

Analysis of Red Tourism Resources in Western Border Region Based on RMP-SWOT Theory and Design of Study Tour Routes

Jiaxin Hu, Wendi Pan, Xiaoqian Ren, Wen Han

Xinjiang College Of Science & Technology, Korla 841000, Xinjiang, China

Copyright: © 2025 Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0), permitting distribution and reproduction in any medium, provided the original work is cited.

Abstract: This article is based on the RMP theory and SWOT theory. It starts from the three core dimensions of resources, market and products, systematically analyzes the current development status, advantages, shortcomings and potential problems of Western Border Region's study travel products, and then puts forward targeted and innovative product development strategies. It aims to fully release the value of local diversified study travel resources and provide theoretical and practical references for promoting the high-quality development of the Western Border Region's study travel market and the deepening of cultural and tourism integration.

Keywords: Red Study Travel; RMP-SWOT Theory; Western Border Region

Online publication: August 26, 2025

1. Introduction

In recent years, the state has attached great importance to the integrated development of red tourism and study travel. In 2016, the Ministry of Education and 10 other ministries and commissions jointly issued the Opinions on Promoting Study Travel for Primary and Middle School Students, which clearly proposed to incorporate study travel into the education and teaching plans of primary and secondary schools, among which red study travel is one of the important contents^[1]. In 2021, the Ministry of Culture and Tourism released the 14th Five-Year Plan for Cultural and Tourism Development, emphasizing the need to deepen the innovative development of red tourism and promote the integrated development of red tourism with study education and rural revitalization^[2]. Against this background, red study tourism, as an emerging tourism form that combines the inheritance of red culture with study practice education, not only conforms to the national macro-policy orientation, but also meets the needs of patriotic education and comprehensive quality improvement for teenagers in the new era.

The northwest border region has abundant and unique red resources^[3]. This study intends to adopt the RMP-SWOT analysis method to conduct a comprehensive analysis of the resources, market, products and other aspects of Western Border Region's red study tourism in combination with political, economic, social, technological and other environmental factors. Based on the analysis results, targeted development strategies will be put forward to explore a development path of red study tourism suitable for Western Border Region's characteristics, so as to provide reference for the inheritance of local red culture and the upgrading of the tourism industry.

2. Red Study Travel Products

In the red study travel product system, various products jointly build a three-dimensional red culture inheritance system through unique resource integration and value presentation. Red cultural venue products rely on core resources such as museums and memorial halls, and become material carriers carrying red historical memories through static exhibitions and historical interpretation; Red theme route products focus on the connection of spatial resources, integrate scattered red scenic spots, memorial sites and related venues, and form study travel routes with coherent themes, helping participants deepen their understanding of red culture during spatial transformation. Red experience activity products focus on practical immersion, enhancing participants' emotional identification and value internalization of the red spirit through interactive forms such as scenario simulation and role-playing; Red cultural and creative products pay attention to integration into daily culture, combining red symbols, historical elements with modern daily necessities, and using carriers such as stationery and handicrafts to promote the extension of red culture to daily consumption and realize the daily dissemination of the red spirit. These four types of products have their own characteristics and complement each other, jointly forming a diversified product system for red study travel practice.

3. RMP-SWOT Theory

The RMP theory is an important theory proposed by the famous tourism scholar Professor Wu Bihui in 1999^[4]. This theory holds that regional tourism development should conduct evaluation and demonstration from three key aspects: Resource, Market and Production. With tourism products as the core, it first conducts resource analysis on the tourism region to explore the characteristics of local tourism resources; then carries out market analysis to grasp market demand and trends; finally, based on the previous two, conducts product analysis to realize the innovative development of tourism products.

In the practice process, the RMP theory can not only optimize the product type structure and promote the innovation of tourism products, but also transform local cultural tourism resources into tourism products suitable for sightseeing and experience^[5], and help find the problems existing in the existing products. Combining the RMP theory and SWOT analysis to conduct multi-dimensional analysis of the research object can obtain 12 dimensions formed by the intersection of the three dimensions of RMP and the four dimensions of SWOT. Taking **Table 1** as an example, this combination can more clearly insight into the advantages and weaknesses, opportunities and threats of regional tourism in terms of resources, market and products, and then put forward more targeted tourism development strategies.

