

Feasibility and Strategy Research on the Application of "Collecting Badges and Playing Cards" Mode in Chongqing Red Tourism

Deng Xiao, Meng Jidong

Innovation and Entrepreneurship College of Chongqing Normal University, Chongqing, China

Abstract: This paper systematically discusses the application prospects of the "badge-punching" tourism model in the development of Chongqing's red tourism. By analyzing the current situation of Chongqing's red tourism and the advantages of the "badge-punching" model, it reveals the potential of the model in enhancing tourists' experience, promoting the dissemination of local culture, and promoting the innovation of tourism industry. the results of the study show that the "badge punching" model can effectively stimulate tourists' participation, revitalize red tourism resources, and inject new vitality into the tourism industry. However, to ensure its sustainable development, it is necessary to guard against over-commercialization and homogenization, and give full play to its role in cultural communication and brand building. the research in this paper provides theoretical support and practical reference for the innovative development of Chongqing's red tourism industry.

Keywords: Set Badge Punching; Red Tourism; Tourism Market; Chongqing; Tourism Experience

1. Introduction

In recent years, with the continuous segmentation of the tourism market and the increasing diversification of consumer demand, the "badge-punching" tourism model has rapidly become a new favorite in the tourism market due to its unique fun, social sharing and immersive experience. As an important old revolutionary area in China, Chongqing has rich red tourism resources, which provides a good foundation for the implementation of the "badge punching card" model. the purpose of this paper is to discuss the feasibility of the

"collect chapter punch card" model in the development of Chongqing red tourism, analyze its advantages and potential problems, and provide ideas for the innovative development of Chongqing red tourism industry. Through the analysis of the current situation of Chongqing red tourism and the in-depth study of the "stamp collecting punch card" mode, this paper tries to answer the following questions: (1) What is the current situation of Chongqing red tourism? (2) What are the advantages of the model of "collecting badges and punching cards"? (3) Is it feasible to apply this model in Chongqing red tourism? (4) How to avoid potential risks in the implementation process and realize sustainable development? the research in this paper not only has theoretical significance, but also provides reference for the practice of Chongqing red tourism industry.

2. Analysis of the Current Situation of The Development of Red Tourism in Chongqing

(I) Distribution and Characteristics of Red Tourism Resources in Chongqing

As one of the most important old revolutionary areas in China, Chongqing has rich and diverse red cultural resources and many famous attractions. Geographically, Chongqing's red tourism resources can be divided into three main areas: Yuzhong Red Rock Revolutionary Cultural Tourism Area, Sichuan-Shaanxi Revolutionary Bases Cultural Tourism Area, and Sichuan-Guizhou-Xiang-Eu Revolutionary Bases Cultural Tourism Area. These resources are widely distributed and cover a wide range of types such as old revolutionary sites, memorial halls, and martyrs' cemeteries, laying a solid foundation for the development of red tourism (Tao Shaohua, 2014).

According to the "2004-2010 National Red Tourism Development Program" of the red tourism functional zoning, Chongqing

Municipality belongs to one of China's 12 key red tourism areas, "Sichuan-Shaanxi-Chongqing Red Tourism Area". Chongqing red tourism resources are rich in variety and widely distributed, with very important educational and economic and cultural value. As a famous historical and cultural city, Chongqing has 22 national and municipal patriotism education demonstration bases, 8 key martyrs' architectural protection units, and many district and county-level red tourism resources, so from the point of view of the purpose of tourism, Chongqing is also one of the must-see places of red culture and education (Chen Qiuxia, 2020).

Red tourism resources in Chongqing are not only numerous, but also have a deep historical and cultural heritage. For example, as the seat of the Southern Bureau of the CPC Central Committee and the Chongqing Office of the Eighth Route Army during the War of Resistance Against Japanese Aggression, Hongyan Village witnessed the struggle of the CPC in a difficult environment, and is one of the core symbols of Chongqing's red culture. In addition, Chongqing's red cultural resources also have distinctive regional characteristics, such as the cultural resources of the Sichuan-Shaanxi Revolutionary Bases reflecting the history of the revolutionary struggle in the Sichuan-Shaanxi Soviet Area, and the Sichuan-Guizhou-Xiangzhou-Eqi Revolutionary Bases demonstrating the revolutionary spirit of the western Hunan-Eqi Soviet Area. the diversity and uniqueness of these resources provide rich materials for the in-depth development of red tourism.

