

A study on high-quality development of China's Red Tourism from the perspective of ceremony sense

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Abstract

This paper systematically sorts out and analyzes the types and forms of ceremonial products in China's Red Tourism. It explores the dialectical relationship, internal logic, and practical paths of developing the sense of ceremony and promoting the high-quality development of Red Tourism. From the perspectives of specialized development, integrated development, and standardized development, the paper proposes practical paths to promote the high-quality development of Red Tourism through enhancing the sense of ceremony. The aim is to facilitate the transformation of Red Tourism from a superficial development focusing on slogans and forms to a high-quality internal development based on market and brand, and to ensure the comprehensive realization of Red Tourism's political, social, cultural, and economic functions.

Keywords: Red Tourism, sense of ceremony, high-quality development, ceremonial forms, feasible paths

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1. Introduction

Promoting high-quality development of Red Tourism is the fundamental goal of its development during China's 14th Five-Year Plan period. Red Tourism development holds great practical significance in countering historical nihilism, strengthening cultural confidence, showcasing the characteristics of China and local areas, and enhancing value identity. From an international perspective, the development of Red Tourism is an important element of increasing China's cultural influence abroad through telling China's stories, spreading China's voice, and showcasing beautiful Chinese images. From a general perspective, the new consumer demand formed by tourism's sense of ceremony meets tourists' higher-level emotional needs, beyond the general needs of tourism. Tourism with a strong sense of ceremony can catalyze tourists' comfortable experiences, promote positive emotional reactions, enhance emotional attachment to tourist destinations, improve the sanctity and uniqueness of tourism attractions, and thus promote the realization of tourism's educational function. Therefore, the sense of ceremony bears great significance for the high-quality development of Red Tourism. Currently, there are calls from the government, industry, academia, and the public for adding a sense of ceremony to Red Tourism. General Secretary Xi Jinping has repeatedly emphasized the importance of the sense of ceremony in his speeches and actions, providing a correct model for the efficient inheritance of red genes and promoting high-quality development of Red Tourism.

1.1 Red Tourism

The concept of Red Tourism was born in China and is a special type of cultural-themed tourism. Red Tourism is an activity that inherits the spirit of the Red Revolution by using Red culture as its connotation and tourism format as its carrier. Red culture is the spiritual cornerstone of tourism culture and the prerequisite for the development of Red Tourism. China systematically promoted the development of Red Tourism in 2004, which has gone through the stages of germination, initial development, comprehensive development, and overall development. Correspondingly, academic research on Red Tourism started to flourish in 2005. With the 100th anniversary of the birth of the Communist Party of China, the research on Red Tourism in China has explosively increased in quantity in 2021, with much of it focusing on high-quality development of Red Tourism. Overall, the research on Red Tourism in China is still in its infancy, and most research results are in the basic theoretical research field, with a clear lack of research in the field of applied strategies.

1.2 Sense of ceremony

Ceremony is a set of behaviors that reveal and emphasize the values of a group. Graburn and Smith were among the first to introduce the theory of ceremony into tourism research, stating that tourism is a special ceremony. The legitimacy of tourism as a type of ceremony theory was first discussed in Nash's "Tourism as a Ceremony" theory, and now, viewing tourism as a "secular ceremony" has become one of the classic perspectives in tourism anthropology research. Sense of ceremony is an important content in the field of ideology and culture, and there is no authoritative definition of tourism sense of ceremony in the academic circle. Yan Xingyu and Yang Xiaozhong (2020) believe that tourism sense of ceremony is a type of participatory experience, which includes feelings of awe, happiness, pleasure, and solemnity. Later, tourism sense of ceremony has become an important indicator to measure the depth of tourism destination experiences. Scholars such as Bai Shizhen (2021) have studied tourism sense of ceremony from two dimensions - uniqueness and courtesy - and have drawn important conclusions that "the uniqueness and courtesy of tourism sense of ceremony have a positive impact on tourists' willingness to revisit." Li Weifei and other scholars (2021) have

conducted in-depth research on the value of ceremony systems in cultural memory inheritance, proposing that "as a typical cultural memory, the inheritance of red memories must rely on ceremony systems".

