

# Research on Promotion Strategies and Guarantee Measures for Fuyang's Red Tourism Culture

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## ABSTRACT

Fuyang boasts rich red tourism resources, including revolutionary sites, thematic memorial halls, and martyrs' cemeteries, which feature distinct regional characteristics and profound historical connotations. This paper summarizes the value embodiment of Fuyang's red tourism culture, proposes promotion strategies for it, and explores relevant guarantee measures for strategy implementation, aiming to facilitate high-quality development of Fuyang's red tourism culture and inject new vitality into regional economic and social development.

## KEYWORDS

Fuyang; Red Tourism; Promotion Strategies; Guarantee.

## 1. INTRODUCTION

### 1.1. Types and Characteristics of Fuyang's Red Tourism Resources and Culture

Fuyang's red tourism resources exhibit diverse characteristics, covering revolutionary sites, thematic memorial halls, martyrs' cemeteries, and commemorative sculptures. They have a wide distribution range and clear historical context. In terms of resource attributes, there are both physical remains such as revolutionary meeting sites and battle relics that preserve historical information, and cultural spaces displaying revolutionary spirits and deeds [1]. These resources span the periods of the Agrarian Revolution, the War of Resistance against Japanese Aggression, the Liberation War, and the Socialist Construction Era, fully recording Fuyang's significant contributions to China's revolutionary process. Revolutionary site resources preserve historical information in physical form; for example, the Anhui North Revolutionary Memorial Hall in Jieshou houses revolutionary documents, weapons, and equipment, intuitively presenting scenes of revolutionary struggles. Memorial hall resources achieve educational functions through systematic exhibitions. The Funan Wangjiaba Flood Control Memorial Hall, centered on the narrative of "the first dam on the thousand-mile Huaihe River," three-dimensionally showcases the heroic feat of military and civilians united in flood fighting through video materials, scene restorations, and interactive installations. Martyrs' cemeteries combine memorial and remembrance functions; the Linquan Revolutionary Martyrs' Cemetery, for instance, constructs a sacred space for inheriting revolutionary spirits through its solemn architectural layout and martyr name walls. These resources have distinct regional characteristics, reflecting both the unique geographical features of the Huaibei Plain and the particularity of revolutionary struggles in northern Anhui.

## **1.2. Value Embodiment of Fuyang's Red Tourism Culture**

As an important carrier of China's revolutionary spirit, Fuyang's red tourism culture bears unique and far-reaching value connotations. From a historical perspective, its value first lies in the authentic reproduction and inheritance of revolutionary history. As a key battlefield of the Huaihai Campaign and an important region for the New Fourth Army's revolutionary activities, Fuyang has preserved dozens of red sites such as the Liuzhuang Revolutionary Memorial Hall and the Wangjiaba Flood Control Memorial Hall. These material remains are not only physical witnesses of specific historical events but also completely preserve the historical information chain of the Agrarian Revolution, the War of Resistance against Japanese Aggression, and the Liberation War periods. At the educational level, Fuyang's red tourism culture has significant ideological education functions. Through immersive scene experiences and narrative exhibition designs, red tourism spaces transform abstract revolutionary spirits into perceptible educational media. This embodied education model not only breaks through the time and space limitations of traditional classrooms but also transforms revolutionary spirits into practical classrooms for cultivating socialist core values. From the perspective of economic and social development, Fuyang's red tourism culture is becoming an important driving force for regional economic transformation[2]. The tourism product chain developed based on red resources has effectively activated the economic value of regional cultural resources. In addition, red tourism has a significant driving effect on regional infrastructure construction, effectively improving the transportation conditions and public service levels in old revolutionary areas and providing new momentum for the implementation of rural revitalization strategies.

