

The Road to Rural Revitalization by Combining Green Finance with Red Tourism Taking Jinzhai as an Example

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ABSTRACT

This article takes Jinzhai County as an example to explore the path of rural revitalization by combining green finance with red tourism. Firstly, the rich red tourism resources and green ecological environment in Jinzhai County were analyzed, and the necessity of combining green finance with red tourism was proposed. Subsequently, the green finance policies and their implementation in Jinzhai County were sorted out, and the support for the development of red tourism was evaluated. Then, the article explores the specific models and paths of combining green finance with red tourism, and proposes strategies and suggestions for rural revitalization in Jinzhai County. Finally, the successful experience of Jinzhai County in combining green finance and red tourism was summarized through case analysis, providing reference for rural revitalization in other regions.

KEYWORDS

Green finance; Red tourism; Rural revitalization Jinzhai County; Sustainable development

1. INTRODUCTION

In 2021, Xi Jinping proposed at the 75th session of the United Nations General Assembly that China should achieve carbon peak before 2023 and carbon neutrality by 2026. 2021 is the beginning year of the 14th Five Year Plan. To achieve the goal of peaking carbon emissions and achieving carbon neutrality, we will comprehensively promote the development of green finance and support the transformation of physical industries towards green and low-carbon development. Since the 18th National Congress of the Communist Party of China, green finance has enormous development potential in the context of rural revitalization strategy. The development space of green rural industries is vast, and there is a strong demand for green funds in rural environmental governance and ecological development. Since 2000, Jiangxi Province has combined "red" with "tourism" and launched "red tourism routes", taking the lead in developing red tourism products. After more than 20 years of development, the connotation of red tourism has been continuously expanded, extended and clarified in terms of time span and spiritual connotation. It has formed memorial sites and signs formed by the great achievements of the people under the leadership of the CPC during the period of revolution and construction as the carrier, and organized and received tourists to carry out theme tourism activities such as memorial, study and visit with revolutionary history, revolutionary deeds and revolutionary spirit as the connotation. The history of the Red Revolution in Jinzhai County has important historical significance in the modern and contemporary revolutionary history of Anhui Province, with abundant red tourism resources and enormous development potential. So the path of rural revitalization that combines green finance and red tourism is feasible.

Based on the overall direction of national rural revitalization, by understanding the local green finance policies, exploring the shortcomings of green finance services for rural revitalization, and combining with the situation of Jinzhai General County, proposing solutions tailored to local conditions, promoting green finance, red tourism products and surrounding industries, and moving the path of rural revitalization towards green and sustainable development.

