



Huangyangjie historical site, a 1,343-meter-tall hill near Jinggang Mountain, in Jiangxi province.

PHOTOS PROVIDED BY JIANGXI TOURISM BUREAU

# Jiangxi's red tourist dreams

By HU MEIDONG  
AND CHEN XIN

China still has many army bases from the 28 years of revolutionary struggle, scattered across the country, mostly in mountainous areas, and the government now wants to turn these quiet places into more popular "red scenic spots".

The buzzword these days is "Red tourism", meaning visiting places that are, in one way or another, related to China's Communist revolution.

By visiting historical places, most of which have been maintained by the Communist Party of China (CPC), people get a chance to relax and get a lesson by reliving China's "red history".

Jiangxi province, in the southeastern part of China, is the cradle of the Communist revolution and birthplace of the People's Liberation Army. This was the first place to be targeted for red development.

## Red Tourism

Jiangxi had already made the exploitation of these "red scenic spots" a part of its long-term tourist strategy at the beginning of the 21st century and even came up with a possible slogan, "Red cradle, green home".

In 2004, it drew up a red tourism development outline, planning on making it a pillar industry and part of the overall economic development plan.

The provincial government held dozens of meetings to discuss the development and, in 2009, proposed building it into the country's most ideal red tourism destination.

To begin with, the provincial government set aside 10 million yuan (\$1.55million) annually for cleaning up the environment around scenic spots and improving service facilities.

Jiangxi has put more than 600 million yuan into infrastructure at 18 major red scenic spots and exploring tourism resources in a more thorough way.

It now has one 5A-level spot (the highest in China) at Jinggang Mountain, and five 4A sites, including the Nanchang "8.1" Uprising Memorial, the Shangrao Concentration Camp, and the Ruijin CPC Revolutionary Base Museum.

## Meaningful results

Jianxi's venture into red tourism has made it an important representative of what is called the "red spirit".

Some of what tourists are offered includes performances that re-enact historical moments, special food that the army ate during that period, as well as uniforms that visitors can try on, to give them an authentic, unforgettable experience of living in "red historic time".

One tourist, Zuo Banghua, from Jiujiang, Jiangxi, had this to say after visiting Ruijin, "I put on the military uniform and ate the army food and this gave me a taste of the bitterness of those years and I can understand the hard times our ancestors went through in fighting for today's happier life.

"It's really worth visiting and is quite meaningful."

The "red scenic spots" in Jiangxi alone saw more than 43 million visitors in 2010, a

22 percent rise from 2008, with tourism revenues amounting to about 32 billion yuan. This accounted for more than 40 percent of the province's overall tourism turnover.

At the same time, the industry has employed 180,000 people and indirectly provided jobs for 900,000 others.

So, red tourism has helped pull many local people out of poverty and given them better lives.

One example is 57-year-old Wu Jianzhong, a farmer in the village of Changpugu near Ji'an, several miles away from Jinggang Mountain spot.

Wu opened a restaurant in his yard, in 2006, which can serve around 200 people, and had this to say, "Thanks to red tourism, I can run my own business. My turnover can be nearly one million yuan each year, and profits around 300,000 yuan. I couldn't even dream of this before."

Now there are about 200 restaurants like Wu's around Jinggang Mountain providing jobs for many locals.

