

RED TOURISM PARTICULARITIES AND DEVELOPMENT

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Abstract

The accelerated development of tourism has led to the emergence of extreme and extravagant forms of it. More and more tourists, going out of the classical patterns and choosing niche tourism, wanting new experiences. In different parts of the world, a hybrid form of adjectival tourism has developed and diversified on the ruins of communism, respectively niche tourism. This paper aims to highlight the development of red tourism in different part of the word, the different aspect, and overtones of this.

Key words: *niche tourism, red tourism, heritage, communism, culture, history*

JEL Classification: *F68, I15, L83*

I. INTRODUCTION

By the end of the Second World War, tourism has gained momentum because of technological development and increasing the living standards of the population. International tourism has developed accelerated due to the 5-day workweek and leisure time, as well as the development of transports.

Mass tourism is currently taking place all over the globe. The tourist offer responded to this demand by developing a wide range of services and facilities offered to tourists. Thus, tourism organizers, but also tourists have made to develop non-classic touristic forms, respectively forms of niche tourism.

Niche tourism can be generated by the social status and high incomes of tourists eager for something new in extreme or extravagant forms, but it can also be linked to the natural, anthropogenic resources of a special area, without any non-conformist and bizarre forms.

Tourism remains, despite the crises it faces, an industry in progress. Parallel to the holidays for rest are looking for vacations for experiences.

More and more tourists, going out of the classical patterns and choosing niche tourism, wanting new experiences. Whether having new forms of knowledge or limited by traffic restrictions due to the health crisis and psychological stress factors, domestic and international red tourism has also developed.

The political form of government of a state generates a certain style and level of freedom and living.

If in the 1980s, the communist regimes governed a third of the planet, nowadays there are very few, and countries such as Vietnam, Laos, Cambodia, China and Cuba are among the top tourist destinations for red tourism.

On the way of communism at present, the red tourism in Eastern Europe was built in countries such as Romania, Poland, Bulgaria, Hungary, Russia.

But the largest has developed red tourism in China.

Red tourism in China has gained momentum since 2005. As the country moved towards the market economy, the Chinese preferred to travel abroad. The Communist Party began promoting domestic red tourism based on the idea that people should not forget history, however. Many major cities in China, with relevance in the establishment of Chinese communism, have signed an agreement to promote "red tourism".

II. LITERATURE REVIEW

Red tourism is the form of tourism that is based on visiting places where the communist regime left traces. For China, these traces have positive connotations of appreciation and gratitude. For the rest of the countries, the communist traces have negative connotations, showing the bad things that took place, and the communist heritage sites often include prisons and elements of torture of citizens who demanded freedom of conscience.

In China, red tourism is the form of tourism supported and promoted by the government in which the Chinese people visit places with historical significance of Chinese communism in order to "rekindle the already lost sense of class struggle and solitary principles.

Red tourism represents the thematic touristic activity of visiting, educating and awakening nostalgia for communist heritage sites, commemorating heroes, events, or revolutionary communist leaders. (Li, Hu, 2008).

Caraba (2011) describes this type of tourism as the one that involves a thematic tourism activity of learning, sightseeing and promotes nostalgia in heritage sites communist care it

commemorates past revolutionary communist events and their leaders.

Another acceptance of red tourism (Takayama, 2012) presents it as a tourism built on political pilgrimage that emphasizes visiting sacred national places, such as the birthplaces and residences of leaders of the communist past, battlefields, cemeteries, and monuments of revolutionary martyrs, in order to learn revolutionary history and to stimulate the national prestige of socialist countries.

III. CHARACTERISTICS AND DEVELOPMENT OF RED TOURISM IN THE WORLD

In the countries of Eastern Europe, when the Iron Curtain fell, it was tried to hide the communist traces. In China, red tourism is promoted by the government and appreciated by the locals, while in Romania, Hungary, Poland, Bulgaria, etc. The red tourism is predominantly a receiver and not national.

The peoples of ex communist states still remember the stories about horrors of communist periods, the difficult life in the communist regime, and they want to bury these memories.

A reason for the growth in red tourism in China, is the support of the government. He intends to develop the poor rural areas and to support and promote the national ethos of the country.

The recent increase in popularity for communism itself can be another factor in the growth of red tourism. Public reports show that a third of United States of America millennial's is interested of communism and approve this form of government, because they are discontent with the current state of political affairs in their home country.

Lin (Lin, 2007) highlights same motivation for people to practice red tourism in China, like the motive of scenic spot to pull, adjust body and mind, increase knowledge, experience life, social communication, pursue reputation and follow the crowd.

Feng made investigation of tourists' motivation to visit the public welfare memorial found that the motivation was mainly based on four aspects: history and culture, sightseeing as a landmark, increasing knowledge and free sightseeing.(Feng, 2014)

Red tourism in China has developed a lot also due to the health pandemic, the period in which domestic tourism was predominantly practiced. The number of red tourism sites has grown continuously since its establishment in 2005. Several red tourism development plans have been implemented in all provinces of the PRC. In 2020, more than 100 million tourists were reported in red tourism, and it contributed 11% to domestic tourism. 40% of tourists at red sites

across China specifically are between the ages of 21 and 30.

The number of red tourism sites has grown continuously since its establishment in 2005. Several red tourism development plans have been implemented in all provinces of the PRC.

The most famous sites covered by "red tourism" include the Yan'an, Mao Zedong's revolutionary base area where the Red Army arrived after the Lun March; Shaoshan, which is the birthplace of Mao Jinggangshan, where leading members of the Communist Party of China established their first rural base for the revolution in 1927; Nanchang, the capital of Jiangxi province, who witnessed a significant uprising in 1927 led by Zhou Enlai and He Long (China's commander-in-chief); Mount Jinggang in Jiangxi Province, where the communist party-led revolution of China began in October 1927; and Zunyi in Guizhou Province, which is dominated by ethnic minorities.