Zhang Ping, Chao Tong, and Su Bo (2022) used the entropy method to construct an evaluation index system for green finance and rural revitalization, calculated the coupling and coordination relationship between the two systems, and concluded that policy authorities can jointly establish regional development strategies that intersect with each other, fully leveraging the synergistic effect of coupling and coordination on the development of green finance and rural revitalization, in order to achieve a policy impact effect model of "1+1>2". Xin Yaoyao (2021) and others believe that we should strengthen ESG concepts, expand ESG practice areas, optimize green finance risk governance mechanisms, and provide decision-making basis for risk governance. Hu Pingping (2023) proposed that the high-quality development of green finance needs to be supported by strategies such as improving the standards and classification level of green finance, improving the evaluation quality of green projects, increasing investment returns, improving the connection level between green finance and traditional finance, and enhancing the penetration quality of sustainable development goals. Hao Zhuoqi, Guo Shanba, Xu Shuna, Gao Xiaoyao, and Liao Wang (2023) conducted a study on the development model of red tourism resources in the context of rural revitalization. They believe that the development of red tourism resources should be updated in form and combined with the development of surrounding green resources; Expand the types of red tourism and innovate communication forms, telling past stories in current language. Deng Jie and Zhao Jinyuan (2023) studied the development of red tourism in Dali under the strategy of rural revitalization, and proposed four suggestions: improving the construction of red scenic spots and surrounding infrastructure, promoting the organic integration of red tourism industry and modern technology, strengthening regional cooperation in red tourism, exploring new forms of tourism across the region, and promoting the organic integration of red resources with agriculture, industry, and service industries. Yue Qingying and Xiao Han (2023) proposed in their analysis of the integrated development strategy of red culture and tourism industry in northern Guangxi under rural revitalization that the development of red tourism must establish a global awareness, promote resource integration development, and explore differentiated development; Strengthen infrastructure construction and improve supporting facilities for red tourism; Adhere to social benefits and promote red culture education. Feng Jiaying, Geng Hongying, and Cheng Yu (2023) take Heilongjiang Province as an example to study the support of green finance for the integrated development of cultural and tourism industries. They provide suggestions for promoting direct financing services for the green development of cultural and tourism industries, building online green information platforms, accelerating the construction of supporting systems and service systems, and promoting green innovation in cultural and tourism enterprises. Liu Wei and Zhang Yinghua (2022) analyzed the financial service innovation based on smart red rural tourism and pointed out the difficulties in financial infrastructure, financial legal policy construction, and proposed corresponding financial service innovation strategies: developing diverse green financial products, utilizing smart technology to improve financial infrastructure construction, leveraging government regulatory advantages, and reconstructing the integrated development of finance and tourism. Guo Yunxi (2018) summarized the experience of building a green finance reform and innovation pilot zone in Ganjiang New Area, and proposed that green finance involves multiple professional fields such as environmental protection and investment and financing. Financial institutions need to establish specialized operating departments and tilt towards green finance in terms of talent, funds, and business. Zhou Qingxia and Niu Zhulin (2021) proposed two suggestions through the active exploration of green and replicable financial service models and rural revitalization financial services by Huishang Bank in Jinzhai County. Firstly, green finance needs to leverage the power of financial technology to achieve refined management in batch customer acquisition,

characteristic product innovation, and risk prevention and control. The assessment of green credit affects the "bull nose" of green finance.

2. BASIC THEORETICAL ANALYSIS

2.1. Overview of Green Finance

Green finance is a financial activity aimed at supporting environmental protection and addressing climate change by guiding funds towards environmental protection, low-carbon, and sustainable development. The core idea is to use financial means to promote economic structural adjustment and achieve a win-win situation between economic development and environmental protection. Green finance covers multiple fields such as green credit, green insurance, green bonds, green funds, and carbon trading, aiming to promote sustainable social development. Green finance is a financial model aimed at environmental protection and sustainable development, which promotes coordinated development of economy, society, and environment by providing financial support and guiding investment. The core concept of green finance is to achieve the unity of environmental friendliness and economic benefits of financial activities. Through the allocation and guidance of funds, it promotes the development of green industries, promotes innovation and application of green technologies, supports environmental protection and ecological construction, and achieves rational utilization and sustainable development of resources. The relevant theories of green finance include the concept, characteristics, functions, and principles of green finance. The concept of green finance refers to providing financial support and guiding investment through financial means and tools, with the goal of environmental protection and sustainable development, to promote the coordinated development of the economy, society, and environment.

The characteristics of green finance include the green orientation of funds, the balance of risk management and returns, and the unity of social responsibility and environmental benefits. The role of green finance includes promoting the development of green industries, promoting innovation and application of green technologies, supporting environmental protection and ecological construction, achieving rational utilization of resources and sustainable development, etc. The principles of green finance include environmental protection, social responsibility, economic benefits, transparency, and responsibility. The practice of green finance includes the formulation of green finance policies and regulations, innovation of green finance products and services, construction of green finance markets, evaluation and certification of green finance, etc. The formulation of green finance policies and regulations is aimed at regulating and guiding the development of green finance, providing legal and policy guarantees. The innovation of green financial products and services is aimed at meeting the funding needs of green industries and projects, providing diversified and differentiated financial products and services. The construction of green finance market is to provide a platform for green finance trading and investment, and promote the development and growth of green finance. Green finance evaluation and certification are aimed at evaluating and identifying the environmental and social benefits of green finance products and services, and enhancing the green awareness and sense of responsibility of market participants. In short, green finance is a financial model aimed at environmental protection and sustainable development, which promotes coordinated development of the economy, society, and environment by providing financial support and guiding investment. The relevant theories of green finance include the concept, characteristics, functions, and principles of green finance. Practice includes the formulation of green finance policies and regulations, innovation of green finance products and services, construction of green finance markets, evaluation and certification of green finance, etc. Through the development and practice of green finance, it is possible to promote the development of green industries, support environmental protection and ecological construction, and achieve rational utilization of resources and sustainable development.

