



## Red Tourism

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- China has stepped up efforts to promote "**red tourism**" which features visits to sites with significance of **revolutionary history of China**.
- The 'Red tourism' focuses on **the historical heritage** of the Chinese Communist Party for tourism development.
- Significance of the glorification of the Chinese revolution are:
  - It aims to improve the education of the party's revolutionary traditions, promote patriotism especially among youth, and stimulate economic development in revolutionary areas.
  - The elimination of rural poverty, along with promoting the legitimacy of the **Communist Party of China (CPC)**.
- At the heart of China's flourishing red tourism is the **Long March**. It includes locations and the choreographed stories of how the founding father of Red China, Mao Zedong, and his comrades battled for the **communist revolution in 1949**.

## Long March

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- The Long March was a military retreat undertaken by the **Red Army** of the **Communist Party of China** to evade the pursuit of the **Kuomintang** (KMT or Chinese Nationalist Party) army during the Chinese Civil War (1934-35).
- There was not one Long March, but a series of marches, as various Communist armies in the south escaped to the north and west.
- It was a key moment in the civil war, and also in the development of communism in China. **Mao Zedong** emerged as the leader of communist forces from the long march. He led the communist to victory over the nationalists.

**Source: TH**