Development Potential of Red Tourism Resources in Nanchang City from the Perspective of Global Tourism

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Abstract Based on the theory of all-for-one tourism, a multi-scale analysis method is adopted to systematically evaluate red tourism resources. At the micro level, red tourism resources are analyzed from five evaluation dimensions: attention, supporting degree, accessibility, relevance, and differentiation; at the macro level, taking districts and counties as the basic units, indicators such as the quantity of red tourism resources in districts and counties, the number of red tourism resources at or above the provincial level, road network density and coverage density of red tourism resources, the average value of individual indicators in five dimensions within districts and counties, economic level, population, and fiscal expenditure are selected. Using entropy weight method, the weight coefficients of each indicator are calculated, and then the development potential of red tourism resources in Nanchang City is scientifically evaluated. At the individual scale, the most important indicators that affect development potential are attention, relevance, and supporting degree. At the global scale, the most important indicators that affect development potential are attention, differentiation, and relevance. The red tourism resources in Nanchang City with the highest comprehensive score are Mao Zedong Thought Victory Museum, Bayi Square, Fang Zhimin Patriotic Theme Education Exhibition Hall, Fang Zhimin Martyrs Cemetery, and Bayi Uprising Memorial Hall. The counties and districts with the highest comprehensive score are Donghu District, Xihu District, and Qingshanhu District. Among the red tourism resources in Nanchang City, only a small portion have a high level of development potential, while the development potential of most individuals and counties is at a moderate level. Moreover, individuals and counties adjacent to the city center generally show more significant development advantages.

Keywords Red tourism, Global tourism, Development potential, Nanchang City
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Nanchang is one of the important birthplaces of the Chinese revolution, with abundant red tourism resources. These historical relics vividly record the eventful years when the CPC led the people to carry out revolutionary struggle. They are not only precious historical and cultural treasures, but also fresh materials for patriotism education, and also an important force to promote economic development. As an important component of China's characteristic cultural tourism, red tourism has shown a vigorous development trend in recent years. In August 2023, the Ministry of Culture and Tourism, together with the Ministry of Education and other departments, jointly issued the *Action Plan for Utilizing Red Resources to Cultivate New Talents in the Era and Promote Soul Building and Education through Red Tourism* (2023–2025). This policy document clearly sets development goals: to establish and improve a long-term working mechanism for the soul building and education through red tourism, and significantly enhance the actual effectiveness of red tourism in ideological and political education. Red tourism resources have multiple social functions, and scientific protection and rational utilization of red tourism resources are particularly important.

Nowadays, a large number of scholars in China have conducted research on red cultural resources. Early research was mostly conducted to sort out red cultural resources through historical documents, field investigations, archive organization, and other means[1-3]. With the continuous deepening of research, scholars' focus is no longer limited to the narrative level of revolutionary historical events, but rather delves into multiple dimensions such as cultural values, educational functions, and spiritual inheritance[4-6]. Scholars not only study the historical background of red culture, but also pay attention to the ideological, cultural, artistic, and educational significance contained in red culture. After entering a new era of socialism with Chinese characteristics, the inheritance and innovation of red culture have become an important research direction[7-8]. Scholars have begun to explore how to combine red culture with the needs of modern society, and how to integrate red culture into various aspects of contemporary social development, especially in the fields of youth education, social governance, and cultural industries[9-10]. Some scholars have conducted research on the current status analysis of existing red tourism resources. Hong Xiafang et al.[11] conducted a quantitative analysis of the spatial distribution characteristics of revolutionary cultural relics in Jiangxi Province; Wang Xiuwei et al.[12] analyzed the spatiotemporal distribution, distribution characteristics, and influencing factors of national red revolution sites and revolutionary memorial buildings; Ding Cuicui et al.[13] analyzed the spatial distribution characteristics and influencing factors of red tourism resources in Tibet. These studies mostly focus on the geographical spatial distribution characteristics of red tourism resources themselves, but lack consideration of their surrounding environment, and the research on the potential development of red tourism resources is not comprehensive and in-depth enough.

Global tourism is a new model of tourism development that has gradually emerged in recent years. It emphasizes not only the tourism development of local areas or attractions, but

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also the integration of all resources, services, facilities, etc. of a region into the overall tourism planning, achieving comprehensive development from natural landscapes, historical culture to folk customs, tourism services, and other aspects. Yan Jun et al.[14] comprehensively considered the convenience of transportation, accessibility of resource points, and ecological suitability, and obtained the global scenic byways network of Liyang with a wide coverage and strong accessibility. Based on the concept of holistic tourism, Li Guo et al.[15] conducted a preliminary route selection and development potential analysis of the scenic roads in the Changsha–Zhuzhou–Xiangtan area, and classification and structural analysis of the scenic roads in the area were conducted.