2.2. Current Development Status of Red Tourism and Its Relationship with Green Finance

In the process of implementing the rural revitalization strategy, Jinzhai County has explored a development path that combines green finance with red tourism, with its unique red tourism resources and green ecological environment. Jinzhai County fully taps into the potential of red tourism, while paying attention to ecological protection and sustainable development. It uses green financial tools to provide financial support for red tourism projects, promoting a win-win situation between rural economic development and environmental protection. Red tourism, as a major feature of Jinzhai County, has formed a certain market size and influence after years of development. Through red tourism, Jinzhai County not only inherits and promotes red culture, but also brings considerable economic benefits to the local area and improves the living standards of residents. However, in the rapid development of red tourism, it also faces problems such as insufficient infrastructure and low service quality, which urgently need to be solved through innovation and reform. Green finance, as an emerging financial model, aims to promote environmental protection and sustainable development through financial means. Jinzhai County combines green finance with red tourism, which not only meets the funding needs of red tourism development, but also promotes the green transformation of the tourism industry. By issuing green bonds and establishing a green industry fund, Jinzhai County has attracted a large amount of social capital to invest in the development and construction of red tourism projects, while requiring these projects to meet the requirements of environmental protection and sustainable development. In the process of developing red tourism, Jinzhai County focuses on ecological protection and environmental restoration, promoting the integration and development of tourism, agriculture, forestry, water and other industries. This model not only enhances the connotation and quality of red tourism, but also drives the development of local green industries, providing strong support for the implementation of rural revitalization strategies. Through the practice in Jinzhai County, we can see that the combination of green finance and red tourism has opened up a new path for the rural revitalization strategy. This model not only helps to protect and utilize red cultural resources, but also promotes green development of rural economy, achieving a dual improvement in economic and social benefits.

2.3. The current situation of combining green finance and red tourism to promote rural revitalization

Green finance refers to financial activities aimed at environmental protection and sustainable development. Through the allocation of funds, it promotes the development of green industries and promotes the transformation and upgrading of economic structure. Next, we will explore the meaning and importance of red tourism. Red tourism refers to tourism activities that mainly focus on revolutionary historical sites and red scenic spots. It can not only promote local economic development, but also inherit and promote red culture. Then, we will analyze how Jinzhai County, as a typical poverty-stricken mountainous county, can use a combination of green finance and red tourism to promote rural revitalization. In practice, Jinzhai County actively explores the development model of green finance supporting red tourism, providing useful reference for other regions. Finally, we will summarize the driving role of the combination of green finance and red tourism in rural revitalization, and explore the future development prospects. Through this innovative development model, it can effectively promote the prosperity of rural economy, improve the living standards of farmers, and achieve sustainable development.