1.3 High-quality development of Red Tourism

The high-quality development of Red Tourism is a concept that elevates quality as a development orientation. This concept represents a significant adjustment and upgrade in the values, principles, development direction, and development focus of the development of Red Tourism. The summary of relevant research results on the high-quality development of Red Tourism in China reveals two main streams: one is to sort out, summarize, and solve the prominent problems in the development of Red Tourism in China over the past 20 years; the other is to prospect and construct the development focus and path of high-quality Red Tourism, such as sustainable development of Red Tourism, integrated development of Red Tourism, high-quality development planning of Red Tourism, talent team construction for high-quality development of Red Tourism, handling the relationship between the values of red culture and tourism, deep excavation of the core of red resources, and the method and means of inheritance and development of Red Tourism.

In summary, to achieve high-quality development of Red Tourism, emphasis must be placed on the development and expression of a sense of ceremony. Red Tourism with a strong sense of ceremony can better attract tourists' attention through certain formal carriers, and thus reinforce tourists' hearts of piety, solemn states, dedication, and responsibility, thereby awakening their deep affection and responsibility towards the country and its people.

Objectives of the Study - The objectives of this paper are to conduct online and offline research, discover and summarize the ceremonial forms of the Red Tourism products already developed in China, and based on this, find feasible paths for the promotion of high-quality development of Red Tourism with a sense of ceremony.

2. Methodology

The paper mainly used the following research methods: 1) The literature research method, which involved the retrieval of relevant academic papers on Red Tourism, Tourism Sense of Ceremony, and High-quality Development of Tourism. The author carefully studied 82 papers, and selected 53 high-quality papers to systematically summarize their core viewpoints and contents; 2) The official website survey method, browsed the official websites of 100 key Red Tourism scenic spots in China. This survey focused on detailed information about Red culture in these scenic spots, tourism product development, Red Tourism ceremonial activities, and other related information, which was then organized and summarized; and 3) The on-site investigation method, selected the 10 most representative scenic spots from the 100 Red Tourism scenic spots for on-site investigation. The authors gathered information about the overall development of these Red Tourism scenic spots, the development of Red Tourism ceremonial activities, and tourist consumption behavior to obtain more comprehensive information from both the supply and demand sides.

3. Results and discussion

3.1 The ceremonial forms of Red Tourism products in China

After conducting comprehensive and in-depth research on classic Red Tourism destinations nationwide, it is found that a variety of Red Tourism products have been developed in China, with the following ceremonial forms:

Exhibition display format. Red Tourism destinations create various thematic exhibitions such as museums, memorial halls, and display halls, making them an important component of the Red memory symbol system. Using advanced technical means such as 3D imaging, multimedia panoramic painting, electronic touch books

and interactive audience participation, various Red cultural tourism products are displayed, including Red relics, remains, and extended artistic scenes, photos and inscriptions of great figures, authentic calligraphy and paintings from famous figures. These physical or symbolic products, memorabilia, and works can accurately express the Red cultural connotations behind them, providing the most direct sensory stimulation for tourists and inspiring a sense of solemnity, awe, sorrow, pride, and other ceremonial emotions, thereby enhancing the attraction, shock, and infectiousness of the exhibition. Overall, the exhibition displays have a clear theme, rich content, detailed historical records, and a clear context. It is a relatively static form of presentation, aiming to allow tourists to gain Red Tourism emotional experiences, value essence, and collective identity as they learn and visit.