Table 1. RMP-SWOT Analysis Matrix

Dimension / SWOT Dimension	Strengths (S)	Weaknesses (W)	Opportunities (O)	Threats (T)
Resource Analysis(R)	RS (Resource Strengths)	RW (Resource Weaknesses)	RO (Resource Opportunities)	RT (Resource Threats)
Market Analysis(M)	MS (Market Strengths)	MW (Market Weaknesses)	MO (Market Opportunities)	MT (Market Threats)
Product Analysis(P)	PS (Product Strengths)	PW (Product Weaknesses)	PO (Product Opportunities)	PT (Product Threats)

4. RMP-SWOT Analysis of Red Study Travel Products in Western Border Region

4.1. R-SWOT Analysis of Red Study Travel in Western Border Region

The Western Border Region is located at the northern foot of the Tianshan Mountains and the southern edge of the Junggar Basin, with a temperate continental arid climate in the mid-temperate zone. The average annual temperature is 7.3°C. It is cool in summer, suitable for outdoor activities; in winter, relying on the complete indoor heating system, study travel

activities can be carried out. Thus, it can meet the needs of different forms of red study travel in all four seasons^[6].

The city is rich in red study travel resources. There are 8 national level cultural heritage sites, including Mao Zedong's former residence, and 12 autonomous region level red heritage sites^[7]; by 2025, there are 8 red-themed A-level scenic spots (3 at 4A level and 5 at 3A level), 2 national-level study travel bases and 5 autonomous region-level ones, with more than 30 characteristic courses developed, receiving over 500,000 person-times of study groups annually^[8].

In terms of industry, in recent years, the integration of red study travel and cultural tourism has been promoted, with 15 professional institutions cultivated and more than 200 kinds of red cultural and creative products developed, forming an industrial chain of “visit and study—experience and interaction—product consumption”; in 2024, the annual income of related industries exceeded 200 million yuan, driving the growth of surrounding supporting facilities by 15%^[9].

As a multi-ethnic city^[10], as of 2025, there are 14 red related intangible cultural heritages (2 at the national level), which are important carriers for research and education.

4.2. M-SWOT Analysis of Red Study Travel in Western Border Region

In 2024, the Western Border Region focused on cultivating 28 red study travel market entities (15 professional study travel institutions, 8 red scenic spot operation entities, and 5 cultural and creative development entities), forming a full-chain system covering study travel organization, venue operation and supporting services^[11]; from January to October 2024, 42 new entities were added, bringing the total to 136, and the study travel projects attracted a total investment of 180 million yuan (Western Border Region Municipal Bureau of Culture and Tourism Work Report 2024).

Relying on red resources, more than 80 themed events on “Inheriting Red Genes from Generation to Generation” will be held in 2024, attracting 120000 participants; The “Little Explorer” activity received over 800 families in a single day, an increase of 65% year-on-year^[9].

The 2024 market data is impressive: the city received 185,000 person-times of study groups throughout the year (up 48% year-on-year, recovering to 160% of that in 2019), with an income of 120 million yuan (up 52% year-on-year, recovering to 155% of that in 2019); the per capita consumption of groups was 648 yuan (up 2.7% year-on-year), and the consumption of courses and cultural and creative products accounted for 45%^[9]. The market research analysis is shown in **Table 2**.

Table 2. M-SWOT Analysis of Red Study Travel Market in Western Border Region

Market Strengths (MS)	Market Weaknesses (MW)	Market Opportunities (MO)	Market Threats (MT)
1.As the capital of Western Border Region, Western Border Region has convenient transportation and wide radiation, which can attract local, national and international tourists, and bring a large number of potential tourist sources with the development of Western Border Region's tourism industry. 2.Two venues have been included in the National Red Classic Scenic Spots, and routes such as “Revolutionary Memory · Footprints in Western Border Region” have become national-level high-quality routes; the “Western Border Region No.1” route integrates diverse resources to enhance competitiveness. 3.The supporting facilities are gradually improved, and facilities such as accommodation, catering and transportation are optimized, providing convenient and comfortable support for red tourism.	1.Insufficient product development: no differentiated routes have been developed for different groups such as adults, teenagers and parent-child families, resulting in limited market coverage. 2.Relying on traditional media and travel agencies, with insufficient use of new media and single advertising forms, its popularity lags behind other red tourism destinations. 3.Red scenic spots have high requirements for interpretation, but the number of interpreters is insufficient, which is difficult to meet the demand during peak periods ^[13] .	1.It can take advantage of its location and transportation, combine with education and training, develop study travel with red culture as the main line, build a “visit + experience + education” base, and extend the industrial chain. 2.Taking the trend of tourism integration, it can combine red tourism with local folk customs, scenery and characteristic agriculture to launch diversified product routes. 3.As a node city of the “Belt and Road Initiative”, it can take advantage of international exchanges to carry out red cultural and tourism exchanges, attract international tourists, and promote its entry into the international market.	1.The demand of the tourism market is changeable, and consumers' requirements for product quality, personalization and experience are constantly improving. 2.Surrounding and other red tourism destinations are launching new products, intensifying market competition. 3.There are irregularities such as illegal operation and price fraud in the tourism market; if rectification and supervision are ineffective, it will hinder the healthy development of the red tourism market.

