

Analysis of Investment and Financing Issues and Suggestions for the Development of Red Tourism Industry in Ganzi Prefecture

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Abstract: With the development of the economy, red tourism continues to rise and has become a new content of the tourism economy. Red tourist attractions have gradually become the focus of tourists' choice. If we want to promote the rapid development of the red tourism industry, the key factor is the issue of investment and financing. This article briefly introduces the development of the red tourism industry in Ganzi Prefecture and points out some investment and financing problems existing in its development process. It combines its own understanding and previous research to put forward reasonable improvement suggestions, and provides new ideas for the development of the red tourism industry in Ganzi Prefecture. The ideas and methods provide some reference for the relevant departments of the Ganzi Prefecture government, various tourism operators and various tourism practitioners on investment and financing issues in the development of the red tourism industry. To promote the rapid and healthy development of the red tourism industry in Ganzi Prefecture.

Keywords: Ganzi Prefecture; Red tourism; Investment and financing issues

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1. Introduction

With the rapid growth of China's economy, people's income levels and quality of life have been significantly improved, as well as people's yearning for a better life, the tourism industry has developed rapidly, and red tourism has gradually become a consumer demand and a way for people to improve their quality of life. A way, it has also become an important engine for economic development. Although the level of economic development in Ganzi Prefecture is backward, its natural ecological landscape and key red tourist attractions are very rich and colorful. At present, the red tourist attractions in Ganzi Prefecture have been included in the "Twelve Key Red Tourist Areas in the Country". Since the 18th National Congress of the Communist Party of China, Xi Jinping has inspected famous red tourism attractions many times and clearly stated that "inheriting the red gene is the core of red tourism, giving play to the educational function is the value of red tourism, and improving people's lives is the goal of red tourism." New concepts and perspectives, and with the launch of all-region tourism by the Ganzi Prefecture Committee and State Government, the government's support for tourism has been strengthened, the tourism management mechanism has been improved, the level of tourism public services has been improved, and many tourist attractions have. The successive developments have attracted many tourists, and the development of my country's red tourism industry has also entered a good opportunity. The development of the red tourism industry will become a new growth point for the economic development of Ganzi Prefecture. As an important red tourism area, Ganzi Prefecture has good development prospects. However, Ganzi Prefecture is located in the western region. Compared with developed areas, its infrastructure and development level are relatively backward. A series of problems such as inconvenient transportation have restricted the development of Ganzi Prefecture, making it difficult to attract investment. , there are still many investment and financing problems

in the development process, however, we want to make the red tourism industry in Ganzi Prefecture develop rapidly and healthily. We urgently need to conduct in-depth research on the investment and financing issues for the development of the red tourism industry in Ganzi Prefecture.

2. Current status of red tourism development in Ganzi Prefecture

Although Ganzi Prefecture has very rich red tourism resources, the value of these red tourism resources has not been fully reflected due to the lack of timely development and protection. Even some important red revolutionary sites were damaged or even demolished. Individual red sites have been repaired since the 1980s and have gradually become iconic red tourist attractions in Ganzi Prefecture, such as Luding Bridge and Baili Temple. Most of the red sites have been repaired and protected on a large scale in recent years as the country and government attach great importance to red tourism^[1]. Important red tourist attractions such as Luding Bridge, Commander-in-Chief Zhu De, the Fifth Gedda Living Buddha Memorial Hall, and the former meeting site of Moxi Ancient Town have been listed as “national key red tourist attractions.”

Due to the lack of professional talents, the exploration of red tourism is not deep and the online promotion is not strong. Therefore, the red tourism brand benefits are weak. Weak investment and financing attractiveness, difficulty in attracting investment, lack of investment and development of ancillary red tourism products based on red cultural landscapes, lack of investment goals, and failure to effectively promote the rapid development of related industries and infrastructure construction, such as transportation and hotels and hotels, etc., there are problems that the investment and financing channels for the development of the red tourism industry are government-led, the investment and financing channels are single, the scale is insufficient, and the funds are not fully utilized.

