

Study on the Standardization of Public Service System in Red Tourism Destination

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Abstract: This paper studies the significance, connotation and important links of the standardization construction of public service system in red tourism destination under the current situation of younger consumption trend of red tourism market, the substantial growth of individual tourism market and the personalized demand of tourism. The paper puts forward the path to implement the standardization of the public service system of red tourism destination, that is, to determine the objectives of coordination and matching, to shift the focus from government leading to enterprise autonomy, supporting the construction of multi-party participation evaluation system. The public service system standardization in red tourism destination should center on the red cultural service as the core, and guided by the improvement of the comprehensive service level. The goal of the public service quality, the standardization of the public service methods and the procedure of public service process would be achieved through the formulation and implementation of the public service standards, as well as the application of the principles and methods of standardization.

1. Introduction

Red tourism is a kind of tourism product with Chinese characteristic. It is the objective need of the development of red tourism destination to form a standardized public service system with improving the overall service and management level. The level of economic and social development of red tourism destination has been greatly improved, and it has become one of the important elements of China's tourism industry since the "2016-2020 National Red Tourism Development Plan Outline" was issued. The adjustment of local economic development has been promoted and strengthened through the integration of red tourism, agriculture, commodity manufacturing and other industries. Red tourism has played an important role in helping farmers get rid of poverty and become one of the most important tourism sectors in China. In the field of tourism destination construction, promoting the construction of tourism public service facilities has attracted great attention of the state and local governments. The "tourism toilet revolution" in all parts of the country is one of the examples to solve the problem of tourism public service facilities. The National Department of Culture and Tourism has issued a series of standards for strengthening the public service level for tourism industry, with a special public service function office. As a technical tool, standardization is a practical means to promote the standardization and equalization of public services in red tourism destination. The standardization construction of public service system is not only related to the future of red tourism destination, but also related to the inheritance of national red culture. Research on the standardization construction of the public service system can help the red tourism destination to meet the new situation, opportunities and challenges of the development. It can integrate public service resources, effectively play the role of educating the people and spreading history, and provide tourists with higher quality tourism experience.

2. Literature References

The domestic research on red tourism destination began in the late 1980s, when the National Tourism Administration began the construction of Yan'an, Shaoshan, Jinggangshan and other red

tourism destinations. Jiangxi Province first proposed the concept of “red tourism” in 1999, mainly in tourism infrastructure construction. The relevant research results are increasingly rich after 2000. Based on the analysis of red tourism resources (Ma and Song, 2006; Huang, Gong and Song, 2010) and tourist market (Li, 2007; Huang, 2007), scholars put forward countermeasures and suggestions on the significance of red tourism education and social benefits (Liu and Chen, 2007; Zhou and Gao, 2008; Zuo, 2014; Xu, 2016), development mode and product design (Liu and Song, 2006; Liu and Min, 2010), marketing strategy (Huang and Chen, 2008; Li and Lu, 2010), etc.

There is no reference to red tourist destination in western countries. Similar to this, tourist destinations with distinctive patriotic themes, strong political awareness, great international influence, and government led participation are featured. For example, the Military Museum of anti fascist countries, the remains of American Civil War, French Versailles Palace, Russian Winter Palace, October revolution headquarters, Smornie Palace, Lenin Tomb, etc. Some socialist countries, such as Laos, Vietnam and Cuba, use resources such as anti aggression war sites and revolutionary history to develop tourism products such as war tourism, military tourism and patriotism tourism. Scholars mainly study the benefits of cultural activities, such as revolutionary sites, former residences of celebrities, museums, and the perception of community residents.

Overall, there are plenty of theoretical analysis of the social and cultural benefits of red tourism. While considering the practical needs of the public service system in red tourism destination, there are few researches on the significance of public service promotion and case studies. There is no systematic research on the standardization system of public services in red tourism destination. There are some results on the product design and development mode of red tourism destination, but the research on the standardization construction of public service system is almost blank.