(II) Problems faced by Chongqing's red tourism

Chongqing is rich in red tourism resources, but due to its inland location, the starting point of tourism development is low, the level of planning and development is not high, the advantages of tourism resources have not yet been turned into economic advantages, and the institutional mechanism of tourism development needs to be further transformed (Yang Qianfeng, 2006). Specifically, its problems are reflected in the following two aspects:

First, the product development method of red tourism scenic spots is single. Chongqing red tourism scenic resources development method presents simplistic characteristics, mainly

static display, less integration of scientific and technological elements, presenting a single way, the main reason for this is the lack of development funds and the lack of innovation consciousness of the developers (Tao Shaohua, 2014), red tourism is mainly based on the visit to the revolutionary sites, listen to scenic area interpreters to explain the history of the revolution and other traditional ways, the traditional form of red tourism is monotonous and boring, can't let tourists deeply experience the red culture to achieve the purpose of cultural education. It is impossible for tourists to deeply experience the red culture and achieve the purpose of cultural education.

Secondly, the planning mechanism is not perfect, the tourism environment needs to be improved. Some of the red tourist attractions in Chongqing lack scientific and unified planning, red tourism resources development in the planning is still lack of scientific and forward-looking, the main function of the red scenic area is to promote the revolutionary culture and red culture, but the scenic area in the process of construction often neglects to combine with the local traditional folk culture, characteristics of the ecological resources, which results in the scenic area of the comprehensive function is not strong (Xie Yitao, 2013).

Finally, the red tourist attractions innovative cultural and tourism equipment reserves are insufficient. With the arrival of the information age, tourists pay more and more attention to the sense of experience and ceremony in the process of tourism, while most of the red scenic spots in Chongqing City have not yet widely introduced artificial intelligence, AR and other high-tech facilities and equipment, which leads to a lack of experience in the process of tourism (Chen Qiuxia, 2020).

(II) Status of Red Tourism Routes and Brand Building in Chongqing

Chongqing has achieved remarkable results in red tourism line development and brand building. At present, Chongqing has formed ten relatively complete red cultural tourism routes, such as the Red Rock Red Culture Tour, Marshal Nie Rongzhen's Hometown Tour, Marshal Liu Bocheng's Hometown Tour, etc. These routes cover a wide range of areas, realize the linkage of points and surfaces, and effectively enhance the overall value of red cultural tourism (Wu Ming, 2012). For

example, the Hongyan Red Cultural Tour route takes Hongyan Village as the core, linking up important attractions such as Jagged Cave and Baigongguan, and through field visits and explanations, it allows tourists to gain an in-depth understanding of Chongqing's history during the Anti-Japanese War and the War of Liberation.

In addition, Chongqing's red culture brand has distinctive features, represented by "two museums" (Hongyan Revolutionary History Museum and Chongqing Bombing Memorial Museum), "two marshals" (Marshal Nie Rongzhen and Marshal Liu Bocheng), "two old men" (old generation proletarian revolutionaries) and "two old men" (old generation proletarian revolutionaries). " (the old generation of proletarian revolutionaries) as representatives, of which the Red Rock cultural brand dominates the market. By integrating resources and developing six industries, including cultural tourism, exhibition, education and training, the Red Rock Link Management Center has made red culture an important business card for Chongqing's external image display (Wang Chunshan, 2021). Through branding operation, the popularity and influence of Chongqing red tourism in the market has been increasing, attracting many domestic and foreign tourists.

3. Advantageous Analysis of the "Collecting Badges and Punching Cards" model

(i) Definition and emergence of the "badge-punching" tourism model

The "collect chapter card" tourism mode refers to the tourists in the travel process through the collection of scenic spots, specialty stores and other places of the seal to record and commemorate the trip. According to the "2023 Mid-Autumn National Day Tourism Consumption Trend Prediction Report" released by a third-party tourism platform, "stamp-collecting tourism" has become a new favorite among young people, and in recent years, "stamp-collecting" related content has rapidly gained popularity on major social media platforms, leading to a new cultural and tourism consumption trend (Shi Chenlu, 2023). (Shi Chenlu, 2023). In the "China Domestic Tourism Development Report (2023-2024)", "stamp collecting" is explicitly listed as one of the hot words for tourism in 2023, which shows that "stamp collecting" tourism has

already become a new mode of tourism. In "stamp collecting" tourism, tourists obtain stamps by completing specific tasks (e. g., visiting attractions, participating in activities, etc.) during their travels, and share their "punch card" results on social media, thus obtaining a sense of achievement and social identity.

