

The Remodeling of Revolutionary Culture and the Management Mode of Landscape Operation

-- Taking 'Eight New Scenes of Jintan, Changzhou' as an Example

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Abstract. The revolutionary culture has a long history, science and technology are changing rapidly. Some revolutionary landscape operation mode is facing the crisis because it does not keep up with the changing pace of the times. How to reshape the revolutionary culture and update the mode of operation has become a difficult point in the old-fashioned landscape. Based on a large number of literature and the results of field research, this paper puts forward corresponding countermeasures for the problems of Jintan District of Changzhou City.

Keywords: Cultural Remodeling; Landscape Operations.

1. Introduction

The report of the 19th National Congress of the Communist Party of China stated that the socialist culture with Chinese characteristics originated from the Chinese excellent traditional culture bred by the Chinese nation over 5, 000 years of civilization history, and was cast in the revolutionary culture created by the party leading the people in revolution, construction, and reform. The advanced socialist culture is rooted in the great practice of socialism with Chinese characteristics.

In recent years, red cultural attractions have become a hot option for holiday travel, and many outstanding red cultural attractions have become role models for red spots across the country. Under the social background of vigorously promoting the red revolutionary culture, how to make the revolutionary culture advance with the times and reshape it into an advanced culture that conforms to the development of society, how to make the red tourist attractions develop more, is the primary issue that needs to be considered now.

At present, there are still many problems to be solved in the operation of domestic red cultural attractions. This is also within the discussion of many scholars. For example, for many small and medium-sized scenic spots that are marginalized in the wave of red cultural communication, their operation management still exists. If the propaganda is inadequate and the product culture is relatively simple, the development of tourism resources is not enough, and its potential value has not yet been tapped. Take the 'Eight Scenes of Jintan' in Changzhou City, Jiangsu Province as an example. Its development has experienced prosperity and gradual decline. The 'Eight New Scenes of Jintan' also needs to be redefined. The various scenic spots failed to form an excellent brand effect, the tourism product development is not good, management and operation is not strong, resulting in the scene of the sparrow now. But for its excellent red revolutionary culture, it has not been well developed. Revolutionary red culture does not keep pace with the times, and it is difficult to integrate into modern life, so it has great obstacles to its inheritance and development. This paper will take 'eight scenes of Jintan' as an example to make a deep analysis and Research on the reconstruction of revolutionary culture and landscape operation management, and to explore practical measures and relevant suggestions.

2. Literature Review

2.1 Cultural Remodeling

2.1.1 Research Content

As for cultural remodeling, many scholars have been involved in the theoretical research of it, and there are differences in the direction and emphasis of cultural remodeling. First, the reconstruction of university culture. The first problem to be solved in the modernization of university governance is the reconstruction of culture, that is, the transformation and sublation of university culture (material culture, institutional culture, and conceptual culture, etc.) from tradition to modernity (Shi Xiaoguang, 2015) [1]. Second, the cultural remodeling of disciplines. The cultural remodeling should not only ensure the continuity of its own competitive advantages, but also reshape and develop new competitiveness at a higher level on this basis (Huang Chao, 2018) [2]. Third, rural culture remodeling should rely on the original cultural background and social foundation of rural society. It is important to fully explore the historical and contemporary values of traditional rural culture represented by agricultural civilization. Reconstruct rural culture, reshape it, promote the revitalization of it, and provide internal spiritual power for the overall promotion of rural revitalization strategy (Lu Kerong, 2019) [3]. Fourth, cultural remodeling in the protection of historical and cultural blocks. It should be transformed from the surface to ‘cultural remodeling’ based on urban history, and the relationship between inheritance and development should be handled properly (Li Linsong, 2019) [4].

