level of tourism quality and cultural connotation, promote the connotative development of red tourism, and highlight the educational function of red tourism scenic spots ^[2].

As an important part of the historical Sichuan-Shaanxi Revolutionary Bases, the Hanzhong region has a deep historical heritage, numerous revolutionary sites, rich red tourism resources and great potential for the development of the related industrial market. Therefore, this paper takes the former residence of martyr Ting-ying He as an example, applies SWOT analysis to analyse the development situation of red tourism resources in the county area of Hanzhong City, and puts forward relevant suggestions accordingly.

1 Regional overview

Nanzheng District of Hanzhong City, where the former residence of Martyr Ting-ying He is located, is not only an ancient city that has lasted for thousands of years, but also a piece of hot land

saturated with revolutionary blood. On this revolutionary red land, countless brave and fearless sons and daughters of the revolution were born, and the martyr Ting-ying He, who went to the revolution from here, is one of the representative figures. During the Jinggangshan period, Martyr Ting-ying He was a good comrade-in-arms of Mao Zedong, and as an outstanding cadre of the CPC, he made important contributions to the construction of the Jinggangshan base and the victory in the defence of the Huangyangjie. The former residence of martyr Ting-ying He located in the village of Hejiawan, Hanshan Street, Nanchang District covers an area of about 1.5 acres, with a total of 15 premises, which is a Ming and Qing Dynasty courtyard-style buildings integrating residential houses, protection of revolutionary cultural relics, research on party history and education on revolutionary traditions ^[3].

In 2008, Ting-ying He's former residence was listed as a provincial key cultural relics protection unit by the Shaanxi Provincial Government, as an important carrier of the national spirit of patriotism, with rich revolutionary cultural connotation and red educational value. As an important carrier of national spirit with patriotism as the core, the residence has rich revolutionary cultural connotations and red educational value, which is of great significance to stimulating young people's patriotic feelings and developing the Hanzhong red tourism industry.

2 SWOT Analysis of the Former Residence of Martyr Ting-ying He in Hanzhong City

SWOT analysis method is to analyse the internal and external competitive environment and competitive conditions that are closely related to the object of study, and to formulate an action plan ^[4]. This paper adopts this method to analyse the strengths, weaknesses, opportunities and threats of the former residence of martyr Ting-ying He and puts forward corresponding countermeasures.

2.1 Strengths analysis

2.1.1 Richness of Red Tourism Resources

China has numerous revolutionary historical sites, memorials and other red resources, only in *the National Red Tourism Classic Scenic Spots List* included in the classic scenic spots up to more than 300, these valuable resources for the development of red tourism provide a wealth of material and unique attraction. Hanzhong ^[5], as an important part of the historical Sichuan-Shaanxi Revolutionary Bases, has the reputation of 'the red half of the sky in southern Shaanxi', and the long-term revolutionary practice has left behind a wealth of revolutionary stories and revolutionary relics for this piece of land. According to statistics, Hanzhong City currently has a total of 12 red tourism boutique scenic spots (attractions), three of which are listed in *the National Red Tourism Classic Scenic Spots List* ^[6].

2.1.2 Strong national policy support

Red culture is the distinctive cultural identity of the Chinese nation, and General Secretary Xi Jinping attaches great importance to the protection, management and application of red resources, repeatedly stressing the need to make good use of red resources, carry forward red traditions and pass on red genes. With the rising public attention to history and culture, the red tourism industry is ushering in a good opportunity for development.

In recent years, China has introduced a series of relevant policy initiatives to promote the high-quality development of the red tourism industry. In 2023, the Ministry of Culture and Tourism and other departments jointly issued a notice on *the Action Plan for Using Red Resources to Cultivate*

Newcomers of the Era, and Red Tourism to Help Cast Souls and Educate People (2023-2025)^[7], which indicated that in 2025, the working mechanism of red tourism to help casting souls and nurturing people will be improved, the educational function of red tourism will be highlighted, and the development of red tourism will be provided with a solid External conditions. Shaanxi Provincial People's Government also pointed out in *Several Measures on Accelerating the Development of Culture and Tourism Industry* that it promotes the in-depth cross-fertilisation of the cultural industry and tourism industry, innovates and develops new types of industries, and gradually strengthens the industrial quality and market competitiveness of culture and tourism^[8]. In addition, the Hanzhong Municipal Government has also taken the development of red tourism as a strategic priority, increased capital investment, deeply explored local red tourism resources and innovated the form of red tourism. The strong support of the policy provides a solid foundation and strong support for the systematic development of the red tourism industry in Hanzhong.