(ii) Analysis of the advantages of the "badge-punching" model

The advantages of the "Collecting Badges and Punching Cards" model are mainly reflected in the following aspects:

Enhance the fun and engagement of the tourism experience

The "collect stamps and punch cards" model increases the fun and interactivity of tourism by setting up tasks and reward mechanisms. Tourists are no longer mere visitors in the travel process, but rather gain a sense of achievement by completing tasks (e. g., collecting stamps), which enhances their willingness to participate and satisfaction with the experience. For example, when tourists visit red tourism attractions, they can learn the historical stories behind the attractions by collecting stamps, and this immersive experience can enhance tourists' knowledge and understanding of red culture. Moreover, with the continuous development of social network media, highly interactive online social platforms provide online communication channels for "stamp collecting" tourism, thus promoting communication and interaction among "stamp friends" who collect stamps and punch cards, which further adds fun (Nie Ge, Ying Gao, 2024).

Promoting the dissemination and promotion of local culture

Through the combination of seals and local culture, the model of "collecting seals and playing cards" integrates cultural elements into the tourism experience. In the process of collecting seals, tourists can not only understand the local history and culture, but also share their own "card" results through social media, thus enhancing the visibility and influence of tourist destinations. For example, Chongqing's red culture can be integrated into the red rock spirit, revolutionary history and other elements through the seal design, attracting tourists to understand Chongqing's revolutionary culture.

Promoting innovation and sustainable

development of the tourism industry

The "badge-punching" mode is characterized by low cost and high cost-effectiveness, and can effectively promote the development of the tourism market from point to point. Through the integration of tourism resources and the design of reasonable "punch card" routes, tourist destinations can realize the linkage development among scenic spots and enhance the overall benefits of the tourism industry. In addition, this model can also provide new ideas for the brand building of tourist destinations, and enhance the brand image and market competitiveness of tourist destinations through the creation of distinctive "punch card" routes and seals.

4. Feasibility of "Collecting Badges and Playing Cards" Model in Chongqing Red Tourism

(i) Resource base and market demand

As an important old revolutionary area in China, Chongqing has rich red tourism resources, which provides unique conditions for the implementation of the "badge punching" model. Chongqing not only has many red tourism resources, but also has a deep historical and cultural heritage, which can provide rich materials for the "badge punching card" model. In addition, Chongqing has a large and growing tourism market, especially the red tourism market has shown rapid development in recent years, which creates good market conditions for the promotion of "Collect Badge Punch Card" model.

(ii) Route planning and branding foundation

Chongqing has formed a mature network of red tourism routes, and the linked development of scenic spots provides an ideal route planning basis for the application of the "stamping" mode. For example, Chongqing's ten red cultural tourism routes cover Chongqing's major red tourism scenic spots, and by integrating these route resources and designing reasonable "punch card" tasks and stamps, the participation and experience of tourists can be effectively enhanced. In addition, Chongqing's red culture branding has also achieved remarkable results, and the red rock culture brand occupies an important position in the market, providing brand support for the promotion of the "stamp card" model. By combining the "badge-punching" model with the red rock cultural brand, the market

influence of Chongqing's red tourism can be further enhanced.

(iii) Experiential marketing and cultural communication functions

In the context of traditional marketing methods that are difficult to meet the personalized needs of consumers, "collecting badges and punching cards", as a kind of experiential tourism marketing innovation, pays more attention to the experience of tourists and their gains. By setting up tasks and reward mechanisms, tourists can obtain immersive experiences during their travels, thus enhancing their knowledge and understanding of red culture. In addition, the mode of "collecting chapters and punching cards" can also expand the dissemination of red culture through the sharing function of social media, and enhance the popularity and influence of Chongqing's red tourism (Sun, Chunyan, and Guo, Yue, 2024). For example, when tourists visit the Red Rock Village, they can collect stamps to understand the connotation of the Red Rock Spirit and share their "punch card" results through social media, attracting more people to pay attention to Chongqing's red culture.

5. The Value of the "Collect Badges and Punch Cards" Model and Risk Response Strategies

(i) Potential and value of the "badge-punching" model

The "badge card" tourism model provides new opportunities and ideas for the development of red tourism in Chongqing. This model not only enhances the experience of tourists, but also promotes the dissemination of local culture and innovation in the tourism industry. By integrating tourism resources and designing reasonable "punch card" tasks and stamps, Chongqing red tourism can realize the linkage development among scenic spots and enhance the overall benefits of the tourism industry. In addition, the mode of "collecting stamps and punching cards" can also expand the spread of red culture through the sharing function of social media, and enhance the popularity and influence of Chongqing red tourism.

