

# Design-driven branding of Jinzhai County red travel

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**Abstract:** This article aims to explore how to raise the level of development of Jinzhai County's red industry, by strengthening scientific and technological innovation and personnel training, and enhancing its technical level and management capacity. This paper first introduces the importance of strengthening scientific and technological innovation and personnel training, and then puts forward some suggestions on strengthening industrial planning and policy support. Finally, it concluded that these measures could achieve the upgrading and transformation of Jinzhai County's red industry.

**Keywords:** Scientific and Technological Innovation; Personnel Training; Development Level; Industrial Upgrading

## 1. Introduction

As an important part of socialism with Chinese characteristics, red industry plays an important role in promoting economic growth and social development. However, with the development of the times and the intensification of market competition, Jinzhai County's red industry is facing the problems of insufficient technical level and weak management ability, which restrict its sustainable and healthy development. Therefore, it is urgent to strengthen scientific and technological innovation and personnel training to improve the development level of Jinzhai County's red industry.

## 2. Brand Characteristics of Red Travel in Jinzhai County

### 2.1 Red Culture With a Long History

Jinzhai County has a long history of red culture. As an important revolutionary base during the Second Sino-Japanese War period, the Jinzhai County region bears many heroic deeds and historical memories of the Red Revolution. These rich red cultural resources have become a valuable capital for the development of the red

cultural brigades in Jinzhai County. Visitors to Jinzhai County can experience the hard times of the Anti-Japanese War period, learn about the heroic deeds of the heroes and feel their devotion to their country. Jinzhai County's red culture is not only a history, but also a spiritual inheritance and promotion. This kind of rich red culture provides a unique and precious resource for Jinzhai County's red travel brand. Visitors can visit red cultural sites, such as the heroic mausoleum and the Red Revolution Memorial Hall, to learn about the revolutionary history and heroic deeds.

### 2.2 The Perfect Combination of Natural Scenery and Human Landscape

Jinzhai County is a mountainous region with a rich variety of natural scenery. Here the beautiful mountains and rivers, the water quality is clear, let a person be intoxicated. The combination of Jinzhai County's natural scenery with red cultural relics and cultural landscape makes Jinzhai a unique tourist destination in the minds of tourists. Visitors can enjoy spectacular mountains, rolling canyons and The Limpid Stream. Jinzhai County is known as "The land of landscape painting", with every corner displaying the uncanny workmanship of nature. Famous scenic spots, such as Red Army Hill, red stone forest and Red Earth Gorge, are the best display of natural scenery. Echoing the natural scenery is Jinzhai County's unique red cultural relics and cultural landscape, visitors can visit the Red Army Square, feel the magnificent style of the Red Army and the heroic fighting spirit. These attractions make Jinzhai County a natural and cultural tourist destination. Visitors to Jinzhai County can enjoy the tranquility and beauty of the natural scenery. Red Cultural Sites and cultural landscapes also provide rich tourism resources, enabling visitors to better understand and experience Jinzhai County's history and culture.

### 2.3 The Integration of Regional Characteristics and Folk Culture

The integration of regional features and folk culture of Jinzhai County red travel brand is an important characteristic of its unique charm. Jinzhai County is not only rich in red culture, but also has distinct regional characteristics and colorful folk culture. The landscape, vernacular architecture and traditional craftsmanship reflect Jinzhai County's unique regional culture. Jinzhai County has a predominantly Han population, and the traditional culture and customs of the Han people have been well preserved and passed on. While visiting the red spots, visitors can also experience local folk culture, such as enjoying local opera, tasting authentic food, and participating in folk festivals. This blend of regional characteristics and red culture not only enriches the content of cultural and tourism products, but also enhances the travel experience of tourists. Jinzhai County's red travel brand, is based on this integration of regional and folk characteristics. By excavating and integrating these resources, Jinzhai has successfully built a comprehensive brand of literature and tourism that integrates red education, cultural experience and eco-tourism, attracting a large number of tourists to visit. This integration not only highlights Jinzhai County's cultural heritage, but also injects new vitality into the development of the local tourism industry.

#### **2.4 A Variety of Red-Themed Activities**

The Jinzhai County region provides a variety of tourism experiences for tourists through various red-themed activities, adding to the charm and appeal of the red travel brand. The Red Culture Symposium in Jinzhai County provides an opportunity for visitors to interact with experts and scholars. These seminars focus on the history, connotation and impact of red culture, through wonderful speech and sharing, so that visitors more in-depth understanding of the rich content of red culture. The Symposium also provides an opportunity for visitors to interact directly with experts and scholars, further enhancing the cognitive and emotional ties of red tourism in Jinzhai County. Jinzhai County hosts red cultural performances, which vividly display the charm of red culture through singing, dancing, drama and other art forms. These performances, with red themes as the theme, show visitors the glorious history and great spirit of red culture through exquisite performances and shocking scenes. This kind of red art performance not only enriches the entertainment

experience of tourists, but also deepens the understanding and recognition of Jinzhai County's red culture. At the same time, an exhibition on red culture was held in Jinzhai County to showcase the precious cultural relics and historical documents of red culture. These exhibitions let visitors experience the historical precipitation and cultural relic value of the red culture by displaying the real objects of the red culture, such as Red Army clothes, souvenirs, etc. . The exhibition also introduces important events and figures of red culture to visitors in the form of pictures and words, further arousing their interest and thinking about Jinzhai County's red culture.