3. Contents of Standardization of Public Service System in Red Tourism Destination

3.1 Concept and Characteristics of Red Tourism Destination

Red tourism destination is the carrier of developing red tourism, which is the tourism destination with red culture as the core attraction to form the overall image of tourism. Red tourism mainly refers to the theme tourism activities with the connotation of revolutionary history, revolutionary deeds and revolutionary spirit, which receive tourists to carry out memorial study and visit relying on the memorial places and signs formed by the great achievements of the people under the leadership of the Communist Party of China during the revolution and war. The contents of red tourism have been expanded, including more than 170 years of modern Chinese history since 1840. The historical and cultural remains of the great events, activities and deeds of the important people, which fully demonstrate the great national spirit, are all covered.

Red culture is a reflection of the characteristic culture and the history of national struggle in the revolutionary period in China, whose role in education, resource protection and economic promotion has been fully valued at the national level. Red tourism has been written into national policy documents for many times, which greatly promotes the development of red tourism destination. According to the big data of Ma beehive tourism network, in the first half of 2019, the ten most popular red tourism destinations were Jiaxing, Xuzhou, Yan'an, Anshun, Zunyi, Jinzhou, Ganzhou, Zaozhuang, Xinyang and Fushun. These red tourism destinations have a common feature, which is to take red tourism as the core attraction, jump out of red tourism itself, strengthen industrial linkage, constantly improve infrastructure and public service system, build red tourism destination, and realize the upgrading of tourism industry.

3.2 Significance of Standardization of Public Service System in Red Tourism Destination

The comprehensive and relatively perfect red tourism system in China has basically formed, and the product system with classic scenic spots as the main body is increasingly. There are 12 key red tourism areas, 30 excellent red tourism routes and 300 classic red tourism scenic spots in China. According to the “2018 National Tourism Report”, red tourism has received 3.478 billion tourists with a comprehensive income of 929.5 billion yuan in the past three years. The red tourism is now

avored by more and more young people, which used to be mainly consumed by middle-aged and old tourists. According to the big data of Ma beehive tourism network, on the eve of the party's day of July 1, 2019, the popularity of “red tourism” keyword search increased by 43.7%, becoming one of the hot topics in the summer tourism season.

Nowadays the younger consumption trend of the red tourism market, the substantial growth of the individual tourist tourism market, and the personalized demand of tourism all make red tourism more perfect and mature, that is, the standardized public service system becomes the objective need of the development of red tourism destination. Under the market background of mobile Internet and democratization of tourism consumption decision-making, public service is an indispensable and very important foundation and supporting factor in red tourism. Furthermore, It is an important indicator for tourists, especially the younger generation to measure the satisfaction of red tourism destination. Whether the system is perfect or not is an important sign to measure the maturity of a red tourism destination.

3.3 Connotation of Standardization of Public Service System in Red Tourism Destination

Red tourism destination is a spatial complex that integrate tourism resources, tourism activities, tourism ground facilities, tourism transportation and market demand. Although there are many factors involved in the public service of red tourism destination, its system standardization has always been centered on the red cultural service as the core, and guided by the improvement of the comprehensive service level. The goal of the public service quality, the standardization of the public service methods and the procedure of public service process would been achieved through the formulation and implementation of the public service standards, as well as the application of the principles and methods of standardization.

For example, Jiaxing City combines in-depth experience, education and training, cultural and creative products and tourism to launch four major red tourism products with Nanhu red boat, the birthplace of the Communist Party of China as the core attraction. It is an important guarantee for the construction of Jiaxing red tourism destination to lay out and promote the construction of public service facilities and improve the standardization level of tourism public service. The intelligent cultural tourism comprehensive management and control platform including three systems of red tourism, rural tourism and ancient town tourism was built in 2019, which can realize the informatization of tourism public service based on the operation analysis of big data.

3.4 Important Links in the Standardization of Public Service System in Red Tourism Destination

The standardization of public service in red tourism destination is a process of formulating and implementing public service standards. The effect of standardization of public service in red tourism destination can only be shown when the standard is implemented within the scope of public service. Therefore, it is an important link in the process to formulate the standard and form a standard system.