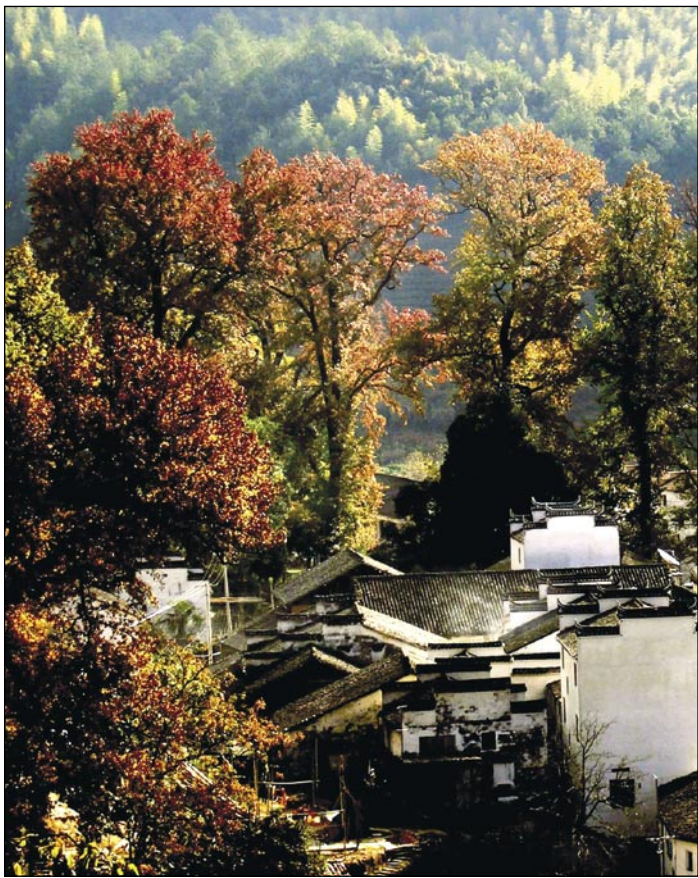
## Major projects

The National Tourism Administration put 10 of Jiangxi's scenic spots on its list of classic red tourism spots this year. The province has said it will continue improving the environment and service facilities of these spots and turn more of them into suitable tourist destinations.

Jiangxi will hold a concert that features popular red songs, on July 1, in the capital city, Nanchang, to celebrate the 90th anniversary of the founding of the Communist Party of China.



Policemen swearing an oath at the memorial of the New Fourth Army headquarters in Nanchang.



Autumn scenery in Shangrao, one of China's loveliest cities.



Visitors at the Museum of the Revolution on Jinggang Mountain.

# Tourism expo: revolutionary spirit with fun

By CHEN XIN

To support its red tourism drive and to celebrate the 90th anniversary of the founding of the Communist Party of China, Jiangxi will hold its 2011 China Red Tourism Expo in July.

One important part of the expo is an hour-and-a-half-long red song concert on July 1, with more than 3,000 singers, chorus members, and actors, at Qiushui square in the city of Nanchang.

It will also pull in performers from other red tourism sites, such as the city of Chongqing, and Hunan, Guizhou and Shaanxi provinces.

Expo organizers have been calling on the public to search their memories and contribute more red songs. People can upload their audio and video files to an official expo website to share their memories with others.

Another part of the expo is a tourism arts and crafts design competition that is soliciting works with a theme relating to the 90th anniversary of the Communist Party, or "red history", or traditional culture.

In addition to the expo, Jiangxi has been cooperating with neighboring provinces such as Hunan, Fujian, Hubei and Guangdong to develop cross-border red tourism routes.

# Communist Party history with a green, environmental message



Goddess Peak on Sanqing Mountain.

By CHEN XIN

Jiangxi is placing great importance and hopes in developing red tourism and antique tourism resources, but at the same time it is thinking of greening them up, hence the slogan "Red cradle, green home".

After all, the province has some lovely landscapes and mountains and plenty of clear waters. Major spots include Lushan, Jinggang, Longhu, and Sanqing mountains, Poyang Lake, and the cultural city of Jingdezhen.

The United Nations Educational, Scientific and Cultural Organization (UNESCO) has added Mount Lushan to its World Heritage list and, along with Jinggang and Sanqing mountains, it offers tourists beautiful peaks and tranquil valleys.

The old temples on Longhu Mountain are famous for their architectures and

the land around Poyang Lake and the Ganjiang River is known for its beauty.

In fact, Jiangxi has been quite successful in combining red and other tourism with the green theme and has seen to it that tourists experience "red history" firsthand, while enjoying nature's beauty and the charm of local culture.

In some counties in the southern part of the province, local governments have been exploring other avenues to red tourism while promoting their alpine-style meadow and Kejia folk customs.

Jinggang Mountain officials have opened a route that reaches the revolutionary base and ecological areas as well, such as the Longtan Waterfalls and Bijia Mountain.

In 2005, the city of Jinggangshan, on the mountain of the same name, relocated the original government

buildings to the town of Xiaping, 30 kilometers away, to make more room for environmental protection.

The city also improved infrastructure such as the airport, railways and highways to make it more convenient for tourists.

As a result, in the first four months of this year, Jinggang Mountain had some 1.6 million tourists from China and abroad, a 41 percent increase over the

same period of last year.

Jin Yu from Beijing, who visited Jinggang Mountain in April, said that combining the "red scenic spots" with green tourism made the visit much more interesting.

Wu Xinxiong, former governor of Jiangxi, remarked at a meeting on red tourism last November, that the province would continue to combine red tourism with green tourism in a sensible way.



Ruqin Lake and surrounding landscape at the Lushan Mountain scenic spot are regarded as a world cultural site.