#### **2.5 Red Industry With Development Potential**

The red cultural tourism industry in Jinzhai County, as a local characteristic industry, has huge development potential. The development of red industry can create more employment opportunities. With the gradual rise of red tourism, Jinzhai County's growing demand for tourism, the need for more guides, service personnel, hotel staff and other professionals. Red industry also involves red culture research, cultural and creative product design and production and other fields, for the relevant talents to provide career development opportunities. By developing red industry, we can absorb more labor force employment and promote the growth of local economy. The development of red industry can also drive the development of other related industries, the rise of red tourism will drive the development of hotel, catering, transportation and other service industries. At the same time, the research and promotion of red culture will also promote the development of cultural and creative industries, promote the protection of cultural relics, cultural exhibitions and other industries to flourish. The development of these related industries provides more opportunities for economic transformation and upgrading in the Jinzhai County region. The development of red industry can also promote the rural revitalization of the Jinzhai County region, Jinzhai County natural beauty, the development of red tourism can attract more tourists to come to visit and vacation. This will promote the development of local farmers' economy, promote the rise of rural tourism, agricultural products processing industry, and further improve the income level and quality of life of farmers.

### **3. Jinzhai County's Design-Driven Red Travel Brand Has Problems**

#### **3.1 Insufficient Publicity**

The lack of promotion of Jinzhai County's red travel brand is indeed a problem, as Jinzhai County is relatively unknown among domestic and foreign tourists, despite its rich red resources and unique tourism characteristics. First, Jinzhai County's red travel brand's market positioning is not clear enough, resulting in a lack of targeted marketing strategy. It is recommended that Jinzhai County identify the target group of tourists, understand their needs and interests, and formulate a promotional strategy accordingly. The second is that Jinzhai County's content and methods are relatively traditional and lack novelty and creativity, making it difficult to attract and retain the target tourists. It is suggested that Jinzhai County should pay attention to differentiation and highlight the uniqueness and attractiveness of the Red Brigades. Third, the lack of word-of-mouth marketing, Jinzhai County can pay more attention to tourist satisfaction and experience, and actively foster the spread of word-of-mouth tourists. Quality travel services, well-planned itineraries and warm and thoughtful reception are all key to Marketing buzz visitors.

#### **3.2 Insufficient Integration of Resources**

It is a problem that the integration of resources of Jinzhai County's red travel brand is inadequate. The Jinzhai County region has many red cultural resources, including red sites, red cultural relics, red stories, etc. , however, these resources have not been fully integrated and utilized, resulting in the Red Brigades' development potential has not been fully released. The first is the lack of overall planning and strategy, there is no clear orientation and use of red resources. The second is that the management and operation are not professional enough. Jinzhai County does not have a professional red brigade management team, which is responsible for the integration, planning and operation of resources. Third, there is a lack of coordination and cooperation mechanism. Jinzhai County's red culture resources are distributed in different regions and units. Therefore, it is necessary to establish an inter-departmental and inter-unit coordination and cooperation mechanism. Fourth, content

innovation and experience design are insufficient. Jinzhai County's red text tourism needs to build unique tourism products and attractions from the perspective of content innovation and experience design.

#### **3.3 The Quality of Tourism Service Needs to Be Improved**

The quality of tourism services in Jinzhai County needs to be improved. Although Jinzhai County is rich in red culture resources and beautiful natural scenery, but there are still some problems. First, there are problems with the quality of tour guides. Some tour guides lack the professional knowledge and explanation ability to provide tourists with accurate and comprehensive explanation of red culture and scenic spots. Sometimes the guide's service attitude is not friendly and warm, lack of professional literacy and communication skills. This affects the tourists' understanding and experience of red culture and scenic spots. Secondly, the scenic facilities need to be further improved. The infrastructure of some scenic spots is not perfect, such as public toilet, parking lot and so on. The lack of necessary facilities will bring inconvenience to the travel experience of tourists and reduce the satisfaction of tourists. The safety facilities and service facilities of some scenic spots need to be improved to ensure the safety and comfort of tourists. There are also problems with transport in the Jinzhai County. Although Jinzhai County has ramped up its transport infrastructure in recent years, it still suffers from congestion and poor information. The traffic line of some scenic spots is not convenient enough, the lack of public transport facilities, to the travel of tourists has brought a certain amount of trouble. Finally, the ability of tourism information transmission needs to be improved. Jinzhai County's tourism publicity and information transmission is not accurate and timely, tourists difficult to obtain accurate travel information. Jinzhai County's red culture, attractions and tourism services are not fully displayed to tourists due to the limited channels for tourism promotion and the lack of diversified publicity methods and platforms.