2.2 Disadvantage analysis

2.2.1 Single form of tourism and serious homogenisation

At present, in Hanzhong City, the red tourism attractions in the development and utilisation mainly rely on the window display, physical display and other static ways, the form dull, and lack vitality. For tourists, the static display form not only lacks attraction but also difficult to mobilise the degree of participation of tourists. All of this makes it difficult for tourists to take a keen interest, and cultural empathy and experience are missing.

At the same time, the excavation and research of red history and culture in Hanzhong City still stays at a shallow level, and the integration of resources is insufficient, which to a certain extent restricts the innovative breakthroughs in the development and use of red resources in product development, leading to the serious problem of homogenisation of tourism products, which reduces the overall satisfaction of tourists for red tourism in Hanzhong City.

2.2.2 Lack of expertise and poor quality of services

At present, in Hanzhong City in the red tourism research, planning and management of the relative lack of composite professionals, it is difficult to meet the new situation, the new mode of red tourism industry development needs. The employees of red scenic spots such as Ting-ying He Martyrs' Residence are mostly residents, with generally low cultural literacy, coupled with insufficient training, resulting in weak service consciousness of the scenic spot staff. In addition, the team of red tourism interpreters generally faces the problems of limited space for career advancement, low remuneration, high staff mobility and high cost of repeated training.

The development of red tourism in Hanzhong City started late, and the corresponding mechanism for training and introducing talent is not yet perfect, resulting in a serious shortage of talent and forming a vicious circle of personnel loss in the industry, which poses a potential threat to the sustainable development of red tourism.

2.3 Opportunity Analysis

2.3.1 Urgent needs for social development

Hanzhong City, due to geographic location, urban functions and other factors, industrial development by the constraints of environmental protection policies, and red tourism as the support of the cultural and tourism industry has less impact on the environment, the economy as a whole to drive the role of larger, can become a new growth pole to promote the high-quality

development of Hanzhong City's economy. The development of the cultural and tourism industry can not only directly drive the local economic development, improve the employment rate, and increase the income of residents but also enhance economic resilience and act as a 'buffer' for socio-economic development.

2.3.2 Continued growth in market demand

China Red Tourism Development Report (2021) shows that 'feeling the spirit of the revolution', 'revisiting the red history', and 'remembering the martyrs of the revolution' have become the most important motives for tourists to choose red tourism scenic spots ^[9].

In recent years, as people attach importance to history, culture and revolutionary spirit, especially young people's patriotic consciousness, the audience group of the red tourism market is becoming more and more 'young', and more and more young people begin to participate in red tourism activities.

This not only provides a huge market demand but also puts forward higher requirements for the development of the red tourism industry.

2.4 Threat analysis

2.4.1 Competitive markets and increasingly diverse needs

With the continuous expansion of the red tourism market, various regions have joined the competition for the development of red tourism resources. Tourists are more inclined to choose those destinations that are innovative and attractive, so red tourism attractions that lack special features are likely to face the risk of losing tourists. As red tourism gradually receives widespread social attention, more and more places have begun to pay attention to and develop red tourism resources, but due to the lack of awareness of the importance of the development of red tourism in some places, and the lack of precision in grasping the direction and characteristics of the development of red tourism, a large number of similar red tourism products and services have emerged in the market, thus intensifying the competition. Nowadays, tourists' demand for red tourism is becoming increasingly diversified and personalised, and they are no longer satisfied with simple visits and commemorative activities but rather seek a more in-depth and rich experience. Activities with less content, a single form, and poor participatory red tourism make it difficult to attract tourists to stay.

2.4.2 Insufficient advocacy and regional synergy

Part of the Red Cultural Tourism project in the publicity and promotion is not enough, most rely on traditional media publicity and a small range of word-of-mouth publicity, the lack of professional and effective marketing tools and publicity channels, so it did not get a greater response, resulting in local red tourism project visibility is not high, the number of tourists is limited, the number of visits is also small, and most of them are the neighbourhood residents.

At present, in Hanzhong City, red tourism resources in the city's distribution are relatively scattered, belonging to the county area, the tourism economic base itself is weak, and the lack of effective synergistic mechanism between the various regions, resulting in resources is difficult to achieve optimal allocation and sharing, driven by insufficient, difficult to form a synergy to play the overall advantage.

