

Research on the Coupling Interaction Mechanism of Red Culture and Tourism Based on the Perspective of Spatial Ternary Dialectics

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Abstract: In order to implement the guiding spirit of General Secretary Xi Jinping on “making good use of red resources, developing red traditions and inheriting red genes”, and study the utilization of red resources in material space in the coupling interaction of red culture and tourism, the development of red tradition in spiritual space and the inheritance of red gene in social space has profound theoretical and practical significance. Therefore, from the perspective of Lefebvre's “three dimensional dialectics of space”, this paper analyzes the spatial coupling mechanism of red culture and tourism, and the characteristics of the spatial interaction mechanism of red culture and tourism, in order to explore a way for the revitalization of Chinese ethnic brands with the coupling and interactive development of red culture and tourism.

1. Introduction

In May 2019, During the investigation in Jiangxi Province, China, general secretary Xi Jinping pointed out that we should carry forward the spirit of red culture and promote the revitalization and development of the old revolutionary base areas in Gannan in depth. Among them, according to the national strategic guidance of culture and tourism development that emphasizes deep integration in 2018, it is of great practical significance to integrate the red culture in the old revolutionary base area of Gannan into tourism development and reconstruct the pattern of red culture and tourism development, so as to promote regional cultural construction and drive the sustainable development of economy and society. In order to implement the guiding spirit of General Secretary Xi Jinping on “making good use of red resources, carrying forward red traditions and inheriting red genes”, study the utilization of red resources in material space in the coupling interaction of red culture and tourism, the development of red tradition in spiritual space and the inheritance of red gene in social space, which can effectively explore the law of the organic combination of red culture and tourism in the old revolutionary area of Southern Jiangxi in the new era and reconstruct the development space. Therefore, from the perspective of Lefebvre's “three dimensional dialectics of space”, this study analyzes the spatial coupling mechanism and spatial interaction mechanism of red culture and tourism respectively, so as to carry out the research of spatial reconstruction, in order to explore a way of rejuvenating the Chinese national brand with the coupling interactive development of red culture and tourism. In this study, the coupling interaction mechanism is mainly manifested in two aspects: one is the spatial coupling mechanism of red culture and tourism in the “ternary” space; the other is the spatial interaction mechanism of red culture and tourism outside the “ternary” space. Based on this, the study develop a comprehensive discussion through the physical space representation of the coupling interaction of red culture and tourism and the representation of spiritual space and social space, and put forward countermeasures and suggestions.

2. The Physical Space Representation of the Coupling Interaction of Red Culture and Tourism

The core issues of the physical space study of the coupling interaction of red culture and tourism lies in how to transform the advantages of red culture resources into the strong economic and cultural development (Zuo B, 2017). On this basis, a large number of scholars from the perspective of economic and cultural development have explored the landscape construction, traffic network construction and optimization of human settlements, trying to solve the deep dilemma of regional

red culture and tourism in the spatial coupling and interactive development, and improve the coupling and interactive efficiency of red culture and Tourism (Wang Jiahong, 2018).

Because the development of economy and culture is often the basis and guarantee of the research of serving social problems, the physical space is often a hot topic for scholars to study the coupling interaction of red culture and tourism. For example, the study of regional value development and utilization from the perspective of tourism resources (Liu Hongming, 2012); the study of cultural resources gaze from the perspective of tourists (sun jiuxia, 2019); the study of scenic spot landscape construction from the perspective of tourists' demand (George, 2018); the study of digital design from the perspective of live performance (Wang Zhen, 2017). Such as, the Red Culture Museum, red college, red landscape, red performance place and so on are also widely concerned and explored by a large number of scholars (Sisneros-Kidd AM, 2019). Scholars generally agree that the construction of the physical space of the coupling interaction between red culture and tourism creates opportunities for the experience and production of spiritual space and social space.