The analysis of development potential from the perspective of holistic tourism can achieve a more comprehensive resource assessment, improve resource utilization efficiency, ensure balanced development among regions and rational allocation of resources, and enhance overall tourism quality and service level[16]. Based on the concept of holistic tourism, the entropy method is used to construct a development potential evaluation system, and the development potential of red tourism resources in Nanchang City is evaluated from two scales: individual and holistic.

1 Research subject

Nanchang is known as the "Hero City" with a glorious history of the Red Revolution. It is the birthplace of the Chinese People's Liberation Army and boasts numerous famous red tourism attractions. These scenic spots have a large number, high level, and great influence, providing a solid foundation for the development of red tourism resources in Nanchang. In addition, Nanchang has unique ecological characteristics and a long cultural tradition. The integration of red, green, and antique tourism resources greatly enhances the tourism attraction of Nanchang.

154 red tourism resources registered and published in the *Jiangxi Province Immovable Revolutionary Cultural Relics* (the first and second batches), the *List of Provincial Key Cultural Relics Protection Units in Jiangxi Province* (the first to sixth batches), the *List of Historical Architecture in Nanchang City* (the first and second batches), and the list of cultural relics protection units published by Nanchang City and various districts and counties are selected as the research objects.

From the perspective of protection level, there are 7 national key cultural relics protection units, 20 provincial-level cultural relics protection units, 5 municipal-level cultural relics protection units, 38 county-level cultural relics protection units, 53 unclassified cultural relics protection units, and 31 modern non cultural relics red tourism resource points. The distribution details of red tourism resources in each district and county are shown as Table 1.

In terms of categories, the largest number of red tourism resources in Nanchang City are residence and community, with 69, accounting for about 44.8%. They are mainly composed of two categories: former residence sites of celebrity and architectural sites under social reform and construction. The second is sites and relics of social, economic, and cultural activity, with 29 , most of which are battle sites and relics from the Bayi Uprising and the Anti Japanese War. Next are comprehensive cultural tourism destinations, landscape architecture and ancillary buildings, sacrificial sites, and transportation buildings. The number of trees and hydraulic structures is the minimum. The classification statistics of red tourism resources in each district and county are shown as Table 2.

From a spatial perspective, red cultural resources are distributed in all districts and

Table 1 Classification statistics of red tourism resources in Nanchang City

Region	National key cultural relics protection units	Provincial-level cultural relics protection units	Municipal-level cultural relics protection units	County-level cultural relics protection units	Unrated cultural relics	Non cultural relics red tourism resource points
Donghu District	4	5	3	0	8	10
Xihu District	2	2	1	0	3	2
Qingshanhu District	0	2	0	0	3	3
Qingyunpu District	0	3	0	0	2	2
Honggutan District	0	0	0	0	2	7
Xinjian District	1	2	1	1	5	3
Nanchang County	0	6	0	14	13	2
Jinxian County	0	0	0	11	7	1
Anyi County	0	1	0	12	10	1
Total	7	20	5	38	53	31

Table 2 Classification and statistics of red tourism resources in Nanchang City

Region	Biological landscape	Ruins and remnants	Buildings and facilities					
	Tree	Sites and relics of socioeconomic and cultural activity	Comprehensive cultural tourism destination	Landscape architecture and ancillary buildings	Residence and community	Sacrificial site	Transportation building	Hydraulic construction
Donghu District	0	6	5	5	17	0	4	0
Xihu District	0	1	4	2	4	0	0	1
Qingshanhu District	0	2	2	0	6	0	0	0
Qingyunpu District	0	2	1	0	6	0	0	0
Honggutan District	0	1	4	2	5	0	1	0
Xinjian District	1	5	2	1	8	4	1	0
Nanchang County	0	6	4	4	12	0	0	0
Jinxian County	0	1	0	0	7	2	0	0
Anyi County	0	5	0	4	4	1	0	0
Total	1	29	22	18	69	7	6	1

counties of Nanchang City. However, the main urban areas composed of Donghu District, Xihu District, Honggutan District, Xinjian District, Qingshanhu District, and Qingyunpu District have more red cultural resources and more concentrated distribution, showing a characteristic of spreading from the main urban area to surrounding districts and counties.