3. ANALYSIS OF THE INTERNAL MECHANISM OF GREEN FINANCE EMPOWERING RURAL REVITALIZATION STRATEGY

3.1. Definition of Green Finance and Its Relationship with Rural Revitalization

Green finance refers to financial activities aimed at environmental protection and sustainable development, guiding and promoting capital investment in green industries such as environmental protection, low-carbon, energy-saving, and clean energy through various financial means and tools. At the same time, it restricts and adjusts traditional high pollution and high energy consuming industries to achieve a win-win situation between economic development and environmental protection. The relationship between green finance and rural revitalization is mainly reflected in the following aspects: 1. Green finance can provide the necessary financial support for rural revitalization. Rural revitalization requires a large amount of capital investment, including agricultural modernization, rural infrastructure construction, ecological environment protection, and other aspects. Green finance, as a financial tool, can provide necessary financial support for rural revitalization and promote rural economic development. 2. Green finance can guide the direction of rural revitalization. Green finance aims at environmental protection and sustainable development, which can guide rural revitalization towards green, low-carbon, and sustainable development, promote the adjustment of rural industrial structure, and promote the coordinated development of rural economic development and environmental protection. 3. Green finance can enhance the benefits of rural revitalization. Green finance can improve the efficiency of rural resource utilization, reduce environmental pollution and ecological damage, improve rural economic and social benefits, and achieve the goal of rural revitalization by investing in green industries. Therefore, green finance plays an important role in rural revitalization, providing financial support for rural revitalization, guiding the direction of rural revitalization, and improving the efficiency of rural revitalization. In practice, we should actively explore the combination of green finance and rural revitalization, promote rural green development, and achieve the goal of rural revitalization.

3.2. The Inner Logic of Empowering Rural Revitalization with Green Finance

Green finance, as an emerging financial model, aims to promote environmental protection and sustainable development. Green finance can play an important empowering role in rural revitalization. This article will take Jinzhai as an example to explore the path of rural revitalization by combining green finance with red tourism. Firstly, green finance can provide financial support for rural revitalization. In the Jinzhai area, the development of red tourism requires infrastructure construction and tourism project development, all of which require a large amount of financial investment. Green finance can attract more investment in rural areas and promote the development of the tourism industry by providing low interest loans, equity investments, and other means. Secondly, green finance can promote the protection and sustainable development of rural environment. The development of red tourism needs to rely on a good ecological environment, and green finance emphasizes support for environmental protection, which can promote rural areas to adopt more green and sustainable development methods. For example, green finance can support the development of clean energy, ecological agriculture and other industries in rural areas, thereby reducing environmental damage and improving the quality of the ecological environment. In addition, green finance can also promote economic restructuring and industrial upgrading in rural areas. In the Jinzhai area, the development of red tourism needs to be combined with local characteristic industries to create unique tourism products. Green finance can promote the optimization of economic structure and industrial upgrading, and enhance the competitiveness of rural areas by supporting technological innovation and industrial transformation. In summary, the empowerment of rural revitalization through green finance has inherent logical consistency. By providing financial support, promoting environmental protection, and promoting economic restructuring, green finance can provide

important support for the development of red tourism in the Jinzhai area, promoting sustainable development in rural areas.

3.3. Construction of Green Finance Policy System

The Chinese government issued the "Guiding Opinions on Building a Green Financial System" in 2016, which clarified the important significance of building a green financial system, developed green credit, and promoted specific measures in key areas such as supporting green investment in the securities market. These measures aim to mobilize and incentivize more social capital to invest in green industries, while more effectively suppressing polluting investments. This guidance emphasizes the supporting policies of finance, finance, environmental protection, and relevant laws and regulations, as well as the importance of financial institutions and markets increasing their innovation efforts.

From policy promotion to market selection, the construction of China's green finance system has entered version 2.0. The green finance system in this stage not only includes traditional financing activities such as loans and securities issuance, but also risk management activities such as green insurance, as well as various carbon finance businesses. The Chinese government has built a basic framework for the green finance system during the 13th Five Year Plan period, and has made significant improvements in financial information disclosure requirements, green finance standard formulation, and green finance innovation. During the 14th Five Year Plan period, China's green finance system will enter a new stage of leapfrog development.

The Policy Research Bureau of the China Banking and Insurance Regulatory Commission pointed out that green finance is of great significance for achieving the "dual carbon" goals (i.e. carbon peak and carbon neutrality). Green finance is not only an important way to help achieve these goals, but also an important guarantee for deepening the supply side structural reform of finance and promoting the transformation and development of financial institutions. In addition, green finance is also an important field of international exchange and cooperation, which helps to enhance the green background and quality of international financial cooperation.

