

The Function of Red Tourism in the Political Ideology of College Students

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Abstract: Red tourism has becoming increasingly popular in recent years. It is an innovative way to strengthen and improve the ideological and political education of college students in this new era. From the perspective of ideological and political education, it has realized the innovation of the educational carrier, enriched the content and form of education, and achieved remarkable results in the process of ideological and political education for college students. The red tourism market has great potential for development, and it is particularly important to understand the red tourism preference of college students and the specific influencing factors. From the perspective of the relation between red tourism and political education, this paper applies theoretical knowledge of ideological and political education. This paper made use of questionnaire survey on the behavioral preference of red tourism activities and how these students perceived the function of red tourism in their political ideology. The respondents include the freshmen, sophomores, juniors and senior college students in Weifang Institute of Technology. In the study, there are three functions of red tourism which surfaced: first, it enriches the form and connotation of red tourism resources; second, the development of red tourism resources follows the principle of highlighting ideological education and being close to life at the same time; third, it brought the red tourism education into the ideological and political theory curriculum system. It also points out the problems existing in the implementation process. This paper also discusses the way in which the function of ideological and political education can be realized, which is to improve the construction, management and promotion of red tourism education, and engage college students in this way it enables students to accept ideological and political education in an easier way with jubilation.

Keywords: Red Tourism; Political Ideology, College Students

With the introduction of red tourism and the development of reform and opening up in recent years, red tourism has developed rapidly in China, and all kinds of red tourism resources have been further developed and utilized. Red tourism mainly takes “red” as its connotation and “tourism” as its form. It has become a new economic growth point in the social and economic growth, and it is also a brand new way and means in the ideological and political education process of college students in the new era. College students are the hope of the country’s future development, the source of strength for the construction of socialism with Chinese characteristics and the realization of the great rejuvenation of the nation. It is of great practical significance to carry out ideological and political work for college students. The ideological and political education of college students is faced with many challenges in the face of the complicated and changeable situation at home and abroad and the impact of cultural values brought by the reform and opening up. Based on this background, we must actively explore the effective ways to strengthen the ideological and political education of college students. According to Marxist theory, scientific and correct ideology promotes people’s practical activities positively. Red tourism contains precious spiritual wealth and plays

a positive role in college students' social practice activities. Therefore, the emergence and development of red tourism provides useful inspiration and reference for solving the ideological and political education of college students.

1. Objectives

The main purpose of this study is to identify the function of red tourism in the ideological and political education of college students. It is believed that red tourism plays an important role in cultivating college students' ideology and morality and strengthening patriotism education in the new era. Therefore, the specific aims of the study are to identify the effects of red tourism in education and to identify the unique role of red tourism in the political ideology of college students.

2. Significance of the study

At present, some hostile foreign forces have not given up their political plots to "westernize" and "split" China, and some young people do not have a full understanding of China's socialist democratic political construction and important principles, mainly because they do not have a full understanding of China's national conditions and the history of the Chinese revolution. The form of red tourism education not only expands the scope of education, but also strengthens the effect of education, so as to influence the thoughts of college students, enrich their spiritual life and sublimate their ideological realm.

Red tourism culture is the epitome and representative of the history of Chinese revolution. It is an effective way to implement ideological and political education of college students by strengthening ideological and political education of college students and exploring theoretical research from the perspective of tourism.

3. Definition of terms

3.1 Red tourism

Red tourism is mainly based on the commemorative sites and landmarks formed by the great achievements made by the people under the leadership of the Communist Party of China during the revolution and war period. With the revolutionary history, revolutionary deeds and revolutionary spirit carried by them as the connotation, red tourism organizes and receives tourists to carry out thematic tourism activities of remembering, learning and visiting^[1].

3.2 Political ideology

It is a kind of social practice in which a society or social group exerts purposeful, planned and organized influence on its members with certain ideas, political views and moral norms, so as to make them form the ideological and moral character that meets the requirements of a certain society.

3.3 College students

College students refer to a group of people who are receiving basic higher education and professional higher education and have not graduated or who have graduated from higher education and have entered the society. The college students involved in this study are only targeted at the specific group of college students who have not yet graduated.

4. Methods

The method used is quantitative in which questionnaire survey and descriptive analysis was used.

In the questionnaire survey a total of five hundred (500) questionnaires were sent out and four hundred ninety-five (495) were returned, with an effective rate of 99%. The survey content includes the interest in red tourism, red tourism information sources, tourism time, tourism funds, tourism hobbies. The profile of the respondents was also identified such as gender, grade, major and the like. The respondents were the students of Weifang Institute of Technology. Weifang Institute of Technology is a full-time undergraduate university approved by the Ministry of Education and the People's Government of Shandong Province. The university has 14 secondary colleges offering 39 undergraduate programs and 22 junior college programs. There are 824 faculty and staff members and more than 18,000 full-time students. The university's green campus has been rated as a national energy-saving public institution demonstration unit. The university has been awarded the honorary titles of "Best Social Reputation University in Shandong Province", "Top Ten Employment Competitiveness Undergraduate University in Shandong Province" and "The Most Innovative University in Financial Media Communication in Shandong Province" for many years in

a row.