2.1.2 Research Significance

Many scholars have mentioned ‘inheritance and development’ and ‘sublation and abandonment in the discussion of cultural remodeling, emphasizing the significance and importance of cultural foundation in the process of cultural remodeling. Red culture is a kind of sharing and sharing of emotions. It establishes a small public sphere with common feelings so as to form an identical value recognition. (Liu Jing, 2017; Wang Mingjiang, 2017) [5] The reconstruction of culture is not only the construction of civilization, but also the driving force of social development, which is conducive to the formation and deepening of advanced values. It will bring enormous spiritual value and benefits to the whole society.

Red Culture is the cultural advantage of Jintan District and it also conforms to the general direction of socialist construction in the new era. So, it is feasible and effective to remold Jintan District's culture on the basis of Red Culture. Integrating Red. Culture into the ‘Eight New Jintan Scenes’ and making it the focus of cultural remodeling will help stimulate the patriotism and innovation spirit of the people, and then promote regional development.

2.2 Operations Management

Judging from the current research situation in academia, the research on the operation of red cultural tourist attractions has relatively comprehensive and in-depth results. Most of the research focuses on a certain area or a specific attraction, as a concrete example, from the necessity of its development to the conclusion of recommendations and measures. Zeng Jia (2019) [6] took Jinggangshan as the research object, and proposed to integrate ‘Internet +’ into landscape operation to promote the further development of Jinggangshan red culture industry; Cai Xiaoguang (2016) [7] proposed different in the development red tourism resources in the Bohai Rim region. The age class designs different tourism routes to maximize the effectiveness of tourism resources; Liang Qiuhong (2018) [8] listed branding and product diversification as the development focus in the research on the development of the red tourist scenic spot in Nanchang. In the operation of the red cultural landscape, it is necessary to adapt to local conditions rather than copying existing cases.

In terms of the depth and breadth of research, there is still a big gap in the study of the reshaping of revolutionary culture. Many scholars have not yet focused on the study of how revolutionary culture advances with the times, but the idea of integrating revolutionary culture into tourism products has been implemented and implemented, which will be the beginning of the study of reshaping revolutionary culture.

3. Research Background and Current Situation

Jintan District, Changzhou, the geographical location is superior, on the east of Wujin District, west of Mount Maoshan, south of Taohu Lake, north of Danyang; The ancient literati named the local beautiful natural landscape as ‘Eight Scenes of Jinsha’, namely ‘Sanfeng clouds’, ‘Siping sunset’, ‘Wulong pinnacle’, ‘Bailong Chengbi’, ‘Nanzhou fishing flute’, ‘Beizhu lotus’, ‘Mantang Chunshui’ and ‘Taohu night moon’.

As time goes by, the original eight scenes of Jinsha gradually faded and the eight new scenes of Jintan were developed under the governance of relevant departments. However, the eight new scenes of Jintan were not widely recognized by the public. Even the Pattaya Landscape has been closed due to poor operation between 2014 and 2015. In fact, Jintan District itself has the characteristics of red culture, such as SuWan District and martyr cemetery. In addition, Mount Maoshan, Taohu Lake and Gulongshan Mount are all beautiful, Duan Yucai memorial hall, museums, Hua Luogeng hua luogeng Park, Sanxingcun relics are rich in cultural connotation.

It is important to note that the culture remolding needs not only the stability of the political environment, economic environment, social environment and harmonious, but also the self-renewal, which is the premise of district revitalization and development of culture. However, cultural remolding is faced with many difficulties nowadays, such as value dilemma, the current situation, subject dilemma and governance dilemma (Lv Bin, 2019) [9]. This is exactly the dilemma that Jintan district is facing in cultural remolding. The following is specific analysis:

3.1 Value Dilemma

Due to the globalization and modernization, China's fundamental revolutionary cultural values have been impacted, and the new trend has gradually weakened or even replaced the revolutionary cultural values, which has led to the loss of revolutionary culture's original value position and cultural cohesion. Jintan has also focused too much on catching up with the upsurge of ‘globalization’, ignoring the development of its own red culture. At the same time, people also have no strong awareness of inheriting and developing their own culture.