4. ANALYSIS OF THE CURRENT SITUATION AND PROBLEMS IN THE DEVELOPMENT OF RED TOURISM IN JINZHAI

4.1. Overview of Red Tourism Resources in Jinzhai

Jinzhai County, located in the western part of Anhui Province, is an important component of the Dabie Mountain Revolutionary Base. The whole county has abundant red tourism resources and is known as the "General County" and "Red Golden Village". The red tourism resources in Jinzhai County mainly include revolutionary historical sites, red memorial halls, and revolutionary martyr cemeteries. Among them, the Jinzhai Revolutionary Martyrs Memorial Tower, the Jinzhai County Revolutionary History Museum, and the Liu Deng Army's Thousand Mile Leap into the Dabie Mountains Memorial Hall are representative red tourism attractions. These scenic spots not only showcase the important position of Jinzhai County in the process of the Chinese revolution, but also make tourists feel the bravery, fearlessness, and firm belief of the Jinzhai people. Jinzhai County is also actively developing products that combine red tourism with green finance, such as issuing red tourism bonds and establishing a red tourism industry fund, to provide financial support for the development of red tourism. At the same time, Jinzhai County continuously enhances the attractiveness and influence of red tourism by optimizing tourism services and enhancing tourism experience. The red tourism resources in Jinzhai County have extremely high historical, cultural, and tourism value, and are important tourism resources in Jinzhai County and even Anhui Province. Through the development and utilization of red tourism resources, Jinzhai County can not only

promote local economic development, but also inherit and promote red culture, allowing more people to understand and feel the revolutionary history and spirit of Jinzhai County.

4.2. Current Development Status of Red Tourism in Jinzhai

Jinzhai County, as an important destination for red tourism, has attracted many tourists with its rich revolutionary historical relics and profound red cultural heritage. In recent years, Jinzhai County has fully utilized these resources, actively developed red tourism, and combined it with green finance, opening up a new path for rural revitalization. In the current development status of red tourism in Jinzhai, we can see that Jinzhai County has effectively inherited and promoted red culture by creating a series of red tourism attractions, such as the Revolutionary History Museum, the Red Army Square, and the Martyrs Cemetery. At the same time, Jinzhai County has also launched multiple red tourism routes, combining red scenic spots with green natural scenery, attracting a large number of tourists. However, the development of red tourism in Jinzhai also faces some challenges. Firstly, the homogenization problem of red tourism products is quite prominent. How to stand out among numerous red tourism attractions and form a unique tourism experience is a problem that Jinzhai County needs to solve. Secondly, the infrastructure construction of red tourism still needs to be improved, and services such as transportation, accommodation, and catering need to be further enhanced. In response to these issues, Jinzhai County has taken a series of measures. With the support of green finance, Jinzhai County has increased investment in red tourism infrastructure, improved the tourism environment, and enhanced the quality of tourism services. At the same time, Jinzhai County actively innovates red tourism products, such as conducting red education and training, red cultural performances, and other activities, enriching tourism content and improving tourist experience. Overall, Jinzhai County has effectively promoted rural revitalization by combining red tourism with green finance. In the future, Jinzhai County will continue to deepen this integration and further leverage the important role of red tourism in rural revitalization.

4.3. Problems in Jinzhai Red Tourism

(1) The homogenization of red tourism products is severe. The red tourism products in Jinzhai are relatively single, mainly focusing on visiting red scenic spots and paying tribute to the revolutionary martyrs, lacking characteristics and innovation. In addition, although Jinzhai County has rich folk culture, such as Dabie Mountain folk songs, ancient steles, silk strings, gongs, and drums, the display and promotion of these cultures are not deep and extensive enough in daily tourism, which makes it difficult for tourists to have a profound experience during the visit process, which is not conducive to the long-term development of red tourism.

