

# A Brief Analysis of the Innovative Model of Red Tourism Poverty Alleviation under the Background of Rural Revitalization

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**Abstract:** A brief analysis of the innovative model of red tourism poverty alleviation under the background of rural revitalization is conducted in this paper. The rural revitalization strategy in the new era is the inheritance and development of the Marxist rural development theory and the traditional Chinese thought of emphasizing agriculture. Therefore, the practice patterns and trends of rural revitalization should be differentiated and diversified, seek truth from facts, adapt measures to local conditions, and adapt measures to village conditions to speed up the revitalization of farmers' income, stable employment, and creation of a better life in other places. Hence, this paper considers the novel Red Tourism for the combination of the Rural Revitalization.

**Keywords:** Rural Revitalization; Brief Analysis; Innovative Model; Red Tourism; Poverty Alleviation

## 1. INTRODUCTION

The strategy of the rural revitalization in the new era deeply grasps the special laws of rural construction itself, raises the work of rural construction in the new era to a new scientific height, and contains the scientific logic of following the essence and development laws of rural construction. To take the road of rural revitalization under socialism with Chinese characteristics, we further need to continuously promote the modernization of agriculture and rural areas, we need to promote the rational allocation of factors and also improve development efficiency through urban-rural integration, and we need to gather the broadest consensus and motivation for development with the goal of achieving common prosperity.

Accordingly to the review, the Rural Revitalization can be understood from the 3 aspects.

(1) The core of the rural revitalization strategy is to give full play to the role of the main body. The academic research focus on the main body of rural revitalization includes the theory of multiple subjects, that is, farmers are the main body of course, governments at all levels are the main body of decision-making and also the promotion, and industrial and commercial capital and other social forces are not available.

(2) Emphasizing the dominant position of farmers in the rural revitalization strategy, taking farmers as the center, and promoting rural revitalization through the integration of urban and rural areas in counties according to local conditions, is not only an inevitable requirement for realizing the second centenary goal, but also an inevitable requirement for further conforming to the objective reality and development trend of the rural areas.

(3) We will find that, in fact, only rural areas with a good industrial foundation are more suitable for local revitalization. At the same time, this kind of revitalization must be equipped with good education, roads and other public services. Move the family to settle in the city.

Therefore, this paper will combine the red tourism to the focused studies, and in the figure 1, the Red Tourism Poverty Alleviation is shown.



Figure. 1 The Red Tourism Poverty Alleviation (Image from: [https://news.cgtn.com/news/796b6a4e7a494464776c6d636a4e6e62684a4856/share\\_p.html](https://news.cgtn.com/news/796b6a4e7a494464776c6d636a4e6e62684a4856/share_p.html))

## 2. THE PROPOSED METHODOLOGY

### 2.1 The Red Tourism Poverty Alleviation

The communication of red tourism culture has become a research hotspot in recent years, including research on the combination of the red tourism and socialist values and other ideologies, but there are few research results on the general communication of the red tourism. Red tourism plays an important role in inheriting the excellent traditional Chinese culture and promoting the spirit of Chinese culture. In the new era, mining the cultural inheritance value of red tourism is an effective measure to carry out socialist cultural construction and enhance the country's cultural soft power.

Red tourism has following features.

(1) The attraction of red tourism not only comes from its profound revolutionary history, but also benefits from its dazzling spiritual culture. It condenses the original mission, inherits traditional virtues, and also strengthens cultural self-confidence.

(2) In the process of developing red tourism, teachers can dig deep into the cultures of different regions, relying on the

history of red revolution, spread Chinese excellent traditional culture, regional culture and its spiritual quality, ideological concepts, and stimulate national pride and cultural identity.

(3) Correctly grasping the era connotation of red tourism is the basis for the sustainable and stable development of red tourism. The tortuous progress of history and the ever-changing times have then promoted the upgrading of the connotation of red tourism.

Poverty alleviation through tourism is also an important part of my country's precise poverty alleviation strategy, and it is an organic manifestation of industrial poverty alleviation. As my country achieves an all-out poverty alleviation, the prevention of returning to poverty has become the focus. How to fully improve the efficiency of tourism poverty alleviation is a problem that needs continuous attention. Therefore, clarifying the evolution characteristics of the dynamic mechanism of tourism poverty alleviation in old revolutionary areas, on this basis, according to the characteristics of tourism poverty alleviation in the post-poverty era, innovating the dynamic mechanism of tourism poverty alleviation in old revolutionary areas will not only help to consolidate the achievements of general tourism poverty alleviation in old revolutionary areas, but also benefit to solve the problem of relative poverty in the old revolutionary areas in the stage of rural revitalization, and then realize the effective connection between tourism poverty alleviation and rural revitalization in the old revolutionary areas. Poverty alleviation through the tourism industry emphasizes improving the endogenous development capabilities of general low-income population through the development of tourism from the supply side, while poverty alleviation through the tourism consumption emphasizes providing market guarantee for the development of tourism in poor areas from the demand side.

## 2.2 The Suggestions for Rural Revitalization

In order to adapt to the core objective requirements of the comprehensive development of agricultural and rural farmers in the new era, we should focus on improving the system and mechanism of urban-rural integrated development to break the shackles in all the aspects. Promoting the revitalization of different places and maintaining the prosperity of cities and towns is definitely not to accelerate the disintegration of rural areas that do not have the conditions for local revitalization.

China's implementation of the rural revitalization strategy is the adherence and development of the Marxist concept of development, and it is a great practice of constantly pursuing and exploring the modernization road of the harmonious coexistence between man and nature, harmonious coexistence between man and man, civilization and civilization, and also common prosperity of cities and villages.

We have the following suggestions.

(1) Judging from the world's major changes unseen in a century, stabilizing the basics of agriculture and guarding the foundation of "agriculture, rural areas and farmers" is the ballast stone for responding to the situation and opening a new situation. General Secretary Xi Jinping also elaborated on the importance of the work on the "agriculture, rural areas and farmers" from the perspective of human development, global development, and especially in response to the increasingly complex international environment.

(2) The digital economy can then promote effective rural governance. Big data is an important driving force for the

government to improve governance capabilities and promote modernization. With the support of digital technologies such as 5G and the Internet of Things, a visual digital rural governance platform can be created to realize a precise governance model in a dynamic and interactive manner and improve management efficiency.

(3) The strategy of rural revitalization in the new era locates the basic functions and universal nature of rural revitalization in the new era from the perspective of the subject of human nature.

## 3. CONCLUSIONS

A brief analysis of the innovative model of red tourism poverty alleviation under the background of the rural revitalization is conducted in this paper. The strategy of rural revitalization in the new era scientifically summarizes the basic experience of socialist rural construction with Chinese characteristics since the reform and opening up, especially after entering the new era, deepens the understanding of the laws of socialist rural construction, embodies the requirements of the times and Chinese characteristics, and shows the pursuit of the scientific attitude of truth and respect for laws shows a powerful force of truth. This paper gives the new suggestions and in the future, we will consider the applications.

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