

The Digital Empowerment Promotion Way of Jiangxi Red Culture Tourism

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Abstract: In the new era, the rapid development and change of digital technology, so that high-tech means in the tourism industry is gradually used. A series of modern technologies represented by mobile Internet are constantly changing people's way of life and the operation mode of enterprises. A scientific and effective digital marketing system is an important guarantee for the development of enterprises. For the tourism industry, digital technology has had a profound impact on tourists' consumption habits, and tourists' travel methods and choices have become more diverse. Traditional marketing mode is difficult to achieve high efficiency and large flow of regional tourism [1].

Key words: Red culture tourism; Digital empowerment; Optimization strategy

1. Introduction

Red culture is a cultural form that has absorbed a large number of scientific theories, absorbed a large number of achievements of revolution, construction and reform, and condensed into a long history. Red culture tourism is a good way of inheritance and development, red stories are a good revolutionary education materials, and red scenic spots are a good way of learning. Therefore, giving full play to the advantages of red culture tourism resources will play a great role in inheriting and developing the fine culture of Chinese revolution and socialism and promoting the development of urban economy. With the continuous development of the tourism industry, the competition within the tourism industry is becoming increasingly fierce. In the tourism industry, digital tourism marketing will play a more and more important role. At the same time, many scholars also attach great importance to tourism digital marketing. Especially in the digital age, the way people live and see things is changing, and the marketing landscape needs to change with it. This topic intends to take Jiangxi Red tourism as an example, through questionnaire survey, qualitative and quantitative analysis and other means, in order to verify the feasibility of this topic, and on this basis, further enrich and improve the theoretical basis of red tourism digital marketing [2].

2. Review of relevant theories

With the advent of high-tech products and services, marketing theories have changed. In 2002, Professor Wu Jinming of Central South University put forward the concept of "4V marketing",

including "differentiation", "functionalization"[3], "value-added" and "resonance", and made an analysis on this basis. As shown in Figure 1:

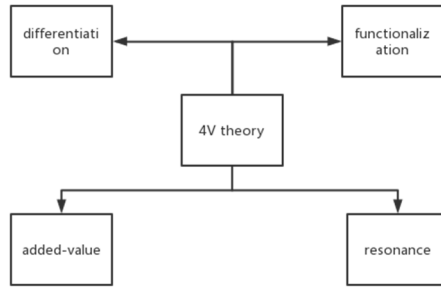


Figure 1: Model combining 4V sales theory

AIDMA theory is a new consumer behavior analysis theory which was first proposed by American advertising expert Lewis in 1898 and has wide application prospect. In his opinion, consumers should pay attention to the five elements of "attention", "interest", "desire", "memory" and "behavior" when making consumption [4].

With the development of Internet, AIDMA technology has been unable to adapt to some characteristics of Internet users. To this end, Japan Telecom has conducted a survey on the changes of customers' life and consumption patterns in the Internet era, and proposed the AISAS channel model of "attention", "interest", "search", "action" and "sharing". The results are shown in Figure 2. AISAS model emphasizes the two-way interaction between marketing agents and customers under the Internet environment. From the past unilateral "indoctrination", to the role of "search" and "sharing", highlights the transformation of consumer consumption in the Internet era.

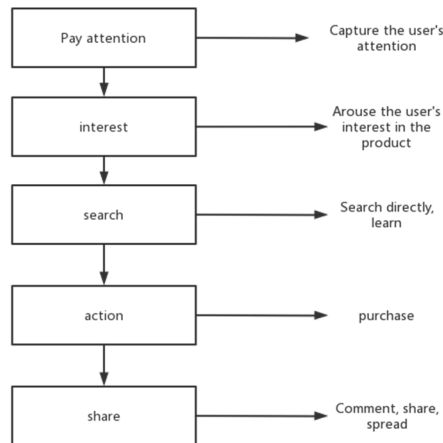


Figure 2: AISAS model

In 2011, the DCCI proposed the SICAS model. In other words, perceive users, generate interest, establish interaction, purchase and experience sharing. This theoretical model can better explain customers' consumption behavior in the Internet era.