#### **3.4 Lack of Differentiation of Competitive Advantage**

An important problem for Jinzhai County is its lack of differentiated competitive advantage. In the red tourism industry, the Jinzhai County

region faces fierce competition, many places are committed to the development of red tourism, however, Jinzhai County has certain deficiencies in the unique advantages compared with other places. First, the red resources in Jinzhai County are abundant, but they lack obvious differences compared with other regions. Many places have their own unique red resources, such as revolutionary sites, historical relics, and so on, which created a unique red travel brand image for them. Jinzhai County's relative lack of character makes it difficult to stand out from other places and attract more high-quality tourists. Second, Jinzhai County still lags behind other places in terms of tourism facilities and services. Some developed regions have already attracted large numbers of tourists with high-quality services and complete tourism supporting facilities, while some of Jinzhai County's infrastructure and service levels still need to be improved. This makes Jinzhai relatively backward in providing comfortable, convenient and high-quality tourism experience, and it is difficult to attract more high-end tourists. Promotion in Jinzhai County also needs to be strengthened, and there is a lack of effective market positioning and brand promotion. In a competitive environment, Jinzhai County needs differentiated market positioning and innovative marketing strategies to stand out. However, Jinzhai County's limited promotional efforts and lack of a distinctive brand image have hampered its ability to attract more high-quality visitors.

### **3.5 The Level of Red Industry Development is Limited**

The red industry in Jinzhai County has a limited level of development, which is mainly reflected in the lack of technology and management. Despite the potential for red industry in Jinzhai County, there are still problems. Lack of technology is a major constraint to the development of the red industry in Jinzhai County. Innovation and technology application in the red tourism industry are crucial to enhancing competitiveness. However, Jinzhai County's technological level in the development and utilization of red resources is relatively low, and the region lacks innovation capacity and scientific and technological support. This has affected the development of the red industry in Jinzhai County and the promotion of competitiveness. Limited management is also an

issue in the development of Jinzhai County's red industry. Effective management is crucial to the sustainable development of the red industry. However, there are deficiencies in the management of red industry in Jinzhai County. The management of some scenic spots is chaotic and lacks scientific planning and management mechanism. The division of responsibilities and coordination of relevant management departments also need to be further improved. This has affected the standardization of the red industry and the improvement of service quality. In Jinzhai County, there are still limitations in the training and introduction of talents. The development of red industry needs professional and high-quality talents. However, the training and introduction of red industry-related talents in Jinzhai County is not enough. Lack of professional talent will limit the development and promotion of the red industry, can not meet the growing market demand.

## **4. Design-driven Optimization of Jinzhai County's Red Tourism Brand**

### **4.1. Strengthen Brand Promotion and Promotion**

Strengthening brand publicity and promotion is an important strategy to enhance the brand building of red tourism in Jinzhai County. Jinzhai County, the rich red tourism resources will be widely publicized. Traditional media can help spread Jinzhai County's unique image of red culture and attractions to a wider audience. Jinzhai County should also make full use of the internet and social media platforms such as Weibo, wechat and Douyin to promote its brands. Through the release of attractive content on the major platforms, such as tourism strategy, attractions, feature activities, to attract more attention and participation of tourists. Jinzhai County can actively work with travel websites and online travel platforms to increase its online exposure and visibility. Jinzhai County can also use events and festivals to give its brand a bright spot and appeal. To organise special red tourism activities, such as the Red Culture Festival and the revolutionary history exhibition, so as to attract more visitors and increase the visibility and influence of Jinzhai County's red tourism brand.

### **4.2 Integrating Resources to Promote Innovation and Development**

Integrating Resources and promoting innovative development is one of the important strategies to optimize the brand building of red tourism in Jinzhai County. By integrating its rich red cultural resources, Jinzhai County can, such as revolutionary historical sites, red spots, cultural relics, to create a unique and attractive tourism products. We can develop commemorative red culture theme tours and Red Revolution education experience tours to meet the needs of different groups of tourists and enhance the quality and characteristics of red literature tours in Jinzhai County. Jinzhai County can actively promote innovation and development, introduce new scientific, technological and cultural elements, and enhance the innovation and competitiveness of red tourism products. We can make use of virtual reality technology to create immersive experience of Red Revolution history, develop mobile APP navigation system, provide personalized and interactive travel experience. At the same time, we can combine the local traditional culture and folk activities to create red cultural tourism products with local characteristics, attracting more tourists' attention and participation. Jinzhai County can also strengthen cooperation with enterprises, universities and other institutions to jointly carry out the R & D and promotion of red tourism products. We can set up the cooperation mechanism of production, study and research, make use of the scientific research strength of the university and the market resources of the enterprise, accelerate the innovation and promotion of the red tourism products. At the same time, it can attract more excellent tourism enterprises and brands to settle in Jinzhai County and jointly promote the development and expansion of the red tourism industry.