It can be seen that Nanchang has abundant red tourism resources, but there are still a large number of cultural relics that have not been graded, and the protection efforts are insufficient. The problem of uneven regional distribution of cultural relics is prominent. Therefore, a comprehensive evaluation and integration of the red tourism resources in Nanchang City is of great significance for cultural heritage, tourism development, and urban image shaping.

2 Research methods

2.1 Construction of evaluation system

The indicators are selected based on relevant research on tourism resource development by domestic and foreign scholars[17], and the constructed indicator system is as shown as Table 3. The project level includes five evaluation dimensions: attention, supporting degree, accessibility, relevance, and differentiation.

The evaluation items at the micro level include attention, supporting degree, accessibility, and relevance. The attention level includes two factor layers: Baidu search index and cultural tourism level. The Baidu search index can reflect the popularity of a certain tourism resource among the public, and the cultural tourism level can reflect the level of protection and importance that the country and government place on the resource. The acquisition of the former is based on searching each individual red tourism resource on the Baidu platform, viewing its daily search volume, and then calculating the Baidu search index; the latter is obtained by querying relevant documents and directories. Supporting degree is quantified by the number of POIs. The more POIs around a single unit of red tourism resources, the more complete the supporting facilities and the higher the service level, which naturally brings higher quality of experience to tourists. POIs of Nanchang City are retrieved through API of Amap. Accessibility is measured by the distance from tourist resources to train stations, bus stations, and airports. The convenience of transportation for a single unit of red tourism resources will greatly affect tourists' willingness to consume and their protection and development work. In this paper, ArcGIS software is used to calculate the distances of red tourism resource unit to train stations, bus stations, and airports. The level of relevance is measured by the quantity of other tourism resources within a 5-km radius of the red tourism resource unit. If a tourism resource unit is surrounded by many other tourism resources, tourists can experience multiple attractions in one trip, which helps stimulate tourism behavior.

The evaluation at the global scale includes nine item levels: quantity, attention, supporting degree, accessibility, relevance, distribution difference, economic level, population, and fiscal expenditure. The factor layer indicators of attention, supporting degree, accessibility, and relevance are used to calculate the average value of the corresponding indicators for all red tourism resource units in the district and county based on individual scale data. For the attention level, cultural tourism level is replaced by the number of red tourism resources at or above the provincial level, while the density of road network is increased in the accessibility. The distribution difference is calculated using ArcGIS kernel density analysis tool. The GDP and fiscal expenditure data are from the *Nanchang Statistical Yearbook* 2021, while the population data is from the seventh population census in Nanchang in 2020.

2.2 Calculation of indicator weights

The entropy method is an objective weighting method, and its basic principle is based on the theory of information entropy. By quantifying the information entropy values of various evaluation indicators, their weights are determined. From the perspective of information theory, information entropy can effectively reflect the degree of order in a system: when the information entropy value of a certain indicator is small, it indicates that the indicator contains a large amount of information and has a higher degree of differentiation in the evaluation system, so greater weight should be given; on the contrary, when the information entropy value of a certain indicator is higher, it indicates lower information contribution, and

Table 3 Evaluation index system for the development potential of red tourism resources in Nanchang City

Evaluation target layer A	Comprehensive evaluation layer B	Evaluation item level C	Evaluation factor layer D
Evaluation of red tourism resources A_1	Individual evaluation B_1	Attention C_1	Baidu search index D_1
			Cultural tourism level D_2
		Supporting degree C_2	Number of POIs within 5 km D_3
		Accessibility C_3	Distance from airports D_4
			Distance from train stations D_5
			Distance from bus stations D_6
		Relevance C_4	Number of other tourism resources within 5 km D_7
	County evaluation B_2	Quantity C_5	Resource quantity D_8
		Attention C_6	Average search index D_9
			Quantity of resources at or above the provincial level D_{10}
		Supporting degree C_7	Number of POIs D_{11}
		Accessibility C_8	Average distance from airports D_{12}
			Average distance from train stations D_{13}
			Average distance from bus stations D_{14}
			Road network density D_{15}
		Relevance C_9	Quantity of other resources D_{16}
		Distribution difference C_{10}	Distribution density difference D_{17}
		Economic level C_{11}	Total GDP D_{18}
		Population C_{12}	Total population D_{19}
		Fiscal expenditure C_{13}	Annual fiscal expenditure D_{20}

corresponding weights should also be reduced. This empowerment method avoids subjective interference and ensures the scientific and objective nature of the evaluation results.