The standardization of public service in red tourism destination is a relative concept. The standardization will continue to expand in depth and breadth with the development of economy and society and the change of objective environment. But under certain conditions, the standard can not be arbitrary, it has a best degree which is based on the reality of red tourism development. Only by making full use of the limited public resources and embodying the balance of completeness and adaptability of environment at the level of standard system, can we create greater social and economic benefits for red tourism destination. According to the different objects of standardization, the public service standards of red tourism destination can be divided into three types: basic standards, market standards and management standards.

Table 1 Public Service Standard System of Red Tourism Destination

Standard type	System content
Basic standards	Public service guidelines for red tourism destination
	Classification standard of public services in red tourism destination
	Standard for public service terms of red tourism destination
	Standard for public service signs and symbols of red tourism destination
	Data code standard for public service information of red tourism destination
Market standards	Public service quality standard of red tourism destination
	Organization standard of public service in red tourism destination
	Standard for public service personnel in red tourism destination
	Public service facilities standard of red tourism destination
	Public service information standard of red tourism destination
	Environmental protection standard of public service in red tourism destination
	Safety and health standards for public services in red tourism destination
Management standards	Standard for public service projects in red tourism destination
	Public service level standard of red tourism destination
	Series standards for public service management of red tourism destination
	System document preparation and management standard

4. How to Implement the Standardization of Public Service System in Red Tourism Destination

4.1 Standardization Field

The construction of red tourism destination is not only the business of tourism industry itself, but also the industry coordinated development and urbanization construction. Therefore, the construction should straighten out the relationship between tourism industry and other industries, promote the construction of urbanization, and realize the overall development of regional economy. This means that the red tourism destination public service involves more content.

Premier Wen Jiabao proposed that public services refer to “providing public goods and services including strengthening the construction of urban and rural public facilities, developing social employment, social security services, education, science and technology, culture, health, sports and other public undertakings, and releasing information, so as to provide security and create conditions for public life” in February 2004. The standardization of the public service system in red tourism destination includes 10 fields consequently, including public security, public education, health care, social security, infrastructure, public transportation, environmental protection, public information, sports and leisure, science and technology.

Table 2 Standardization of Public Services in Red Tourism Destination

Standardization field	Major elements
Public security	Police service; natural disaster relief; legal consultation related to public, social and financial security; earthquake relief services; tourism fire safety; special tourism project safety; tourism public order maintenance; tourism safety relief; tourism rights protection; tourism destination safety management.
Public education	Ethics education; tourism civilization; tourism community residents training; in-service training of tourism practitioners; training of tourism management professionals; tourism talent management.
Health care	Disease prevention and control services; public health care; basic medical services; public health emergency treatment; medical facilities; medical personnel; epidemic control; health education; health supervision; tourism health and epidemic prevention; tourism food safety; international medical services.
Social security	Social relief services; specific population security; public employment services; high-level services for specific population (disabled and elderly).
Infrastructure	Basic energy facilities; water supply and drainage facilities, environmental protection facilities, post and telecommunications facilities; disaster prevention facilities, public transportation facilities; construction of new energy facilities; Internet network, tourism transportation facilities, tourism accommodation facilities, tourism distribution center, tourism entertainment facilities, tourism catering facilities, tourism shopping facilities, tourism nighttime entertainment facilities,