(2) Insufficient tourism infrastructure. Although the red tourism infrastructure in Jinzhai has been improved to a certain extent in recent years, there is still a significant gap compared to the demand for tourists. The facilities such as tourist service centers and tourist toilets in some scenic spots are not complete enough, which affects the tourist experience. Moreover, tourism resources are scattered and the cluster effect is poor. The distribution of tourism resources in Jinzhai County is relatively scattered, and there is a lack of organic integration between various scenic spots, resulting in a long distance between them and a lack of unified cluster effect. This distribution reduces the sense of tourism experience, weakens the attractiveness of tourism, and causes tourists to spend a lot of time on the road during their travels.

(3) The level of tourism services is not high. The service level of Jinzhai's red tourism still needs to be improved. Some tour guides have insufficient understanding of red history and culture, and their explanations are monotonous and boring, making it difficult to stimulate the interest of tourists. In addition, the mechanism for handling tourism complaints is not sound, and tourist satisfaction is low.

(4) The contradiction between tourism development and environmental protection is prominent. In the development process of red tourism in Jinzhai, some scenic spots overly pursue economic benefits

and neglect environmental protection. The increase in tourists has brought about waste, noise and other issues that have had an impact on the local ecological environment, restricting the sustainable development of red tourism.

(5) The integration and development of red tourism with other industries is insufficient. The degree of integration and development between Jinzhai's red tourism and related industries such as agriculture, culture, and education is not high, and the industrial chain is relatively short. This has not fully reflected the economic benefits of red tourism, affecting the overall effect of rural revitalization in Jinzhai. In response to the above issues, this article will explore the path of rural revitalization by combining green finance with red tourism, in order to provide useful reference for the development of red tourism in Jinzhai.

5. FEASIBILITY ANALYSIS OF GREEN FINANCIAL SERVICES FOR JINZHAI RED TOURISM AND RURAL REVITALIZATION

5.1. Feasibility of Green Financial Services for Jinzhai Red Tourism

Jinzhai County, as a revolutionary old area, has abundant red tourism resources. Green finance can provide financial support for the protection and development of these resources, while promoting sustainable tourism development. For example, green loans can support the construction and renovation of environmentally friendly tourism facilities, raise funds through green bonds for the protection and restoration of red cultural relics, and provide risk protection for tourism activities through green insurance.

5.2. Feasibility of Green Financial Services for Rural Revitalization in Jinzhai

Green finance can promote rural revitalization in Jinzhai County by supporting projects such as ecological agriculture, clean energy, and rural environmental governance. These projects not only contribute to improving the quality of life of local residents, but also promote sustainable development of rural economy. For example, green credit can be used to support the development of ecological agriculture, and green funds can be invested in improving rural infrastructure.

5.3. Constraining issues and solutions

5.3.1. Constraining issues

Imperfect green finance products and services: Currently, green finance products may not be sufficient to meet the specific needs of red tourism and rural revitalization, such as financing tools for small tourism enterprises or agricultural projects.

Inadequate relevant policies and regulations: The lack of a clear policy and regulatory framework may hinder the promotion and application of green finance, especially in ensuring that projects comply with environmental and social responsibility standards.

Insufficient awareness and ability of market participants: Financial institutions, tourism enterprises, and rural revitalization projects may lack awareness and application capabilities of green finance, which affects the effective utilization of green financial tools.

Limitations on funding sources and scale: Green projects often require long-term investment and lower returns, which may limit the sources and scale of funding, especially in attracting private capital.

Lack of technology and professional knowledge: Green finance projects may require specific technical support and professional knowledge, which may be lacking in areas such as Jinzhai County.

5.3.2. Solution

Strengthen policy support and incentive measures: The government can encourage financial institutions to develop green financial products and services by providing tax incentives, subsidies, risk compensation, and other measures.

Establish and improve standards and certification systems: Develop clear green finance standards and certification systems to ensure that projects meet environmental and social responsibility requirements, and enhance market trust.