Firstly, data matrices at micro and macro levels are constructed based on the raw data, and non negativity processing and data translation are conducted respectively. Extremum value method is used for standardization processing to obtain standardized matrices. Then, the entropy and weight coefficients of each indicator are calculated based on the standardized matrix. The entropy values and weight coefficients at the individual scale are shown as Table 4, and the entropy values and weight coefficients at the global scale are shown as Table 5.

Based on the standardized matrix and weight coefficients obtained above, a comprehensive score table is obtained. Fig.1 shows the distribution of comprehensive scores at the individual scale, and Table 6 provides the comprehensive scores at the global scale.

3 Results and discussion

3.1 Micro level

In Table 4, it can be seen that the search index has the greatest impact on the development of red tourism resource units, with a weight coefficient of 57.31%, followed by relevance and supporting degree, accounting for 15.22% and 14.75%, respectively. The third is cultural tourism level, with a weight of 8.50%, while the weights of the three indicators related to transportation accessibility are relatively low. This indicates that there are significant differences in the level of attention, supporting, and relevance of the red tourism resource units in Nanchang City, and the difference in cultural tourism level is moderate, while there is relatively small difference in transportation accessibility.

The maximum and minimum values of the comprehensive score are 0.823 and 0.089, respectively. From Fig.2, it can be seen that the development potential scores of the vast majority of red tourism resource units are distributed within the range of 0.15 to 0.30. There are 12 red tourism resources with scores less than 0.15, 10 with scores between 0.15 and 0.30, and only 1 with scores greater than 0.45. This indicates that in terms of the development potential of red tourism resource units, a small number of red tourism resources have higher development potential, a small number of resources have lower development potential, and the vast majority of red tourism resources have moderate development potential.

3.2 Macro level

From Fig.3, it can be seen that resources with scores ranging from 0.30 to 0.45 are mainly located in Donghu District and Xihu District near the central urban area of Nanchang. Among the resources with a score range of 0.15 to 0.30, some are located in Donghu District and Xihu District, while the rest are scattered in Nanchang County, Jinxian County, Xinjian District, and Anyi County, which are relatively far from the central urban area. The resources with a score range of 0 to 0.15 are mainly distributed in Qingshanhu District, Honggutan District, Xinjian District, and Nanchang County. This indicates that there is great potential for the development of red tourism resources in the urban area of Nanchang City, while the protection and development of red tourism resources in rural areas far from the central city are more difficult.

From Table 5, it can be seen that the highest weight coefficient is attention, with an average search index of 12%, the number of resources at or above the provincial level accounting for 6.7%, and the attention level accounting for 18.7%. The second highest weight is the average differentiation, with a single weight proportion of 16.9%. Next is transportation accessibility, accounting for 16.3%. The average distance from airports, train stations, and bus stations account for 2.35%, 2.71%, and 2.75%, respectively. The proportion of road network density is 8.52%, which is the highest. The fourth is fiscal expenditure, with a weight proportion of 11.3%. The remaining rankings are population, GDP level, average relevance, and average supporting degree, with weights ranging from 6.0% to 7.7%. The weight coefficients of counties and districts are different from those of individual units due to the addition of new indicators, and the ranking order is also different from that of individual units. This is because counties and districts are a relatively larger scope that requires consideration of more comprehensive factors.

In Table 6, it can be seen that the maximum and minimum values of the comprehensive score are 0.630 and 0.104, respectively, belonging to Donghu District and Anyi County. From the analysis of regional differences in the development potential of red tourism resources, although the potential values between administrative divisions have decreased compared to the dispersion of individual resource scores, they still maintain a large range of extreme differences. This phenomenon reflects the significant imbalance in the development of red tourism resources among various districts and counties in Nanchang City. The areas with higher development potential are Donghu District and Xihu District; the development potential of red tourism resources in Honggutan

Table 4 Weight coefficients at individual scale

Individual indicators	Weight coefficients *w*
Search index	0.573 105
Cultural tourism level	0.084 965
Number of supporting degree	0.147 491
Distance from airports	0.014 233
Distance from train stations	0.013 799
Distance from bus stations	0.014 206
Number of relevance	0.152 198

Table 5 Weight coefficients at global scale

Evaluation indicators	Weight coefficients *w*
Number of resources	0.085 404
Average search index	0.120 105
Number of resources at or above the provincial level	0.066 816
Number of average supporting degree	0.060 079
Average distance from airports	0.023 521
Average distance from train stations	0.027 173
Average distance from bus stations	0.027 525
Road network density	0.085 237
Number of average relevance	0.072 544
Number of average differentiation	0.169 113
GDP level	0.072 853
Population	0.076 609
Fiscal expenditure	0.113 015