Red culture is the embodiment of the era brand and revolutionary spirit in this area. Different revolutionary sites, memorial sites and other landscapes bear the specific revolutionary connotation formed by history. When tourists experience history and remember revolutionary ancestors by retaining cultural relics and red landscape, the scenic spot, as the carrier of red culture, is endowed with special connotation, which not only ensures the inheritance of revolutionary history and culture, but also uses culture to drive the development of tourism in the revolutionary area.

3. The Spiritual Space Representation of the Coupling Interaction of Red Culture and Tourism

The spiritual space is the home field of red culture which embodies the unique traditional charm. The red culture is a special type of culture accumulated by the party's leadership of the people in the long-term revolution, construction and reform practice. It is a treasure of the party's advanced culture and an indispensable soft power to promote the modernization of socialism with Chinese characteristics (Ballantyne M, 2013). At present, red culture and tourism are being organically combined, and many kinds of special activities are being carried out in red and hot places. Through the activities, the masses can feel the spiritual connotation and essence of red culture and reach the sublimation of moral realm in the spiritual space (Gao ZH, 2017). In the spiritual space, the combination of red culture and tourism, with its unique charm, provides people with multiple needs in the spiritual dimension, which not only plays the educational function in a subtle way (Xie Yanjun, 2017), but also plays the entertainment function in the form of characteristic experience (Chen Xuguang, 2015), and also plays the aesthetic function in the form of red rendering (Li Maomin, 2018).

The relationship between the spiritual space, physical space and social space of the interaction of red culture and tourism lies in that, through the shaping of physical space and the production of social space, tourists are brought into the substitution space they want to experience. This is the experience process of education, entertainment and aesthetics (Andrew Singleton, 2017). The experience of spiritual space is a kind of compound behavior. Tourists are no longer satisfied with the "punch in" behavior, but expect to get the influence of red culture, so as to obtain more memorable and characteristic experience (Yao LF, 2017). For tourists, red culture is a learning of red information, a relief from daily life to red life, and a pleasure and satisfaction through focusing on the context of red history inheritance (Macarena Lozano-Oyola, 2019).

Red spirit is the national spirit with patriotism as the core and the revolutionary spirit with communism as the core formed in the revolutionary struggle. Red tourism is an important activity for the people to inherit and feel the red spirit. This spirit is continuously inherited in the preserved revolutionary sites and the people's firm belief, and casts a stronger spiritual force in the inheritance. Tourists get high expectation and spiritual satisfaction for red culture in tourism activities.

4. The Social Space Representation of the Coupling Interaction of Red Culture and Tourism

Social space is the basis of the coupling interaction between red culture and tourism, which mainly embodies the social relations of reproduction. The social space production of the coupling interaction of red culture and tourism mainly involves: indirect management of government, direct management of government, tourism operators, communities, red tourism resources and environment and other departments, changes in the relationship between organizations, institutional changes and capital flows (MitchellCJA, 2018), which is the organic combination of system space, capital flow space and relationship space. From the perspective of system space, each subject interacts with each other, or directly or indirectly manages the coupling interaction between red culture and tourism. Among them, how to establish an effective coordination mechanism across government departments has always been a management problem (Lin CF, 2015). In recent years, the cultural tourism policy center is carrying out quality management for sustainable development and competitiveness enhancement, which means that effective governance is gradually stepping onto the stage of social space coordination (Tan Huayun, 2016); From the perspective of capital flow space, the capital sources generated by the coupling interaction between red culture and tourism are becoming more and more diverse. The

scenic spot tickets, red teaching tuition fees, performance tickets, red Photography and other forms continue to emerge, with the development and maturity of them.(Xiong Jie, 2018); From the perspective of relationship space production, its formation and change means that tourism is rooted in red culture, coordinating the division of labor and organization in tourism and red culture resources, which can promote the harmonious development of tourism and red culture (Ma Yong, 2019; Chen Yining, 2019).

Red culture is a unique cultural resource and high-quality tourism resource for the integration and development of Chinese culture and tourism. Culture is the soul of tourism. Many tourists experience the red spirit from the encouragement of this culture. The protection and inheritance of red culture is an important condition for opening up local tourism resources. And tourism is an important carrier of culture. Some old revolutionary areas are rich in red resources. Vigorously developing local tourism is conducive to the inheritance and prosperity of red culture and also to the optimization of industrial structure.