Due to the weak cross-regional cooperation, it is difficult to form a red tourism boutique line covering the city, which is not conducive to attracting long-term tourists and group tourists.

3 Red Tourism Development Strategy of the Former Residence of Martyr Ting-ying He in Hanzhong City

3.1 Expanding Markets by Taking Advantage

The Former Residence of Martyr Ting-ying He in Hanzhong City possesses a rich historical and cultural heritage and unique resources of red revolutionary sites, which is an important foundation for the development of red tourism. Firstly, these advantageous resources should be fully utilised to promote the growth of the red tourism market. Use new media technologies, such as social media and short video platforms, to promote unique red revolutionary sites and attract more tourists to visit and learn from them. Specifically, a series of red tourism experience activities themed on the martyrs of Ting-ying He can be designed, such as 'Visiting the Red Marks' Red Trace Puzzle Ting-ying He Knowledge Match, 'Understanding Red Stories' 'The Light of Ting-ying He: The Power of Faith' sitcom performance, 'Entertaining Red Scenes', 'The Faith of Ting-ying He' script killing, etc. These activities not only enable visitors to learn new knowledge in entertainment but also enhance their patriotic sentiment and national pride.

3.2 Improving disadvantages and seizing opportunities

Given the disadvantages of the former residence of martyr Ting-ying He in Hanzhong City in terms of infrastructure, tourism product development, marketing means and tourism resources protection, effective measures should be taken to improve. Firstly, improve the infrastructure and enhance the reception capacity of the red tourism scenic spot, including improving the traffic conditions and upgrading the quality of accommodation and catering services. Secondly, innovative tourism product development to enrich the red tourism experience, such as developing cultural and creative products with local characteristics to increase tourists' participation and satisfaction. At the same time, strengthening the innovation of marketing means, using the combination of online and offline to improve the visibility of the red tourism brand. Finally, strengthen the protection of tourism resources to achieve sustainable development and ensure the uniqueness and integrity of red tourism resources.

3.3 Integrating resources for development

Hanzhong City should be committed to establishing a solid cooperative relationship with red scenic spots in Shaanxi and even nationwide, and through integrating the resources of all parties, realise resource sharing and jointly create red tourism boutique routes. This will not only enhance the overall competitiveness of red tourism in Hanzhong City but also promote the in-depth integration of red tourism with culture, education and other industries. In addition, a team of experts should be regularly organised to conduct in-depth excavation of the historical connotations and cultural heritage of red scenic spots, and constantly discover new stories and elements to provide a steady stream of materials for project planning.

3.4 Implementation of Differentiation Strategies

In the fierce market competition, the former residence of martyr Ting-ying He in Hanzhong City should have a clear market positioning, highlight its uniqueness and historical value, and create different characteristics from other red tourism projects. By strengthening the brand image shaping and promotion, and using a variety of channels for publicity, the visibility and influence of the project can be improved.

4 Conclusions and discussions

Through a SWOT analysis of the former residence of martyr Ting-ying He in Hanzhong City, this paper sees the advantages and disadvantages of its red tourism development, as well as the opportunities and threats it faces. As an important red education base, the Former Residence of Martyr Ting-ying He in Hanzhong City carries a rich revolutionary history and cultural connotation. By deeply excavating its historical heritage and cultural value, and combining modern tourism concepts and means, we have created a unique red tourism brand to attract more tourists to visit and learn. On this basis, we propose a corresponding development strategy, aiming to make full use of the advantageous resources, improve the disadvantageous conditions, grasp the development opportunities and cope with the market challenges. At the same time, the development of red tourism is not an overnight success and requires the joint efforts of the government, enterprises and all sectors of society. The government should continue to increase support for red tourism and introduce more supportive policies; enterprises should continue to innovate tourism products and services to improve tourist satisfaction; all sectors of society should actively participate in the publicity and promotion of red tourism to create a good tourism atmosphere. In conclusion, the development potential of red tourism in the former residence of martyr Ting-ying He in Hanzhong City is huge, and as long as effective measures are taken to develop and promote it, it is believed that it will surely become an important force to promote local economic development and cultural heritage. At the same time, we should also pay attention to the problems and challenges that may arise during the development of red tourism, and adjust the strategy and direction in time to ensure its sustainable and healthy development.

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