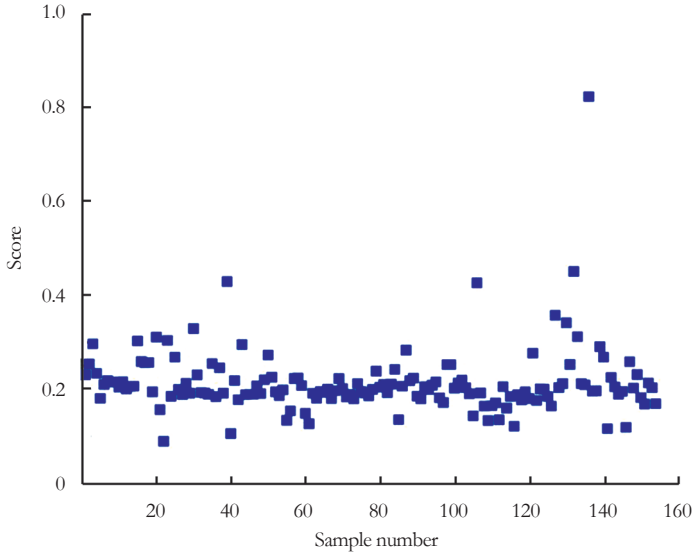

Fig.1 Distribution of comprehensive scores at individual scale

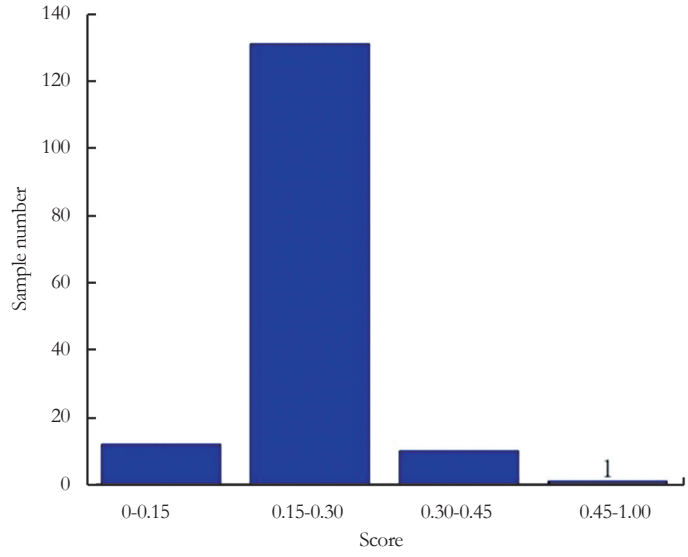

Fig.2 Comprehensive scores of red tourism resources in Nanchang City

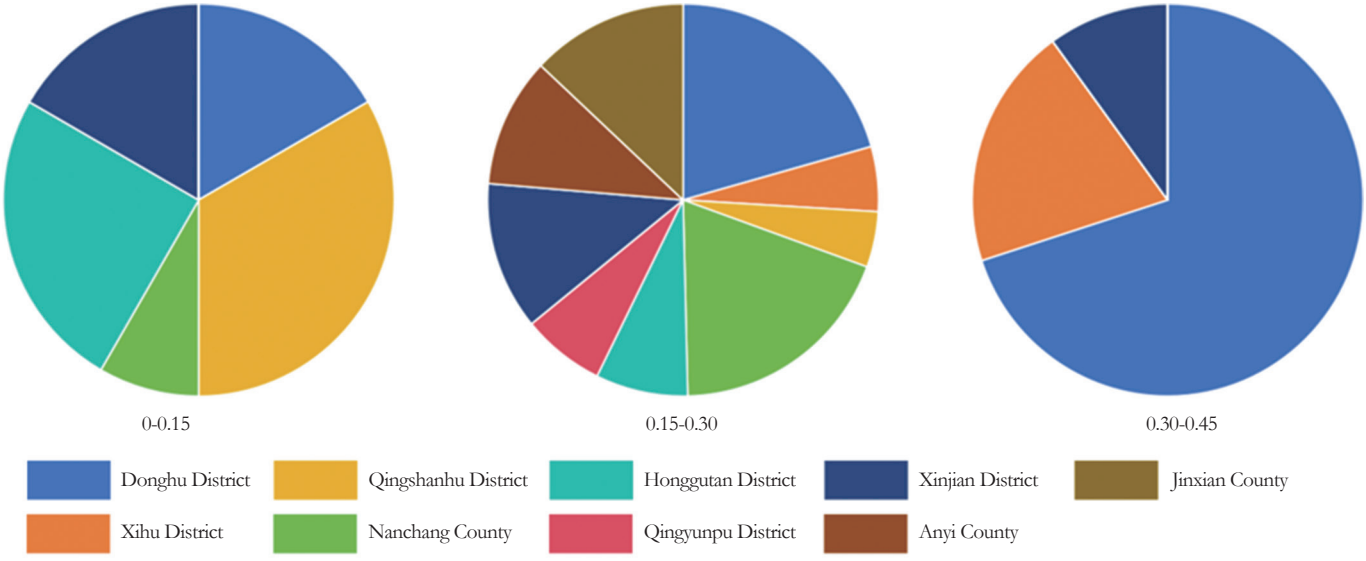

Fig.3 Spatial distribution of red tourism resources in Nanchang City

District, Qingshanhu District, Qingyunpu District, and Nanchang County is at a medium or above level; the development potential of red tourism resources in Xinjian District, Jinxian County, and Anyi County is relatively lower. With its solid economic and social development foundation, the municipal area has a clear advantage in the development of red tourism. However, due to insufficient funding and poor transportation accessibility, the level of resource development and utilization in county-level areas is generally lower.

Table 6 Comprehensive scores at global scale

County and district	Comprehensive scores
Anyi County	0.104 337
Donghu District	0.630 536
Honggutan District	0.379 843
Jinxian County	0.095 000
Nanchang County	0.398 937
Qingshanhu District	0.484 274
Qingyunpu District	0.346 878
Xihu District	0.553 192
Xinjian District	0.270 096

4 Conclusions

From the micro and macro levels, evaluation index system of red tourism resources in Nanchang City is constructed at the individual and global scales. The evaluation indicators of 154 red tourism resources in Nanchang City are calculated, and the entropy method is used to determine the weight coefficients of each indicator. Based on this, the comprehensive scores of red tourism resource units in Nanchang City and each county and district in Nanchang City are calculated. Then, the development potential of red tourism resources in Nanchang City is analyzed at both individual

and global scales. The final conclusion is as follows: (i) at the individual scale, the most important indicators affecting development potential are attention, relevance, and supporting degree. At the global scale, the most important indicators affecting development potential are attention, differentiation, and relevance. (ii) The top five red tourism resources in Nanchang City with the highest comprehensive scores are: Mao Zedong Thought Victory Museum, Bayi Square, Fang Zhimin Patriotic Theme Education Exhibition Hall, Fang Zhimin Martyrs Cemetery, and Bayi Uprising Memorial Hall; the three counties with the highest