3. Main problems in investment and financing for the development of red tourism industry in Ganzi Prefecture

In the planning and development of tourism resources in many places in China, government investment almost plays a leading role in the tourism industry. Many experts and scholars in related fields also emphasize that the planning and development of tourism resources should adhere to the principle of government leadership^[2]. The development of the tourism industry in Ganzi Prefecture also mainly relies on the government. In the initial stage of tourism development and subsequent investment, infrastructure and other construction are generally funded by the government. There is a lack of high-level professional market packaging and marketing in terms of marketing publicity and tourism planning and construction of tourist attractions, and marketing promotion efforts are weak.

The red scenic spots in the Ganzi area are relatively scattered and remote. Therefore, if you want to attract more tourists, you need to invest more money in building infrastructure. However, the economic development of the Ganzi area is affected by history, geographical environment and other factors. As a result, the economic development of the Ganzi region is relatively lagging behind, and the local government has limited funds for the planning and development of tourism resources and the construction of basic supporting facilities, which has seriously hindered the development of the red tourism industry. Compared with developed areas, infrastructure construction such as transportation, hotels, and restaurants are not perfect enough. Therefore, the attraction of foreign funds is weak, and it is difficult to effectively attract social funds. External funds such as enterprises, banks, and private funds have not been fully utilized for the red industry. The role of tourism industry development.

4. Suggestions for improving investment and financing issues in the development of red tourism industry in Ganzi Prefecture

Ganzi's economic development level is backward and the government's investment capacity is limited. In order to cope with the current situation, the government should change its investment role from a mere investor to a guide to promote economic development. At the same time, increase government investment. In the process of tourism development, the government should strengthen supervision over the selection of tourism project development and construction models, create a good and orderly investment development environment, strengthen government macro-control, and promote the rapid development of tourism. It plays a leading and guiding role in the process, fully attracts the power and resources from all aspects of society, and carries out standardized market operations. For example, “Through the development and construction of the comprehensive pilot zone, the Export-Import Bank of China and the Ganzi Prefecture government will organize a representative Red Army Long March relics protection project in Ganzi Prefecture”^[3]. Relying on red scenic spots and using the guidance of government departments to integrate financial policies, poverty alleviation policies and the resources of high-quality enterprises to achieve effective resource allocation and promote local tourism and economic development to a higher level. The government takes the lead in guiding the full use of market mechanisms,

utilizing resources from all parties, and combining the characteristics of Ganzi red tourism to actively explore investment and financing methods suitable for the development of Ganzi red tourism industry, making the red tourism industry the most dynamic economic growth point in Ganzi Prefecture.

Fund raising for regional red tourism can also give full play to the role of private non-governmental organizations^[4]. Actively changing the role of the government and designing a more scientific and feasible risk-sharing organizational structure can achieve a win-win situation for the government, enterprises and other entities by carrying out a series of projects with “win-win” or “multi-win” as the core. Collaborate and achieve effective benefit sharing^[5]. Make full use of, regulate and supervise private investment. Adopt a new management model of joint investment, risk sharing, and profit sharing to allow more private funds to participate in the construction of local tourism infrastructure, tourist attractions, and economic construction.

By streamlining administration and delegating powers, strengthening services, the government will provide more preferential policies, encourage more talents to return to their hometowns to start businesses, and guide more talents and capital inflows^[6]. In the development plan of red tourism, in addition to ensuring stable government investment, it is also necessary to actively explore market-oriented operating methods. In order to promote the development of the red tourism industry, we should vigorously attract and introduce various social capitals to ensure sufficient financial support.^[7]

5. Conclusion

The continuous rise of red tourism has become a new content of the tourism economy, and red tourist attractions have gradually become the focus of tourists' choice. However, investment and financing issues are a key factor affecting the development of the red tourism industry. Therefore, this article conducts in-depth research on the investment and financing issues of the red tourism industry in Ganzi Prefecture and puts forward its own suggestions. The government should change its role and strengthen management and policy guidance. Provide a strong guarantee for the development of the red tourism industry, increase capital investment in the development process of the red tourism industry, and actively attract social funds to join in to accelerate the development of red tourism in the Ganzi region. Making it the most dynamic economic growth point in the Ganzi region. In terms of future development prospects, I believe that the red tourism industry in Ganzi Prefecture has broad development prospects, but at the same time there are also some challenges and difficulties.

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