	tourism vacation facilities, health Tourism facilities.
Public transportation	Urban bus; intercity transportation; taxi operation; shipping service; urban rail transit; aircraft operation; road passenger transport station service, road traffic management facilities, urban road public service facilities, tourism shuttle bus (ship); tourism public bus (car, ship); tourism public bicycle; camp facilities and services.
Environmental protection	Waste treatment; sewage treatment; air pollution prevention and treatment; operation and maintenance of public activity space; prevention and control of other pollution; tourism environmental protection; tourism environmental sanitation management; tourism toilet construction management.
Public information	Government affairs information inquiry or consultation service; weather and meteorological information; tourism service information; social public employment information; government open service; tourism SMEs development information service; tourism traffic instruction; tourism information instruction; tourism information consultation; tourism information public reading; tourism website.
Sports and leisure	Mass media; public cultural facilities; maintenance of historical and cultural heritage; popularization of sports knowledge; public sports facilities; public sports activities; public cultural facilities; public cultural derivative industry; competitive sports services; public sports derivative industry; construction of cultural heritage park area; coordination of interests of aborigines in tourism development of sites and historic sites; site protection and tourists' participation of cultural heritage sites, the tourism load; the loss assessment of cultural heritage resources; the activation and authenticity experience of cultural heritage; the spread and inheritance of cultural heritage.
Science and technology	Popularization of scientific and technological knowledge; youth scientific and technological training; popularization of general science and technology; basic scientific research; popularization of cutting-edge science and technology.

4.2 Construction Path

4.2.1 Determine the Objectives of Coordination and Matching

The public service standard system of red tourism destination is not a simple accumulation of any number of standards, nor a random and disorderly stack. The objective and function of the public service standard system of tourism destination is determined scientifically and reasonably and it is decomposed according to a certain logical relationship on the basis of the analysis and research on the public service of tourism destination. All the public service standards of red tourism destination serve the overall goal of the standard system, that is to ultimately realize the integration of public services of red tourism destination. In the construction of the public service standard system of red tourism destination, we should fully understand the development status of regional tourism public service and the formulation of relevant standards, and draw up a forward-looking, advanced and flexible standard system from the perspective of scientific development.

4.2.2 Shift the Focus from Government Leading to Enterprise Autonomy

Establish the vertical integration mechanism from the bottom to the top and improve step by step. Red tourism destination public service involves a wide range of issues, and the basic conditions for the development of red tourism are different. A complete public service system of red tourism destination should be gradually formed through fully integrating local resources from the bottom to the top when formulating standards. The experience of standardization construction in western countries is carried out voluntarily by enterprises, supervised and evaluated by standardization associations. The government is only responsible for the guidance of macro direction in the process of standardization operation, and the intermediary agencies and enterprises play a role in the formulation and implementation of standards. Therefore, the focus of the standardization of the public service system of red tourism destination should be shifted from the government led to the enterprise autonomy, and the standardization pilot enterprises should be encouraged to establish the standard system and deepen the standardization process.

4.2.3 Supporting the Construction of Multi-Party Participation Evaluation System

The users of public service in red tourism destination include not only tourists, but also community residents. In the process of promoting the standardization of public services in red tourism destination,

the quality and effect of public services provided by the government must be evaluated by the recipients of services. In the process of establishing the standardization system of public service in red tourism destination, it is necessary to establish an evaluation system involving tourists, community citizens and social organizations to force the government to continuously improve the quality and level of public service, so as to avoid the standardization of public service becoming a mere formality.

5. Conclusion

Higher and more comprehensive requirements are put forward for the quantity and quality of public service in red tourism destination with the continuous emergence of new tourism formats, the increase of the proportion of tourists in the market and the increase of free travel. The construction of public service standardization system of red tourism destination is an important guarantee to improve the public service level of red tourism destination, a practical need to speed up the development of tourism economy, and a powerful starting point to effectively enhance the international popularity and competitiveness of regional tourism. Compared with promoting the development of tourism industry infrastructure, promoting the public service system of red tourism destination is a greater challenge. It is necessary to start with the standardization construction and promote the quality and efficiency of public service by constructing a standardized public service system for red tourism destination. The standardization of public service of red tourism destination is an activity process of formulating public service standards and implementing them. It requires a corresponding systematic design and path allocation. Only in this way can the standardized public service system of red tourism destination enter a benign cycle, and can it have a greater driving effect on the transformation, upgrading, quality and efficiency of tourism industry.

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