Performance exhibition format. Red Tourism attractions organize vivid and lively exhibition activities to convey the Red Spirit, bring cultural relics to life, and showcase red and local cultures. These exhibition activities include: 1) Audio-visual exhibitions, such as original children's plays produced by the Palace Museum. Standing from the perspective of children and adopting a parent-child dialogue format, the museum and drama are organically integrated, and the correct values are integrated into children's theatrical education activities. This successfully guides adolescents into the museum, where they can experience history, inherit culture, and spread positive energy while leading the way in shaping values; 2) Large-scale thematic drama exhibitions, such as "The Great Turning Point" produced by the Zunyi Performing Arts Group, presenting significant events that occurred during the Red Army's Long March through various performance forms such as singing, dancing, acrobatics, and sketches; and 3) Various red-themed performances, such as "Yan'an Nursery" launched by the Shanxi Yan'an Revolution Memorial Hall. Exhibitions are a kind of dynamic expression form aimed at providing Red Tourism emotional experiences for tourists through watching performances and audio-visual materials.

Pilgrimage and commemoration format. Red Tourism destinations specifically develop some Red memorial venues, symbols, or other Red cultural landmarks for tourists to admire and remember, reminiscing the heroic deeds of revolutionaries, admiring Red relics, and seeking the imprints left by history. It expresses the most profound admiration and blessings for the great motherland and evokes deep sorrow for heroes, martyrs, and major historical events. The ceremonial aspects and processes of admiration and memorializing are full of ceremonies, such as holding solemn flower offering ceremonies, raising the national flag, standing in line in uniform attire, venerating cultural relics, bowing and saluting, solemn music, bright red party flags, resounding oaths, singing the national anthem in unison, and drafting different versions of memorializing words for the destination.

Memorial ceremony format. Commemorative Red Tourism places more emphasis on emotions such as reminiscing, commemoration, and remembrance, expressing emotions of commemorating history and heroes. For example, tourists may take a group photo under a banner at a Red Tourism site, write Red slogans in a message book, and participate in commemorative activities such as retracing the revolutionary path, "Remembering Deng Xiaoping," and other specialized commemorative activities; and share and reminisce about tourism photos, experiences, etc. on social media platforms. Another important form of commemorative Red Tourism products is Red Tourism cultural and creative products. Based on the Red cultural matrix and appropriately compatible with other local cultures, Red Tourism cultural and creative products re-create external and internal information through cultural symbols to convey Red culture and Red spirit. Red Tourism cultural and creative products use ceremonial methods to shape tourists' Red memories and identity, strengthen their identity and sense of belonging, and make tourists' identity logic reasonable when they enter the Red cultural context. In addition, the Red cultural symbols extracted from Red Tourism cultural and creative products have strong timeliness, targeting, and accuracy, which can meet the diverse and personalized needs of different consumer groups. As a result, they obtain sensory experience of symbolic objects and functional usage of functional products, realizing the unity of memory, cultural identity, and cultural continuity.

Check-in format. In 2021, the TV series "The Awakening Age" triggered a craze of Red Tourism check-ins, with tourists flocking to famous Red Tourism destinations to check-in and continue the Red bloodline,

expressing their most fervent and sincere patriotism. According to the four elements of interactive ceremonies in Collins' theory of "interaction ceremonial chains," the behavior of checking-in at Red Tourism sites can be viewed as a ceremonial process. The ceremonial act of checking-in at these destinations is sacred and irresistible, making tourists loyal Red tourists. Behind the check-in behavior, tourists pursue the construction of an ideal self-image, the propagation of collective values and beliefs, and the acquisition of the symbolic value and meaning of internet celebrities. The recognition of the value of Red cultural symbols helps tourist to share emotional and valuable meanings and obtain implicit spiritual emotions and identity. Therefore, the act of checking-in at Red Tourism sites is a ceremonial expression, recording and sharing of the tourist experience, full of ceremony and efficacy.

