

RED TOURISM HAS BECOME A NEW TRAVEL TREND IN CHINA



created new economic opportunities.

In recent years, there has been a growing travel trend in China, combining hiking and running events with historical routes such as the "Central Red Traffic Line" and the Long March Road. Revolutionary ancestors once traveled these routes and are now integrated with red tourism resources and sports events. This combination has given rise to a new trend in sports life and has

Earlier this year, the first Guangdong-Fujian Healthy Walking Activity, "Guangdong and Fujian Crossing Side by Side, Following the Red Blood," took place. The hiking route begins in Dapu County, Meizhou City, Guangdong Province, and ends in Yongding District, Longyan City, Fujian Province. **The route closely follows the "Central Red Traffic Line" established in 1930 and includes visits to red tourist sites** such as Sanheba Memorial Hall, Bogongwa, and Jinsha Red Town. The route spans across Meizhou and Longyan cities.

The 2024 Yudu Red Half Marathon started in May at the Long March Assembly Memorial Park and Departure Point of the Central Red Army in Duxian County. In June, the 3rd "New Long March, Restart" Crossing the Du River and Guangdong-Hong Kong-Jiangxi Open Water Invitational Tournament was held in the Memorial Park of the Central Red Army's Long March Assembly and Departure Point in Duxian County. In Yudu, the starting point of the Central Red Army's Long March, the deep integration of red tourism resources and sports elements makes historical memories present to people more vividly and dynamically.

Recently, the Hunan Provincial Sports Bureau has organized numerous trekking activities with the theme "walking the path of the Red Army." These activities involve visits to historical red sites such as Marshal He Long's hometown, the army's passage, and the "Half-Quilt" village. Apart from hiking enthusiasts from Hunan Province, participants from Shandong, Sichuan, Jiangxi, and other regions have joined the activities.

According to the authorities, the fusion of sports events and red tourism is not just about fitness; it's a journey of learning and discovery. It enriches the diversity of tourism products, catering to tourists' diverse and personalized needs. This integration has become a new trend, ushering in a new economic growth point.

The inaugural Guangdong-Fujian Healthy Walking Activity combines 5-kilometer and 28-kilometer walking routes with cultural and tourism attractions. Participants can appreciate the stunning scenery and tasty cuisine while entirely hiking and experience the positive outcomes of the rural revitalization strategy.

In Jinsha Village, Yudu County, there is a Red Army trail where Red Army soldiers began the long march. This trail is now a popular outdoor hiking route. Yudu County used the Sports Lottery Community Chest to maintain and build the trail to promote national fitness activities and preserve the red history and culture.

The trail's completion has played a significant role in promoting local red tourism. More and more

people visit to experience the Red Army's Long March, and **the Red Army Long March trail has become a well-known local landmark, famous in the province and even across the country.**

The surge in visitor numbers has not only made the local area more popular but has also led to the production of local specialties such as wasp wine and honey from the small Jinsha Village. This influx of tourists has also boosted local employment, leading to significant economic development in Jinsha Village. The village now attracts over 300,000 tourists annually, benefiting over 800,000 people.

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