3. Jiangxi Red Soft power

Jiangxi red culture can also be manifested in material, spiritual and institutional aspects, and the specific analysis is as follows[5]:

3.1 Jiangxi Red Material Culture.

This is a kind of red cultural resource left over from the Party's practice of revolution, construction and reform to the people in the regional environment of Jiangxi. There are mainly three kinds: site traces, historical relics and important literary works, and can be interpreted from four aspects: organizational structure, places, facilities and equipment and text documents. The "first shot" started in Nanchang, Jiangxi Province[6]; Jinggangshan, Jiangxi Province, the birthplace of the Chinese Revolution; The birthplace of the motherland - Jiangxi Ruijin; The birthplace of labor movement -- Pingxiang, Jiangxi; In Lushan Mountain, Jiangxi Province, the three major conferences of the CPC Central Committee were held here. In Jinggangshan Revolutionary Memorial Hall, Xingguo General Hall, Xingguo Revolutionary Memorial Hall, collection of a number of valuable historical relics; Then, another article titled "Why can China's Red Regime Exist?" And a number of important textual data represented by the Investigation of Xingguo and the Investigation of Changgang Township, such as the Struggle in Jinggangshan; They created a number of literary works praising the Red Revolution in Jiangxi, such as Ten Farewell to the Red Army, Red Rice and Pumpkin Soup, Red Mountain Red, Comrade Brother, Please have a Cup of Tea, and Red Army Brother, You Walk Slowly[7].

3.2 Jiangxi Red spiritual culture

It is a kind of highly concentrated content and spirit in the deep structure of red culture, and it is concentrated in the red culture material and the red culture system carried by the main state and appearance. It embodies political beliefs, theoretical knowledge, values and moral values in the form of literature, art, drama and song. "Jinggangshan", "Soviet Area" and "Long March" are the core of Jiangxi's "red culture". The "red spirit" of "Jiangxi" is a concentrated reflection of the "red spirit". This is the essence of the revolutionary ideas of workers and peasants, such as "armed separation" and "encircling urban and rural areas"; it is also the essence of the idea that "the revolution will win".

3.3 Jiangxi red system culture

It is based on the spirit and material culture of Jiangxi and embodies the "red" spirit of Jiangxi. The system of red culture refers to a series of normative systems and behavioral patterns such as theory, program, line, guideline, policy, etc. It includes various rules, regulations, policies, regulations and other norms for creating, promoting and protecting the red culture in the material form and protecting the red culture in the spiritual level. Such as the Jinggangshan Land Law, such as the Three Disciplines and Eight Points of Attention, these are important provisions for the Party's education and management.

4. Analysis on the development status of red culture tourism in Jiangxi

This questionnaire is aimed at red cultural tourists in Jiangxi Province. According to Kotler's "5-A marketing Model in the Digital Age" proposed in Marketing Revolution 4.0, the questionnaire is investigated from five aspects, including "understanding", "attraction", "inquiry", "action" and "support". Likert's "five-dollar score scale" is used to quantitatively analyze the survey results. In order to make tourists better understand the content and purpose of the questionnaire, five phrases such as "information push", "product promotion", "caring interaction", "consumption experience" and "recommendation and sharing" were used instead of "five" when handing out questionnaires.

In terms of gender, there are 120 males and 154 females, slightly more females than males. In terms of age, there were 26 students aged 16 to 24, accounting for 9.49 per cent; 94 (34.31 per cent) were aged between 25 and 35; There were 106 people ranging in age from 35 to 55.38.69% of the population; 48 tourists, aged 56 and above, accounting for 17.52%[8]; The number of tourists over 56 years old is the largest, because this age group of tourists are relatively sufficient in terms of time, money and other aspects. Meanwhile, for tourists over 56 years old, red tourism has a special relationship with them. From the perspective of education, there are 65 people are high school and technical secondary school or below, accounting for 23.72%; 95 students are junior college students, accounting for 34.67%; There are 73 undergraduate students, that's 73. Out of 26.64%, there are 41 graduate students or higher level, i.e. 14.96%, from which we can see that undergraduate students or higher level students are the most, while graduate students or higher level students are the least. In terms of the number of visits, 86 people visited less than twice[9], accounting for 31.39%; 106 people travel for three times, accounting for 38.69%; 29 people travel for five to six times, accounting for 10.58%; 53 people travel for more than six times, accounting for 19.34%; most people travel for three to four times a year. From the selection of travel websites and software, 70 people chose along, accounting for 25.55%; From the perspective of monthly income, most people's income is between 8001-10000, accounting for 27.01%. The income within this range can enable consumers to have enough funds to travel after meeting their basic living needs. From the perspective of the composition of travelers, 61 people were traveling alone, accounting for 22.26%; Reliability analysis was used to measure the consistency of the questionnaire. In general, the size of the Cronbach's value is used to describe a particular consistency condition. Table 1 shows the details.