Immersive format. Red Tourism attractions use major historical events, significant moments, the life stories of heroic martyrs, and other classic Red stories as backgrounds, by means of digital production methods such as projection, lighting, stage design, holographic imaging, and new forms of content presentation such as original hand-drawn designs, dynamic comics, graphic and video design, music animation effects, interactive hot spots, and play creation, to develop immersive tourism products that are visual, touchable, and emotionally engaging. Through strong interactive methods that are easily comprehensible, visually observable, memorable, and experiential for tourists, Red spirit, history, and culture are concretized, visualized, scenarized, and portrayed in an immersive audio-visual experience with emotional depth. The specific forms of expression include: the live performance at the site of Red historical events facing to the audience; the on-site replication of heroic deeds in a large indoor stage; the indoor performance of Red-themed experiential plays utilizing a mobile mode; the multifaceted presentation of theatrical performances with interactive elements; the development and design of immersive theme-based educational activities using immersive pedagogical content and methods.

Interactive participation format. At the micro level, the transformation of "Red memory" from being absent to present can only be achieved through the active involvement of individuals, with the emotional expression and value experience in ceremonial exercises as the most effective practical participation method. The Red memory-like ceremonial products recreate and revisit these memories through repetitive, standardized, and fixed ceremonies, shaping the social memory of major historical events, heroic figures, and so forth, enabling tourists to gain a sacred experience based on social reality, thereby constructing their social identity and achieving a mutually beneficial relationship between individuals (sense of belonging and self-esteem) and society (cohesion). To maximize the function of Red Tourism ceremonies in aggregating positive energy, interactive participatory areas have been established in major revolutionary sites and Red cultural training bases, striving to engage tourists fully in experiential projects through various aspects, such as attire, props, and behavioral actions, transforming them from outsiders to insiders and from visitors to participants, thereby obtaining the most significant real-life experiences and enhancing the effectiveness of Red education.

Comprehensive experience format. Red Tourism scenic spots have developed a series of comprehensive and high-quality Red Tourism products, exploring a variety of ceremonial performance modes, such as observant, auditory, experiential, immersive, participatory, and edifying. Innovative methods and approaches combine the travel elements of "eat, live, travel, shop, entertain" with perceptual experience elements such as "sight, hearing, taste, smell, touch, moral sense, rational sense, and aesthetic sense," integrating various comprehensive Red Tourism ceremonies. These comprehensive experiential activities not only emphasize the systematic cognition of Red culture for tourists but also focus on the transformation of knowledge and tourists' multiple experiences. They satisfy the individualized needs of tourists while also cultivating their teamwork abilities, hands-on skills, abilities to practice and spread the Red spirit, and historical and cultural experiential awareness, as well as other comprehensive abilities and qualities.

Digital experience format. In the digital new media environment, Digital Tourism and tourism digitization have become an inevitable trend. New forms of Red Digital Tourism products such as Digital museums, Digital exhibitions, Digital libraries, 5G cultural tourism interactive live broadcasts, 360° panoramic online visits, Fingertip Cloud touring, and AR scene navigation have reached a new height in the digital ceremonial

dissemination of Red Tourism. The essence of digital communication is based on the shared view of ceremonial, which is a metaphor for the values, culture, and ideas behind the real scenes of tourist destinations. In the dissemination of ceremonial views, the ceremonial atmosphere is shared and the ceremonial process is enjoyed. By using digital technologies such as artificial intelligence, 3D modeling, augmented reality, virtual reality, and 3D engine panoramic shooting to recreate realistic situations, shape a vast system of symbolic representations for ceremonial communication, and construct a complete and vivid cultural resonance field, Digital Tourism maximizes the sense of participation and presence for tourists and creates diverse ways of participation. Moreover, the experience of ceremonial sense can continuously expand the depth of cognitive experience for tourists' digital presence, completing the transformation from the shallow information perception process to a deep understanding of the theme, cultural resonance, and memory generation.