Enhance the awareness and ability of market participants: Through training, seminars, and knowledge sharing, enhance the awareness and ability of financial institutions and enterprises in green finance.

Promoting public-private partnerships: The government can collaborate with the private sector to jointly invest in green tourism and rural revitalization projects, in order to expand funding sources and scale.

Introduction and cultivation of professional talents: attract professional talents, provide technical support and consultation, and cultivate local talents to support the implementation and management of green finance projects.

6. POLICY RECOMMENDATIONS AND IMPLEMENTATION PATHS

(1) Increase policy support for green finance. In order to promote rural revitalization by combining green finance with red tourism, the government should increase policy support for green finance. Specific measures include: establishing special funds for green finance to support the development of rural green industries and the construction of red tourism projects; Increase tax incentives for rural green industries and encourage enterprises to invest in green industries; Guide financial institutions to increase their lending to green industries and provide financial support for the development of rural green industries.

(2) Strengthen the protection and development of red tourism resources. In order to fully leverage the role of red tourism in rural revitalization, the government should strengthen the protection and development of red tourism resources. Specific measures include: strengthening the management and protection of red tourism resources, ensuring the sustainable utilization of tourism resources; Increase investment in the red tourism industry, improve tourism infrastructure and service levels; Innovate red tourism products, develop diversified tourism projects, and enhance the tourism experience.

(3) Promote the integration and development of green finance and red tourism. In order to achieve the integrated development of green finance and red tourism, the government and enterprises should take the following measures: strengthen the planning connection between green finance and red tourism, and ensure that industrial development is consistent with rural revitalization plans; Encourage financial institutions to provide green loans for red tourism projects and support the development of rural green tourism industry; Guide enterprises to use green financial tools to carry out projects for the protection and development of red tourism resources.

(4) Enhance the development level of rural green industries. In order to enhance the development level of rural green industry, the government and enterprises should take the following measures: strengthen the research and innovation of green industry technology, and enhance the competitiveness of rural green industry; Increase training and publicity efforts for rural green industries, and improve the environmental awareness and skill level of farmers; Encourage farmers to participate in green industries and leverage their main role in rural revitalization.

(5) Strengthen monitoring and evaluation of rural revitalization. In order to ensure the expected results of the rural revitalization policy combining green finance and red tourism, the government should strengthen the monitoring and evaluation of rural revitalization. Specific measures include:

establishing a monitoring indicator system for rural revitalization and conducting regular evaluations of the progress of rural revitalization; Strengthen the promotion and interpretation of rural revitalization policies, and improve the effectiveness of policy implementation; Timely adjust and improve rural revitalization policies to ensure their sustainability and effectiveness.

7. SUMMARY

This article analyzes the special situation of Jinzhai County as a revolutionary old area and a poverty-stricken area, as well as how to utilize the rich red tourism resources and green ecological environment in the local area to promote sustainable economic and social development. Firstly, a detailed review and evaluation of the red tourism resources in Jinzhai County will be conducted, including their historical value, tourism potential, and social impact. At the same time, analyze the challenges and opportunities faced by Jinzhai County in implementing green finance policies, and explore how to use green finance tools and policy support to provide funding and policy guarantees for red tourism and rural revitalization projects. Next, the paper conducts a case study on the rural revitalization projects and green finance practices that have been implemented in Jinzhai County, evaluates their effectiveness and existing problems, and provides reference and inspiration for subsequent policy formulation and project implementation. At the same time, the study explores how to enhance the endogenous driving force for the development of red tourism and green finance in Jinzhai County by cultivating local talents, increasing farmers' income, and improving infrastructure. Finally, based on the above analysis, the paper proposes a rural revitalization strategy that combines green finance with red tourism in Jinzhai County, including policy recommendations, financial innovation, and tourism product development.

ACKNOWLEDGMENTS

This study was supported by Anhui University of Finance and Economics Provincial College Student Innovation and Entrepreneurship Training Program Project (No: S202310378026).

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