(ii) Potential risks and response strategies

In the process of implementing the "badge-punching" model, attention needs to be paid to avoiding several potential problems. First of all, excessive commercialization may lead to "collect chapter punch card" mode lose its

original intention of cultural dissemination, reduced to a simple commercial marketing tool, part of the scenic area of the "collect chapter punch card" tourism mode there are "layers of code". Some scenic spots have the phenomenon of "adding layers and layers of codes", and there are even scenic spots that need to be consumed individually in order to be stamped (Li Danping, Zhang Yuling, Jiang Xiaobin, 2024). Therefore, it is necessary to focus on the excavation and dissemination of cultural connotations in the model design to avoid over-commercialization. Secondly, the problem of homogenization may also affect the attractiveness of the "collect badges and punch cards" model. To solve this problem, it is necessary to focus on innovative design to enhance the fun and humanity of the medallion through the empowerment of themes and stories, to avoid uniformity. Finally, the problem of formalization may also lead to a decline in the experience of tourists, so we need to focus on the feedback of tourists during the implementation of the model, constantly optimize and improve the design of the "punch card" tasks and stamps.

In the future, Chongqing's red tourism industry should make full use of the advantages of the "chapter punch card" model, and continue to innovate and improve to realize the sustainable development of red tourism. Specifically, this goal can be realized through the following aspects of work: First, theme and story empowerment. By exploring the story elements in red cultural resources, designing thematic and storytelling "punch card" tasks and stamps to enhance the sense of participation and experience of tourists. In the process of creating a stamp card book, the characteristics of the scenic area should be combined, and the thematic connotation of the scenic area should be deeply excavated, to form a special tourism and cultural line, thus guiding tourists to go to specific tourist attractions to collect stamps for record keeping (Zhang Yuwen and Xiong Heshui, 2024). For example, a series of "punch card" tasks can be designed around the Red Rock Spirit, so that tourists can understand the connotation of the Red Rock Spirit in the process of completing the tasks. Second, cross-field cooperation. Through the cooperation with education, culture, science and technology, etc., to expand the application of the mode of "collect chapter

punch card". For example, we can cooperate with schools to incorporate the mode of "collecting chapters and punching cards" into the red education curriculum, so as to enhance the effect of patriotism education for students. Third, digitalization and intelligent application. With the help of digital technology, we can develop a small program or APP to realize the interactive experience between online and offline. Through intelligent design, the convenience and experience of tourists can be enhanced, while providing new channels for the promotion of tourist destinations. Fourth, continuous optimization and feedback mechanism. Establish a feedback mechanism for tourists, regularly collect their opinions and suggestions, and continuously optimize the design of "punch card" tasks and stamps. Through continuous improvement, the satisfaction and loyalty of tourists will be enhanced.

Acknowledgments

Funding support: Key Project of Humanities and Social Sciences Research of Chongqing Municipal Education Commission (Project Approval No. 22SKSZ026) College Students' Innovation and Entrepreneurship Training Program (Project Approval No. 041204/0253).

References

- [1] Tao Shaohua. Research on the innovative development of red tourism in ethnic areas of Chongqing [J]. Guizhou ethnic research, 2014, 35(04):120-123.
- [2] Zhang Yuwen, Xiong Heshui. Analysis of the value of the revolutionary sites of the New Fourth Army in Jiangxi and its development and utilization of the path of research [J]. Southern Cultural Relics, 2024, (04):293-300.
- [3] Sun Chunyan, Guo Yue. Come to Jilin, you set chapter punch card [N]. Jilin Daily, 2024-07-09(008).
- [4] Li Danping, Zhang Yuling, Jiang Xiaobin. Is stamping for the sake of stamping, collecting stamps and punching cards tasteless [N]. China Youth Daily, 2024-01-19(007).
- [5] Shi Chenlu. Instead of taking photos, why has "chapter travel" become a new favorite? [N]. Jiefang Daily, 2023-09-14(005).
- [6] Chen Qiuxia. Exploration of red tourism development strategy in Chongqing under

- the background of culture and tourism integration [J]. Contemporary Tourism, 2020.
- [7] Nie Ge, Gao Biying. Characteristics, Causes and Related Thoughts on the Phenomenon of Youth Collective Chapter Travel [J]. Journal of Heilongjiang Ecological Engineering Vocational College, 2025, 38(01):54-58.
- [8] Xie Yitao, Xiang Zihao. the development and countermeasures of red tourism in Chongqing [J]. Zhongguo Minzhu(Lower Decade), 2012, (11):186-187.
- [9] Yang Qianfeng. Research on the development strategy of red tourism in Chongqing [D]. Chongqing University, 2006.
- [10] Wu Ming. Research on the development and utilization of red tourism resources in Chongqing [D]. Xiangtan University, 2012.