## **2. PATHS FOR PROMOTING FUYANG'S RED TOURISM CULTURE**

### **2.1. Strengthening the Protection and Inheritance of Red Tourism Resources**

Strengthening the protection and inheritance of red tourism resources is a fundamental project for the sustainable development of Fuyang's red tourism culture. In terms of protection mechanism construction, it is necessary to build a systematic protection framework, clarify the rights and responsibilities of cultural relics protection units, cultural and tourism departments, and community entities through improving local laws and policies, and establish an inter-departmental collaborative management mechanism [3]. It is recommended to formulate red resource protection regulations in line with Fuyang's actual situation with reference to the Cultural Relics Protection Law, include revolutionary sites and memorial venues scattered in urban and rural areas in the hierarchical protection list, and form a protection model of "government leadership, social participation, and legal guarantee." It is essential to deepen the excavation of cultural connotations and academic research of red resources. An interdisciplinary research team should be established to systematically sort out the development context of red culture in Fuyang, focusing on verifying the time nodes, character deeds, and spiritual connotations of revolutionary events. Universities, social science institutions, and cultural and tourism departments should be encouraged to carry out cooperation and establish a digital red culture database. Innovative display methods can be used with the help of VR, holographic projection, and other technical means to transform abstract historical stories into immersive experience content, effectively connecting the inheritance of red culture with contemporary aesthetic needs and providing profound cultural support for tourism product development.

### **2.2. Expanding the Variety and Quality of Red Tourism Cultural Products**

To effectively expand the variety and quality of Fuyang's red tourism cultural products, it is required to systematically promote from three dimensions: product development, quality improvement, and brand building. In terms of product development, it is advisable to accurately position the cultural consumption needs of different customer groups based on market demand research and tourist

behavior analysis so as to enhance the fashion attributes and market attractiveness of cultural products through innovative design language. In terms of product quality improvement, it is required to focus on the two-way drive of in-depth content excavation and technology empowerment. An expert team should be established to systematically sort out Fuyang's red cultural resources, refine revolutionary spirits and cultural symbols with regional characteristics, and avoid homogeneous content production [4]. In terms of technology application, digital technologies such as virtual reality (VR), augmented reality (AR), and holographic projection can be introduced to build interactive experience scenarios, such as creating digital red memorial halls or virtual historical figure dialogue systems, to enhance tourists' sense of participation and emotional resonance. The brand building and marketing promotion links need to build a systematic communication matrix. By refining the core IP of Fuyang's red tourism culture, designing a unified visual identification system, and creating the "Fuyang Red Tourism" brand logo, the recognition of regional cultural images can be strengthened.

### **2.3. Innovating the Dissemination Methods of Red Tourism Culture**

In the context of contemporary cultural communication, innovating the dissemination methods of red tourism culture has become a key path to enhance the core competitiveness of Fuyang's red tourism. Based on the in-depth integration of modern information technology and multiple media, building a multi-dimensional communication system through three dimensions of technology empowerment, platform expansion, and industrial collaboration can effectively activate the modern expression and social influence of red cultural resources. First, the in-depth application of digital technology provides a new carrier for the immersive experience of red culture. Fuyang can rely on virtual reality (VR), augmented reality (AR), and other technical means to digitally transform existing revolutionary sites and memorial halls, and build three-dimensional visual scenes to restore historical contexts. The matrix operation of new media platforms can break through the regional and audience limitations of traditional communication. Fuyang should build an online promotion network with social media as the core, establish an official account matrix covering Douyin, WeChat Channels, Xiaohongshu, and other platforms, and customize differentiated content for different audience groups.

### **2.4. Strengthening the Cultivation and Expansion of Red Tourism Market**

To effectively promote the cultivation and expansion of Fuyang's red tourism market, it is recommended to build a systematic implementation path from the dimensions of market demand mining, brand value enhancement, and regional collaborative innovation. By scientifically analyzing tourism consumption trends and tourist behavior characteristics, combined with modern marketing strategies and regional resource integration mechanisms, continuous impetus can be injected into the high-quality development of red tourism [5]. Furthermore, a normalized market monitoring and demand feedback mechanism should be established. A tourist behavior analysis model should be built relying on big data technology, combined with traditional methods such as questionnaires and focus group interviews. Focus should be placed on the consumption preferences of young research groups, elderly red sentiment groups, and parent-child education groups, and their common and special needs in itinerary planning, experience content, and service quality should be identified. As to marketing and brand building, a multi-dimensional and three-dimensional promotion system needs to be built. What's more, brand IP building should be strengthened, the core value symbols of Fuyang's red culture should be refined, a recognizable visual identification system should be designed, and precise communication should be achieved through new media channels such as short video platforms and live streaming.