#### **4.3 Improve the Quality of Tourism Services**

Improving the quality of tourism services is one of the important measures to build the red tourism brand in Jinzhai County. Jinzhai County can strengthen the training and guidance for tourism practitioners. Through professional training courses, to enhance practitioners' service awareness and professional level, so that they better understand the red culture, familiar with the history of scenic spots, to provide more thoughtful and professional services. At the same time, we should establish perfect standards and norms of tourism services, guide practitioners to standardize their operations and

improve service levels. Jinzhai County can improve the hardware of its tourism facilities and enhance the comfort and experience of tourists. This includes improving infrastructure, such as roads, car parks and toilets, to improve transportation and the experience of visiting; optimizing the layout of scenic spots and guided tour systems to make it easier for tourists to visit; and increasing the number of rest areas and amenities, provide more convenient service. Jinzhai County can also improve its service by establishing a complaint handling mechanism and customer feedback channels to keep abreast of visitors' comments and suggestions. Actively respond to the needs and feedback of tourists, improve the satisfaction and loyalty of tourists.

#### **4.4 Highlight the Competitive Advantage of Differentiation**

To highlight the competitive advantage of differentiation, Jinzhai County can start with market demand and tourist preferences, and tap into its unique characteristics and advantages, to create a personalized, differentiated red travel brand. First, Jinzhai County can use market research and tourist feedback to understand the needs and preferences of its target audience and pinpoint its target market. For different groups of tourists, such as cultural seekers, outdoor explorers, and so on, design the corresponding tourism products and services to meet their individual needs. Second, Jinzhai County can create a unique travel experience by exploring its unique red culture and history. We can make use of the local revolutionary historical sites, red cultural relics, and so on, to carry out theme tours, cultural experience activities and so on, deeply excavate the connotation of red culture, attract more tourists' attention and participation. At the same time, combine the local natural scenery and folk culture, create diversified and rich tourism products, and enhance the attractiveness and competitiveness of Jinzhai County red tourism. Jinzhai County can also increase brand awareness and influence through innovative marketing and promotion strategies. Can make use of the Internet and new media platform, carry out online marketing activities, strengthen brand promotion and promotion; at the same time, strengthen cooperation with travel agencies, OTA platform, etc. , expand sales channels, increase product exposure and sales.

#### 4.5 To Raise the Level of Red Industry Development in Jinzhai County

To promote the development of Jinzhai County's red industry, the key is to strengthen scientific and technological innovation and personnel training, so as to improve its technical level and management ability, thus promoting the rapid development of the red industry. First of all, by increasing the input of science and technology, to promote the development of the red industry in the direction of intelligence and information. Can introduce advanced production technology and management system, improve production efficiency and product quality. At the same time strengthen scientific and technological innovation, promote the red industry to high-end, intelligent direction upgrade, enhance competitiveness. Secondly, we should strengthen the training of talents and cultivate a group of talents with professional skills and management ability. By establishing the cooperation mechanism of industry-university-research, we can bring in excellent talents from universities and scientific research institutions to participate in the R & D and innovation of red industry. At the same time, strengthen the internal training and talent introduction, improve the professional quality and management level of staff, for the development of the red industry to provide personnel security. We will strengthen industrial planning and policy support to create a sound environment for development. Relevant policies can be formulated to support scientific and technological innovation and personnel training in red industry, reduce the cost of R & D and personnel training, and encourage enterprises to increase investment in technological innovation. At the same time, we should strengthen the industrial planning and layout of the red industry, optimize the industrial structure, improve the effect of industrial agglomeration, and promote the healthy development of the red industry.

#### 5. Conclusion

In this paper, by strengthening scientific and technological innovation, introducing advanced production technology and management system, and promoting the red industry to intelligent,

information-oriented development, we can improve its competitiveness and industrial level. At the same time, we should strengthen the training of talents, cultivate a group of talents with professional skills and management ability, and provide solid talent support for the development of red industry. We will strengthen industrial planning and policy support, optimize the industrial structure, and promote the healthy development of the red industry. These measures contribute to the upgrading and transformation of the red industry and provide strong support for the sustainable development of the economy and society.

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