comprehensive scores are: Donghu District, Xihu District, and Qingshanhu District. (iii) Among the red tourism resources in Nanchang City, only a small portion have a high level of development potential, while the development potential of most individuals and counties is at a moderate level. Moreover, individuals and counties adjacent to the city center generally show more significant development advantages.

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special needs. Training programs on accessible tourism will be conducted to enhance the service skills of scenic area staff, enabling them to better understand and address the needs of individuals with disabilities and other visitors requiring special assistance.

5.3 Improving feedback mechanisms and continuous enhancement

A visitor feedback mechanism will be established to collect opinions and suggestions from tourists with special needs, enabling timely adjustments and optimizations to accessibility services. Regular accessible tourism experience activities will be organized, inviting individuals with special needs to participate and evaluate the barrier-free facilities and services from their perspective. Periodic inspections of the maintenance status of barrier-free facilities will be conducted, with damaged facilities promptly repaired to ensure the continuity of accessibility services.

5.4 Strengthening collaboration in the field of accessibility development

Cooperation with local disability organizations, accessible tourism experts, and other relevant institutions will be strengthened to jointly promote the development of accessible tourism. Accessible cultural activities, such as barrier-free art exhibitions and concerts, will be organized to attract and serve a broader range of visitors. Applying for accessible tourism certification will be considered, which can not only enhance the scenic area's reputation but also serve as a symbol of its commitment to accessibility services.

Through the implementation of the above development strategies, Mount Tai Scenic Area will be able to provide more comprehensive and humanized accessible tourism services, meeting the needs of diverse visitors, enhancing the overall image and competitiveness of the scenic area, and promoting social inclusivity and the sustainable development of the tourism industry.

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