### **3. GUARANTEE MEASURES FOR THE PROMOTION OF FUYANG'S RED TOURISM CULTURE**

#### **3.1. Policy Support and Fund Guarantee**

To ensure the smooth advancement of Fuyang's red tourism culture promotion strategies, it is required to build a systematic policy support system and a sustainable fund guarantee mechanism. At the policy level, top-level design should be strengthened, and the development of red tourism culture should be included in the local economic and social development master plan and the cultural and tourism industry special plan. Through the formulation of special support policies, preferences should be given in land approval, tax incentives, and talent introduction, and regulations and systems for the protection and development of red tourism resources should be established to clarify the protection standards, development boundaries, and utilization norms of red cultural sites. In terms of fund guarantee, it is necessary to build a diversified investment mechanism led by the government and participated by the society. It is recommended to set up a municipal red tourism culture development special fund, include financial investment in the annual budget, and expand the fund scale through channels such as striving for national and provincial cultural and tourism development funds and transfer payments to old revolutionary areas [6]. The special fund should focus on the rescue repair of revolutionary sites, the improvement of exhibition layout, and digital protection projects to ensure the historical authenticity and integrity of red cultural resources.

#### **3.2. Talent Training and Technological Innovation**

For promoting Fuyang's red tourism culture, talent training and technological innovation, as core driving forces, need to achieve dual-wheel drive through systematic planning and collaborative mechanisms. From the perspective of talent cultivation, it is essential to build a hierarchical and multi-channel talent training system. First, local universities and vocational colleges should strengthen professional settings, add course modules in red tourism management, cultural interpretation, and cultural and creative design. The school-enterprise cooperation platform should be established to encourage tourism enterprises and educational institutions to co-build internship bases. As to technological innovation, it is necessary to deeply integrate digital technology into the construction of red tourism scenes. Meanwhile, big data analysis technology can be used to establish a tourist behavior database, accurately identify the needs and preferences of different customer groups, and optimize tourism product design and service processes accordingly [7]. In addition, the upgrading of the intelligent navigation system is also key for improving the convenience and interactivity of tourism services.

#### **3.3. Social Participation and Public Support**

Social participation and public support are key driving forces for the promotion of Fuyang's red tourism culture, running through all links such as resource integration, service optimization, and sustainable development. To effectively stimulate public participation enthusiasm, it is necessary to build systematic incentive mechanisms and platform carriers, and deeply integrate social forces into the entire chain of red tourism development. First, a multi-dimensional publicity and promotion system should be established. Through the combination of mainstream media and new media platforms, special reports on red tourism culture should be regularly released to show the unique value and contemporary significance of Fuyang's revolutionary history. At the level of resource protection and development, it is better to build a public participation mechanism to enhance social cohesion. It is recommended to introduce a community co-management model in the protection of red sites, and encourage surrounding residents to directly participate in daily maintenance work by establishing volunteer service teams and setting up cultural relics protection positions.

## 4. CONCLUSION

The sustainable promotion of Fuyang's red tourism culture requires building a four-in-one collaborative promotion mechanism based on resource integration, driven by product innovation, breakthroughs through communication optimization, and supported by market cultivation. Besides, in-depth research should be conducted on cultural heritage utilization models, red IP branding paths, and digital empowerment strategies to promote high-quality development of regional red tourism. In the long run, Fuyang's red tourism needs to strengthen the two-way interaction mechanism between theoretical innovation and practical feedback. It is recommended to introduce a sustainable development evaluation model and establish a multi-dimensional evaluation system covering economic benefits, cultural communication effects, and community participation. Furthermore, strengthen comparative research with other old revolutionary areas to refine innovative development models with regional characteristics. With the in-depth advancement of cultural and tourism integration, more attention should be paid to building a balance mechanism between cultural value and economic value. Through policy guidance, business format innovation, and technological empowerment, Fuyang's red tourism can transform from resource-driven to innovation-driven, ultimately achieving the coordinated development of social and economic benefits.

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