4.3. P-SWOT Analysis of Red Study Travel in Western Border Region

Red study travel products are a complex concept, covering the combination of multiple elements such as red relics visits, cultural experiences, transportation and accommodation, and course activities^[13]. From the perspective of consumers, its core is the comprehensive experience during the study trip, including multiple benefits such as historical cognition, spiritual perception and practical participation^[14]. Specifically, the red study travel products in Western Border Region include revolutionary relics venues, ethnic characteristic courses and study travel supporting services, which are unique experience carriers integrating red culture and multi-ethnic customs.

Red study travel products are a complex concept covering red relics visits, cultural experiences, course activities, etc.^[13] and their core is the comprehensive experience of consumers in terms of historical cognition, spiritual perception and practical participation^[14]. Specifically, the red study travel products in Western Border Region include revolutionary relics venues, ethnic characteristic courses and supporting services, which are unique carriers integrating red culture and multi-ethnic customs.

On the whole, its products have significant advantages: relying on the characteristics of a multi-ethnic settlement, it has developed characteristic courses such as “Ethnic Song and Dance Interpreting Red Stories” to enhance cultural appeal; it has national-level venues such as the Memorial Hall of the Eighth Route Army’s Western Border Region Office, and the courses cover themes such as revolutionary history, military reclamation culture and ethnic unity^[9]. However, the weaknesses are obvious: about 60% of the projects are dominated by visits and explanations, with less than 30% of immersive experiences and prominent homogenization; the brand awareness is lower than that of traditional red tourism cities such as Xi’an and Yan’an, and its influence is limited^[6].

At present, the red study travel products in Western Border Region are in the growth stage: on the resource side, it is necessary to improve the transformation efficiency, strengthen the training of professional talents, and promote the integration of “red + folk custom” and “red + technology”; on the market side, the demand for youth study travel increases by 40% annually, so it is necessary to deepen research and design hierarchical courses for different age groups^[9]; on the product side, it is necessary to strengthen the characteristics of ethnic integration, develop projects such as “multi-ethnic joint revolution” scenario theaters, and use new media to expand publicity and enhance brand recognition^[6]. In the future, it is necessary to focus on product differentiation innovation and brand building to promote its quality improvement and efficiency enhancement.

5. Practical Paths for Red Tourism in Western Border Region

The development of red tourism in Western Border Region takes the RMP theory as the framework, combines the results of SWOT analysis, and conducts analysis and design from the four dimensions of resources, market, products and policies to promote the high-quality development of red tourism. Through theme integration, digital empowerment, market expansion and policy coordination, the advantages of the Western Border Region’s red resources are transformed into industrial advantages, making it a model for the development of red tourism in border areas.

5.1. Resource Integration and Value Deepening

Through policies such as the ‘High Quality Tourism Development Plan’, we will promote the linkage between red tourism resources and international cultural and tourism projects such as the Grand Bazaar and Hongshan Park, forming a composite flow of ‘red history modern culture natural experience’, and enhancing the agglomeration effect and experience level. Introduce digital technology to build resource databases and virtual exhibition halls, restore and activate cultural relics using VR/AR^[15], strengthen site protection and restoration, and combine intangible cultural heritage to construct a “digital display physical protection cultural symbiosis” utilization model.

5.2. Market Expansion and Precision Marketing

Focusing on the structural demands of the study travel market, a hierarchical curriculum system is developed for audiences of different age groups. Relying on the location advantages of the “Belt and Road Initiative”, tourism cooperation with

regions such as Central Asia and Europe is strengthened to build the “Red Memories of the Silk Road” transnational tourism route; the radiation power of the international market is enhanced through the cross-border tourism alliance mechanism. A multi-platform collaborative new media marketing plan is created, with short video platforms as the core communication carriers, combined with forms such as live interaction and cultural and creative e-commerce. The differentiated brand image of “red culture + ethnic customs” is promoted to strengthen the regional recognition and emotional resonance of Western Border Region’s red tourism.