3.2 Feasible path of promoting High-quality development of Red Tourism through the sense of ceremony in China

Red Tourism, which follows ceremonialized design and performance thinking, creates and inspires a sense of tourism ceremony through the shared shaping of ceremonial framework, elements, strategies, narratives, imitations, field, and atmospheric context. As China enters a new development stage, further upgrading is required for the development of the sense of ceremony in Red Tourism. To promote the high-quality development of Red Tourism, the development of ceremony sense should follow a standardized, specialized, and integrated development path.

Standardized development pathway - Standardization is culturalization. Culture, with the help of standardization, can make abstract concepts concrete, standardized, and institutionalized. Ceremonial activities play a cultural function by means of normativity, discipline, institutionalization and sanctioning mechanisms, generating a sense of ceremony through repeated practice. The development of the sense of ceremony in Chinese Red Tourism education is currently facing a reality in which the body is present but the emotions are absent. To address this issue, it is necessary to further standardize the speech and actions of tourists in Red Tourism to educate their hearts and examine their thoughts to invigorate their spirit, which is key to the high-quality development of Red Tourism. Currently, the norms established and implemented in various red tourism destinations in China are mostly slogans and initiatives, with few mandatory measures or clearly defined restrictions. For example, "pet animals are not allowed to enter the venue, visitors should not disturb others, should not behave in a way that is harmful to the sightseeing experience or the image of the scenic area, spitting and littering are not allowed, loud noise is strictly prohibited, smoking is strictly prohibited, visitors should take care of the environment, keep the venue quiet, and disheveled visitors are not allowed to enter the venue." These slogans and suggestions focus more on shallow cognitive aspects such as scenic safety, environmental hygiene, and the civilized behavior of tourists, and are generic, fragmented, and repetitive. To achieve standardized development of Red Tourism, it is necessary to impose strict constraints and limitations on the behavior of tourists in various ceremonial activities, to stimulate the profound and solemn reverence of Red faith and spirit within their hearts, and to generate a deeper sense of ceremony in Red Tourism. The stronger the sense of ceremony among tourists, the more initiative they will have in accepting Red culture.

Specialized development pathway - Currently, many of the ceremonial activities in Red Tourism products remain superficial, with repetitive content and formats. To achieve high-quality development, it is necessary to take a specialized development path. This involves constructing a 360-degree Red ceremonial symbol system that not only corresponds to the unique cultural characteristics of Red culture, but is also highly distinctive. To achieve this goal, it is recommended to dig deep, organize, and refine the following Red cultural elements: 1) the essence of Chinese traditional culture, including etiquette, customs, and conventions; 2) regulations, policies, and agreements that restrict tourist behavior; 3) the fundamental principles, moral standards, behavioral standards, and ideal beliefs that embody the Red genes and Red spirit in people's daily work and life; and 4) shared Red cultural genes extracted from the advanced culture of Red Tourism sites, which embodies strong

regional and national personality charm. The four types of cultural and spiritual elements should be formulated into behavioral norms for tourists when visiting Red Tourism sites. These norms should be permeated throughout the entire field of the Red Tourism area, all activities, and the entire tourism process in an explicit or implicit, ritualistic manner. Tourists are required to strictly abide by these constraints and regulations, which will generate a strong sense of physical and mental presence, identity, and cultural value identify through their implementation. This will achieve the unity of physical and emotional presence in relation to the Red spirit, Red character, Red faith, Red values, and other aspects.

Integrated development pathway - One is the product Integration. Integration of Red Tourism products should emphasize deep-level integration and complementarity of product features, cultural connotations, and other elements. The fusion of cultural genes should be the basis for this integration, with in-depth exploration of the common ground between Red cultural genes and other cultural genes to ensure that their cultural roots are interconnected and their directions are consistent. The spiritual essence, value orientation, and evolution process of Red culture have commonalities with other cultural genes, making it possible to promote the inheritance, enrichment, and development of Red culture, while also positively influencing and transforming other cultures. This provides the necessity and possibility for the deep integration of Red culture with other cultures. The integrated tourism products should highlight their ceremonial functions, value the holistic expression of their Red cultural genes, increase the symbolic significance of their ceremonial elements, and broaden the types and forms of ceremonial products, while enhancing their norms and standards.