5. Results and discussion

This section contains the presentation of the data gathered as well as their corresponding analysis and interpretation. The results are presented according to the objectives of the study in which to identify the function, effects and role of red tourism in the political ideology of college students. The results of the conduct of the survey is elaborated and discussed throughout this section.

As gleaned from the Table 1, both sexes are represented. All of the grade levels are represented.

Table 1. Profile of the respondents

| Variable | Specific indicators | Number | Percentage (%) |
|----------------------|--|--------|------------------|
| Gender | Male | 244 | 49.29% |
| | Female | 251 | 50.71% |
| Grade | Freshman | 87 | 17.58% |
| | Sophomore | 121 | 24.44% |
| | Junior | 109 | 22.02% |
| | Senior | 178 | 35.96% |
| Major | Science and engineering | 182 | 36.77% |
| | Liberal arts | 231 | 46.67% |
| | Others | 82 | 16.56% |
| Political background | Chinese Communist Party members | 41 | 8.28% |
| | Chinese Communist Youth League members | 395 | 79.80% |
| | Ordinary people | 59 | 11.92% |

6. The role and effects of red tourism in the political ideology of college students

Several questions were designed to acquire the role and effects of red tourism in the political ideology of college students. The findings of the study show that there are some barriers in how students would be more familiar about red tourism. On the other hand, the role of red tourism would also shed light on the cited effects.

6.1 Low quality of employees

There are two hundred forty-eight (248) people, accounting for 50.10% of the respondents who had perceived that at present, in most of the red tourism scenic spots, the employees' overall service awareness is insufficient and the overall quality is low, which restricts the sustainable development of red tourism. This reflected in three aspects. First, employees lack the moral quality they should have. The cultural level of relevant employees is generally low, and most of them have not passed the professional training and education, so they lack of Ideological and moral quality and professional ethics. Second, the employees' scientific and cultural quality is insufficient, and their language communication ability is limited. Most of them have the standard of putonghua, and most of them use dialect to communicate with tourists, so the limited language communication ability brings many inconveniences to foreign tourists and hinders the long-term development and process of tourism. Third, employees lack the necessary service knowledge and skills. Tourism practitioners should not only have good service awareness and attitude, but also master some necessary service knowledge and service skills. At the same time, they should also understand some knowledge related to tourism or that can play a role in the event of accidents, so as to improve their adaptability. These are some of the red tourist attractions practitioners do not enough^[2].

6.2 Lack of deep excavation of red tourism resources

There are two hundred eighty-seven (287) people, accounting for 57.98% of the respondents, believe that another prominent problem in the current red tourist attractions is the lack of in-depth excavation of red tourism resources. In the current social background, in order to make college students truly realize the incentive effect of red culture, we must maximize the exploration and development of the rich connotation of red tourism activities, so that students can be willing and sublimate the belief, thought and spirit advocated by red culture in the process of tourism. At present, most of the local government agencies, tourism units and ideological and political education personnel do not know enough about the ideological and educational function of red tourism, and do not pay attention to it, and the excavation and development of the connotation of red culture is not deep enough. The existing problems usually include: paying attention to the hardware facilities of scenic spots, ignoring the development of derivatives; paying too much attention to the protection and repair of cultural relics, old houses and other material forms, not making full use of the historical facts and stories representing the connotation of red culture. Moreover, most of the red tourist attractions in the development process of convergence, resulting in the consumption of human, material and financial resources, lack of further mining and innovative development of the red connotation. Therefore, these problems make it difficult for contemporary college students to understand the rich content of red culture, which leads to the lack of college students' sense of identity, unable to show the real effect of red culture in the ideological and political education of college students.

6.3 Single display form

Moreover, a total of three hundred fifty (350) people, accounting for 70.71% of the respondents, think that most of the red tourist attractions still have the problem of single display form. The tourism development of red scenic spots is mainly presented in the static way of window display and physical display, which is neither vivid nor lively. It is not attractive to tourists, it cannot stimulate the resonance and interest of tourists, and lacks the attitude of active participation. Although in terms of content, the implementation of some red tourism is mainly to let tourists experience the revolutionary history and red culture, which is noble. However, because the form is too rigid and simple, it cannot attract tourists, which has an impact on the effect of red tourism. In addition, although the development of red tourism is to publicize and carry forward the rich connotation of China's national revolutionary history, it is only a form of tourism. Therefore, in addition to showing its "red" characteristics, it is necessary for us to take it as the general characteristics of tourism form, that is, entertainment and leisure. Only diversified forms of tourism can continuously improve the interest of tourists in participating in activities. It can promote the enhancement of interest and implement the sustainable development of red tourism.