5. Countermeasures and Suggestions

It can be seen from the logical discussion that in the academic research on the coupling interaction between red culture and tourism, scholars usually pay attention to the landscape construction of physical space, the construction of traffic network and the optimization of human life; The educational function, entertainment function and aesthetic function of spiritual space; the system space, capital flow space and relationship space shaping of social space. These results provide a deep research foundation for the research of countermeasures. Based on this, the following countermeasures are put forward:

5.1 Vigorously Develop Tourism and Promote the Spread of Red Culture

It can effectively promote the common development of tourism and culture by vigorously developing tourism and promoting the communication of red culture. Specific measures can be achieved through three aspects. On the one hand, improve the infrastructure construction of scenic spots in the physical space and promote the red tourism brand. In recent years, the construction of cultural tourism scenic spots has made progress, but with the enhancement of people's demand for a better life, the infrastructure construction of scenic spots still needs to be further improved. In addition, we need to increase the publicity of local red tourism brands to attract more tourists; on the other hand, we need to enrich the content of tourism activities in the spiritual space to enhance the red cultural experience of tourists. The traditional way of travel is mainly sightseeing, which is boring and boring. The impact of tourists' visual experience of red culture is not great. They prefer

to experience red culture in an input way and get pleasure and spiritual satisfaction from it. On the other hand, establish a unified tourism system and integrate tourism resources in the social space. Some old revolutionary areas are rich in red resources but scattered, and each independent scenic spot management system and standard is not unified, which leads to the whole area's red resources can not be integrated, affecting the development of tourism and the spread of red culture.

5.2 Deeply Explore Red Culture and Realize Sustainable Development of Tourism

It can promote the transformation and upgrading of tourism industry scientifically to explore the red culture deeply and realize the sustainable development of tourism. Specific measures include three aspects. On the one hand, in the physical space, we should dig deep into red culture and enhance the connotation of tourism resources. Red culture is a unique cultural form formed by long-term development, continuous accumulation and improvement in China, which has its own unique connotation of the times, and has formed a unique revolutionary spirit in the practice of the local old revolutionary base areas. Therefore, when we explore the regional red culture in the current environment, we need to combine the local customs, enrich the connotation of local tourism resources, and realize the sustainable development of regional tourism; on the other hand, in the spiritual space, create a “red era” to reproduce the red spirit. The experience of tourists' spiritual space is expected to gain more experience through the edification of red culture, so it can create a “red era” experience activity, so that tourists can experience various red projects to improve the satisfaction of the scenic spot; on the other hand, in the social space, respond to national policies and develop and expand red culture. Red culture is the spiritual wealth of the old revolutionary base areas. The state attaches great importance to the inheritance and protection of red culture. Therefore, we should actively respond to the call of the government to build a regional red culture base, promote red culture and attract more people to participate in red tourism.

6. Summary and Enlightenment

This study combines three dimensional Dialectics, expand the “cultural tourism integration” into the coupling interaction of culture and tourism in physical space, spiritual space and social space, and expand the understanding of the concept of “cultural tourism integration”. Under the guidance of the concept of new cultural tourism integration, this paper extends the concept discrimination of “spatial ternary theory”, comprehensively analyzes the characteristics of the coupling interaction between red culture and tourism in the “ternary space”, extends the “spatial ternary theory” to the analysis of the spatial characteristics of specific culture and tourism development, and better explores the deep meaning of the coupling interaction between red culture and tourism.

Through the in-depth study, in the future, the author will further demonstrate the application of the relationship between tourism and red culture, and seek an effective path of integrated development. Specifically, to verify that tourism can be used as a carrier of red culture, to help the spread, development and transformation of red culture, to promote the inheritance of red culture from generation to generation, and to provide a promising development idea for the inheritance of red culture. To explore the representation of the integration of red culture and tourism, to find a new way to improve the social service ability and promote the long-term peace and stability project, which can conducive to the diversified development of cultural tourism industry.

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