5.3. Product Innovation and Industrial Chain Extension

Guided by immersive experience, red-themed night tour projects and interactive exhibitions integrating audio-visual and lighting technologies are developed. Through forms such as scenario simulation and role-playing, tourists’ sense of participation is enhanced, breaking through the limitations of the traditional static exhibition mode. The cross-border integration of red tourism with ecological tourism, health and wellness tourism, and cultural and creative industries is promoted to build a composite product system of “red culture experience+ecological study+health and wellness vacation”, extending the tourism consumption chain. A hierarchical training mechanism for professional interpreters is established, and multilingual guide services and intelligent voice guide systems are introduced to improve the standardization and personalization of services. At the same time, the design and R&D of red cultural and creative products are strengthened, focusing on the modern transformation of cultural symbols and the integration of practical functions to meet the diversified consumption needs of tourists.

5.4. Policy Guarantee and Long-term Mechanism

The government should actively strive for special funds for the development of red tourism in the autonomous region and the support of land use policies, and explore the public-private partnership (PPP) model to attract enterprises to participate in the development and operation of red tourism projects. Relevant departments need to establish the “Western Border Region Red Tourism Alliance”, build a cross-regional resource sharing and route coordination mechanism, promote the construction of the “Western Border Region-wide Red Tourism Joint Ticket” system, and strengthen cooperation with provinces such as Shaanxi and Gansu to jointly create high-quality inter-provincial red tourism routes. Government departments should also construct a “scenic area-community” benefit-sharing mechanism: through approaches such as tourism revenue feedback and resident employment training, surrounding communities are guided to participate in red resource protection and tourism service work, forming a long-term development pattern of “government-led, enterprise-operated, and community-coordinated”, and effectively ensuring the social participation and sustainability of red tourism.

Disclosure statement

The author declares no conflict of interest.

References

- [1] Ministry of Education, National Development and Reform Commission, Ministry of Finance, et al., 2016, Opinions on Promoting Study Travel for Primary and Middle School Students.
- [2] Ministry of Culture and Tourism, 2021, 14th Five-Year Plan for Cultural and Tourism Development.
- [3] Li X M, Zhao R, Li J Q, 2005, Study on Red Tourism Resources in Xinjiang and Their Development and Utilization. *Journal of Arid Land Resources and Environment*, 19(2): 128-132.
- [4] Wu B H, 2001, RMP Analysis of Regional Tourism Development: A Case Study of Luoyang City, Henan Province. *Geographical Research*, (1): 103-110.
- [5] Zhang X Y, Wang Y, 2022, Study on Quality Improvement of Huainan Industrial Tourism Products Based on RMP Theory. *Journal of Huainan Normal University*, 24(5): 49-54.

- [6] Wang J J, Li J, 2018, Study on the Protection and Development of Red Tourism Resources in Xinjiang. *Tourism Tribune*, 33(5): 45-53.
- [7] Xinjiang Academy of Social Sciences, Institute of History, 2020, Investigation Report on Revolutionary Relics and Sites in Xinjiang. Urumqi: Xinjiang People's Publishing House, 68-75.
- [8] Urumqi Municipal Bureau of Culture and Tourism, 2025 Development Report on Red Study Travel.
- [9] Liu F, 2024, Current Situation and Path of Red Study Travel Industry Development in Xinjiang. *Journal of Arid Land Resources and Environment*, 38(2): 198-204.
- [10] Zhang Y, 2022, Study on the Communication Path of Red Culture in Multi-Ethnic Areas [D]. Urumqi: Xinjiang University.
- [11] Yan R, 2024, Study on the Integration of Red Tourism in Xinjiang from the Perspective of the Centenary of the Founding of the Party. *Journal of Xinjiang University of Finance and Economics*, (1): 12-21.
- [12] Zhang Y, 2013, Study on the In-depth Development of Red Tourism Resources: A Case Study of Urumqi City. *Journal of Dezhou University*, 29(2): 84-89.
- [13] Xinjiang Daily. Urumqi Revolutionary Memorial Venues Are Crowded with Visitors. (2024-06-30) [2025-08-31] .
- [14] Zhang Y D, Li C, Guan S H, et al., 2022, Spatial Distribution and Influencing Factors of Red Tourism Resources in Xinjiang. *Journal of Southwest University (Natural Science Edition)*, 44(2): 128-136.
- [15] China Workers' Network. Story of Red Tourism "Going Viral" □ "Artificial Intelligence + Red Culture" to Create a "Traffic Code" Attracting Tourists. (2025-08-25) [2025-08-31] .

Publisher's note

Whioce Publishing remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.