The touristic packages include visits to cultural parks where performances are held about the struggles and important events in the history of the Communist Party. These cultural parks include participation in role-playing projects on simulated battlefields that recreate the wars in which the Red Army participated.

The communist patrimony represents the totality of the tangible and intangible elements with historical, social, or cultural importance that has their origin in the communist period and have been preserved (transmitted) until today. The communist heritage has several characteristics (Ivanov, 2009):

- Political and ideological charge
- Tied to a short period of time.
- Representation of the cult of personality
- Concentration in certain areas, in particular urban areas

Some former communist countries such as Poland, Germany, and Hungary have developed very attractive tourist programs for tourists based on communist heritage sites.

Tourist programs based on communist heritage have been created in many states, such as Poland, in Krakow- NowaHuta), Hungary at the Szoborpark, Terror Haza, the Czech Republic or Germany in Berlin - the Wall and Checkpoint Charlie. Several museums of communism have been opened in Berlin such as the Museum of Communist Crimes known as the Stasi Museum, the Museum of Communism in Prague, the Museum of Occupation in Tallinn, the Museum of occupation in Riga, in Budapest, Terror Haza.

Bulgaria and Romania do not have important plans for the development of tourism based on heritage elements from the communist period. In Romania, the most important elements of the communist heritage capitalized touristic are the

Memorial of the Victims of Communism and of the Resistance in Sighetu Marmatei. In Bucharest, there are valuable objectives related to the Ceausescu regime, but they are poorly exploited. The Palace of Parliament remains the most important objective of the communist period and by the number of visitors.

Vietnam, Cambodia, China, Cuba, states that still experience this form of organization have opened their doors to mass tourism and are in the top of the niche tourist destinations.

Table No. 1 Characteristics of the three forms of red tourism

Features	Red tourism in China	Red tourism in former communist countries	Red tourism in current or recently communist countries
Start-up period	2004 years	1989 years	Recent
Region	Chinese Republic	Eastern Europe and central Europe	Cuba, Mexico, Laos, Vietnam, Cambodia
Ink group	Population of the country	Western tourists	Western tourists
Attitude	Positive	refusal	curiosity
Promovation	government	Tourists' demand	Tourists' demand
The form of tourism	Internal, educational, entertainment, green	International, bleak history	International cultural,
Costs	Free of charge or low cost	Medium or high costs	Medium or high costs

Thus, three subtypes of red tourism are outlined, so:

- ❖ Internal red tourism promoted by the Chinese government to keep alive the luster of the Communist Party
- ❖ There receiver tourism in Eastern Europe, where it was tried to hide the communist traces.
- ❖ International red tourism from still communist countries such as Vietnam, Laos, Cambodia, Cuba, which are among the top tourist destinations for red tourism.

Chinese tourism is organized and promoted by the Government, with an important educational side and in the other states it is characterized by the lack of state planning and control over tourism activities, and a less developed educational side.

Red tourism in China is distinguished from communist heritage tourism developed in Central and

Eastern Europe as well as tourism from the recently depoliticized Central American states.

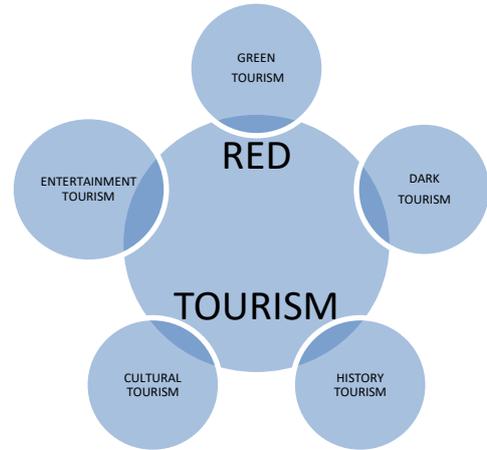


Fig. no1 Interferences of red tourism

Red tourism is a subset of domestic and international tourism in current or former communist "red" countries, such as China and Russia, where people visit locations with historical significance.

IV. CONCLUSIONS

The red tourism grow so fast because people want an active holiday to explore and learn.

The Chinese government is making large investments for the extensive development of this type of tourism currently oriented exclusively for the domestic population.

In China this type of tourism has economic benefits for the involved areas that have developed sharply due to the large number of tourists. Red tourism is associated with programmed of rural regeneration, agricultural diversification, and improvement of local life.

At first these tourist attractions were partially imposed, but in time they became attractive especially for young people both as a form of knowledge of history and national identity, but also as a form of entertainment.

However, the reality presented by red tourism in China is cosmeticised presenting only the favorable aspects and actions of the communist past, the failures being hidden, and sometimes history being unfaithful.

For the harmonious development of red tourism in China, the priority should be to expand red tourism into a sustainable program for marginal communities, then open it up to the international audience through an honest interpretation.

In the framework of red tourism in European or American countries, in some of the former communist countries, tangible and intangible heritage tourism resources from the communist period are very little valued, there are no national or regional plans for their development and promotion.

Communist heritage tourism is a micro-niche in continuous evolution and differentiation, but at the same time it is a self-limited form. This type of

tourism remains niche, due to its ambiguous nature and reference to a gloomy past.

For all regions where red tourism is practiced, it can represent a stimulating factor of the economic system, a lever to mitigate interregional imbalances, achieving a diversification of the structure of the economy and some balancing of the monetary circulation.

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