The other is the regional Integration. In order to fully present Red historical and cultural facts and better inherit, protect, and develop Red cultural resources, it is urgent to implement a cross-regional integration development strategy for Red Tourism destinations. Currently, most of the cross-regional Red Tourism cooperation in China's Red Tourism-rich areas is limited to peripheral areas such as markets, platforms, mechanisms, routes, talent, industry, and cultural research, with little involvement in the core area of the tourist experience. Therefore, if Red Tourism is to achieve high-quality development, there is an urgent need for cooperation and development that can reach the core of the tourist experience through the Red Tourism sense of ceremony. Cross-regional cooperative development of Red Tourism ceremony sense should: 1) explore the highly relevant regional historical culture, modern revolutionary culture, and contemporary progressive culture in various regions, extract the common Red cultural genes; 2) integrate Red Tourism resources from various regions through these common Red cultural genes. This ensures that the cultural gene sequences behind the jointly developed Red Tourism resources are consistent, ensuring the best educational outcomes of integration; 3) The common Red cultural genes should be refined into a common Red spirit and national spirit, collectively referred to as the Red spirit; and 4) these Red spirits should be embodied into Red cultural symbols and emblems for the purpose of cross-ritual domain fusion design to unify the symbolic symbols of different domains. In addition, attention should be paid to the organic aggregation of ceremonial emblems in each ceremony domain and the formation of a regenerative metaphor in order to create a holistic symbol of the Red Tourism ceremonial domain. It is necessary to adopt a complete narrative structure and a coherent and unified narrative method to systematically construct Red memory. Based on the daily narrative-style construction of Red memory, more construction methods based on grand narratives should be developed to maximize the expression of the mainline of Red memory. It is essential to repeat the ceremony during the tourist flow process in different regions to reinforce its implicit "memory space," thereby more effectively enhancing people's political and identity recognition.

4. Conclusion and recommendation

Red Tourism is a special cultural theme tourism born in China. It is a political and cultural project, as well as an economic and poverty-alleviating project. The Red culture and spiritual connotations of Red Tourism destinations have a tremendous spiritual guidance function on personal life and career development. Tourism with a strong sense of ceremony can catalyze tourists' smooth experience and enhance the educational function of Red Tourism destinations. Therefore, ceremony is the fundamental attribute of Red Tourism, and high-quality

development of Red Tourism requires expression through ceremony.

In recent years, under the vigorous promotion of the Chinese government, Red Tourism in China has achieved rapid development, and its tourism influence has become increasingly significant. The forms of ceremonial red tourism products are becoming more and more diverse, the means are becoming more modern, and the tourism experience is getting better. But the content and form are significantly similar, and the deep excavation of cultural and spiritual connotations is inadequate. Tourists are physically present but emotionally absent. To achieve high-quality development, Red Tourism product development must be upgraded, following a path of standardization, specialization, and integration.

This paper proposes a theoretical framework and implementation path for standardization, specialization, and integrated development, targeting the current situation and problems of the development of ceremonial Red Tourism products in China. In future research, it is suggested to use the theoretical framework of these paths, to select a Red Tourism destination or a particular type of destination as the object of case study, and to develop more specific and feasible individual or integrated programs for standardization, specialization, and integrated ceremonial products to better promote high-quality development of Red Tourism. In view of the significant educational and cultural functions of rituals in tourism and the great guiding significance they have on personal life and career development, scholars, teachers and students are called upon to actively participate in practical activities and theoretical research on red tourism and other thematic tourism with a strong sense of ceremony to accelerate the promotion of rituals for the high-quality development of red tourism and other forms of tourism.

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