Table 1: Correspondence between reliability and Cronbach 'sa

Cronbach'sa	reliability
>0.9	Very high
0.8<Cronbach'sa	high
0.7<Cronbach'sa	High, acceptable
0.6<KMO	Low reliability, but acceptable
<0.5	The reliability is low and unacceptable

The reliability of each dimension table in this analysis is shown in Table 2.

Table 2: Reliability test

table	Number of problems	Cronbach'sa
Information push	6	0.776
Product promotion	6	0.764
Caring interaction	4	0.793
Consumption experience	4	0.756
Recommendation sharing	4	0.794

As can be seen from the above table, Cronbach's sa is above 0.7, indicating that the reliability of the questionnaire data is high and acceptable, and further analysis can be carried out.

The analysis is carried out from the aspects of information push, product promotion, caring interaction, consumption experience, recommendation sharing and overall satisfaction, and the analysis results are shown in Table 3.

According to different ages of tourists, there are obvious differences in information push, product promotion, consumption experience and overall satisfaction, but no obvious differences in care interaction and recommendation sharing. Specifically, from the perspective of information push, the average of 56 years old and above (3.93) is the largest, and that of 16-24 years old (3.29) is the smallest. From the perspective of product promotion, The mean value of those aged 16-24 (3.44) is the smallest, and those aged 56 and above (3.08) are the largest. From the perspective of caring interaction, the mean value of those aged 16-24 (3.58) is the smallest, and those aged 56 and above (4.12) is the largest. From the perspective of consumption experience, the mean value of those aged 16-24 (3.09) is the smallest. Age 56 and older had the highest mean (4.54), and in terms of recommendation sharing,

The average age of 16-24 was 3.63, and the average age of 56 and older was 3.94. Overall satisfaction was lowest in 16-24, and highest in 56 and older (4.15).

Table 3: Correlation analysis

	average	Standarddeviation	Q14	Q9	Q10	Q11	Q12	Q13
Q14	3.872	1.14	1					
Q9	3.791	0.831	0.445**	1				
Q10	4.112	0.827	0.355**	0.625**	1			
Q11	4.004	0.847	0.507**	0.506**	0.681**	1		
Q12	3.917	0.952	0.577**	0.650**	0.682**	0.749**	1	
Q13	3.94	0.905	0.648**	0.491**	0.377**	0.623**	0.671**	1

From the perspective of tourists' travel times, different travel times have obvious differences in information push, care interaction and overall satisfaction ($p < 0.05$), while there is no significant difference in product promotion, consumption experience and recommendation sharing. From the perspective of information push, the average of 5-6 times (3.39) is the lowest, while the average of more than 6 times (3.91) is the highest. From the perspective of product promotion, the mean value of 5-6 times (3.28) is the lowest; the mean value of 2 times and below (4.36) is the highest; from the perspective of caring interaction, the mean value of 3-4 times (3.85) is the

lowest; the mean value of 2 times and below (4.29) is the highest; from the perspective of recommendation sharing, the mean value of 3-4 times (3.91) is the lowest; the mean value of more than 6 times (4) is the highest. In terms of overall satisfaction, the average of 5-6 times (3.72) was the lowest, while the average of 6 times or more (3.43).

5.conclusion

Jiangxi has a long history, profound cultural heritage, with good conditions for development. Based on digital marketing, digital tourism marketing theory and Kotler 5 A model, this topic takes Jiangxi Red Tourism digital marketing as the entry point and Jiangxi Red tourism digital marketing as the entry point. Questionnaire survey method is adopted to analyze tourists' satisfaction with red tourism digitalization, and based on this, Put forward the red tourism digital marketing optimization strategy which ADAPTS to the new trend of digital marketing. The main conclusions of this paper are:

Through sorting out 36 sites and scenic spots of red culture tourism in cities, counties and townships of Handan area, this paper comprehensively evaluates the red culture tourism resources in Handan area, and concludes its advantages: many characteristic resources and complete cultural elements, while its disadvantages are scattered scenic spots and low development degree.

Subject

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