6.4 Paying more attention to economic benefits than ideological and political education

In this area, a total of three hundred sixty-five (365) people, accounting for 73.74% of the respondents, think that most of the red tourist attractions have the problem of emphasizing economic interests and ignoring ideological and political education. The development of red tourism is a very important political, economic and cultural project. In this process, we should put social benefits first and attach importance to the educational function of red tourism. However, with the rapid development of red tourism, due to the lack of supervision and management, some scenic spots are out of shape. Driven by short-term interests, some red scenic spots go against the original intention of developing red tourism. In order to attract tourists, some scenic spots make up and distort history based on the heroic deeds of great historical men. Such a ridiculous way of doing things can easily mislead young people, make them have an illusion of history, and seriously affect the formation and healthy development of their outlook on life and values.

7. Function of red tourism in the political ideology of college students

The realization path of red tourism to college students' ideological and political education would be understood in the context of enriching the form and connotation of red tourism resources, the development of red tourism resources should follow the principle of highlighting ideological education and being close to life at the same time, and that red tourism would be incorporated in ideological and political theory curriculum system^[3].

7.1 Enriching the form and connotation of red tourism resources

Culture is the soul of tourism, and the history of the red revolution has added an important stroke to the spiritual treasure house of the Chinese nation. To develop red tourism, the key is to dig deep into the red spiritual wealth, and think about how to transfer the revolutionary history, revolutionary tradition and revolutionary spirit to college students in tourism, so as to better inherit the red culture.

At present, there are some problems in some red scenic spots, such as improper development, unable to grasp the essence of culture, homogenization of red scenic spots and so on. The red tourism in some places also has some problems, such as the lack of rigorous propaganda of historical facts and the heavy commercial atmosphere. The red elements are gradually weakening, and the food, shopping and entertainment facilities are “customer-oriented”.

With this at hand, we should therefore, strengthen the research of red culture, pay attention to the content production of red tourism, and increase the development of red tourism culture, so that red tourism can truly become a cultural project to carry forward the national spirit.

7.2 The development of red tourism resources follows the principle of highlighting ideological education and being close to life at the same time

Red tourism, revolutionary traditional education and patriotism education are the content, and tourism is the carrier. To maintain the attraction of red tourism to college students, we must highlight the ideological education, but also close to students' life and social reality. It is necessary to pass on the revolutionary tradition and spirit, such as hard work, dedication and truth pursuit, to the students through tourism. To develop red tourism resources, the importance of spiritual encouragement and ideological enlightenment, alongside with its enjoyment should be paid attention with. The positive significance to make full use of the rich red tourism resources to carry out ideological and political education activities for college students. As such, the value of red tourism resources in ideological and political education, and effectively integrate it into the ideological and political education activities in colleges and universities has become an important problem that ideological and political educators in colleges and universities need to solve.

At present, the commentaries of red stories in some red tourist attractions are always the same, with more functions of ideological education and less enjoyment. Moreover, the means of exhibition are single, which is the same as the cramming learning method of college students sitting in the classroom. The vitality of tourism products lies in its attraction. The development of red tourism resources is not only based on a few memorial sites. Modern scientific and technological means should be used more, in order to enhance the attraction of red tourism to college students. When explaining historical events, displaying revolutionary sites and relics of martyrs, we can use modern information means to create realistic scene mode, create immersive scenes and make revolutionary stories more vivid fresh and full up, enhance the appeal of college students. On the other hand, experiential tourism projects should be added to enhance the participation of college students.

7.3 Bring the red tourism education into the ideological and political theory curriculum system

Red tourism is an important carrier of red education culture. Because of its unique way in the ideological and political education, we can consider the red tourism as a characteristic course into the ideological and political theory curriculum system in colleges and universities, which has very important theoretical and practical significance for expanding and improving the ideological and political system construction, promoting the ideological and political curriculum reform and innovation, and better improving the ideological and political education of college students^[4].

Therefore, the relationship between red tourism and ideological and political education of college students allows college students to break away from the shackles of campus environment, enter the historical sites of revolution, and feel the history of revolution personally. And red tourism is not only a tourism activity, but also a spiritual washing. Each red resource has its own unique spiritual connotation and has important historical value and educational significance. Students go to these places to feel and learn these things that cannot be learned in books, immerse themselves in these places, and accept the edification of red culture, which is conducive to strengthening the patriotic education of college students in the new era, enhancing their patriotic feelings, and carrying forward and cultivating the national spirit. Red tourism as an important manifestation of red resources use, is not just a simple travel, but “educated” for unit at a time, and its excellent from inner to outer in an ideological and

political education process, this way of ideological and political education is the ideological and political education campus environment cannot give.

8. Conclusion

The active integration of red tourism in the college curriculum would make education dynamic. This allow students to have a great appreciation of the political and education ideology. It also helps college students to realize the importance of unity in receiving education and self-education imperceptibly. Thus, internalizing it, would pave to shaping their way of thinking and values, and externalizing it into their conscious behavior.

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