3.2 Operations Dilemma

The loss and absence of the material carrier of revolutionary culture is quite a problem. Taking Sheng Suanhuai's former residence as an example, it has not been well maintained, making the cultural significance gradually fade out.

3.3 Subject Dilemma

The main body of the culture construction has changed, no longer limited to the proletariat, all participate in it. However, due to the expansion of the scope of the main body, it has lost its pertinence. The cultural construction task of Jintan District is not implemented in place, and the responsibility is not clearly implemented to departments, which reduces the efficiency of cultural construction and reconstruction.

3.4 Governance Dilemma

China has always attached great importance to the development of the core values of the Chinese nation, but how to reshape the revolutionary culture in such a globalized background, specific policies and measures have not been clear yet. in Jintan, the government has not yet formulated clear management policies related to cultural remolding, so it is impossible that the culture remolding can be carried out in an orderly and scientific way.

4. Countermeasures

As for the operation and management of tourist attractions, different scholars have different views. Zhang Dingchun (2015) [10] proposed that ‘in the daily operation and management of tourist

attractions, the management system, product system and service system constitute the three core systems, which are important factors for the sustainable development of tourist attractions. Sun Hao and Jin Yuling(2019)[11] proposed that ‘in the current era of digitalization and information technology, enterprises can use new technologies, such as product iteration, big data analysis and image tracking, to track and analyze consumption characteristics and behavior habits of target groups, so as to create exclusive services for customers and achieve refined operations’. Zhao Jianwen (2019) [12] proposed that ‘smart tourism is an important means for tourist attractions to integrate and classify tourism resources through Internet technology, and a new development model to promote the further development of China's tourism industry’.

Based on the views of the above scholars and the actual situation of ‘eight scenes of the golden altar’ in Changzhou city, we believe that the remolding and development of the revolutionary culture of ‘eight scenes of the golden altar’ is not only a simple commercial development of the original red resources, but also needs to focus on the development purpose, development theme, development positioning and development mode. Only by scientifically demonstrating the remold, development and utilization mode of the revolutionary culture of ‘the eight scenes of the golden altar’, rationally utilizing and deeply digging the local tourism resources and combining them with the modern landscape operation, can we effectively develop and utilize the red cultural resources of ‘the eight scenes of the golden altar’ and bring considerable economic benefits.

4.1 Renovate the Red Resources and Combine Them with the Culture of the Times

Jintan district should re-repair the original infrastructure and red tourism resources of the eight scenes of Jintan, and give them the significance of The Times. On the one hand, the red culture resources not only has the characteristics of traditional scenic tourism, and has the features such as revolutionary, nature of the cultural relics [13], should concentrate on pump experts in related fields, the golden altar eight sights was damaged or lost in the building to carry on the overhaul and repair, in the ancient books and folklore tan eight sights once explore the culture and history; On the other hand, during the renovation process, we should pay attention to the combination with the era culture, pay attention to the integration of socialist core values and other elements of the era, and give full play to the positive role of red culture on people.

4.2 Innovate Publicity Methods and Combine Them with Modern Media

The important reason for the decline of the eight scenes of the golden altar is that its propaganda is small and backward, so what it should do in propaganda is to strengthen the propaganda investment and use the modern means of communication for propaganda. On the one hand, the cultural stories and architectural facilities in the eight scenes of the golden altar are visualized and modernized, and these contents are presented to tourists in a three-dimensional way by modern means. On the other hand, these ‘eight scenes of modern Jintan’ will be fully displayed in airports, high-speed railway stations and other crowded areas to enhance its popularity.

4.3 Develop Cultural and Creative Products and Combine Them with Market Demands

Cultural and creative products of red tourism are indispensable in the development of red tourism, which shoulder the role of red culture transmission and bring certain commercial profits. Therefore, in the process of reconstruction and development of eight scenes of Jintan revolutionary culture, it becomes particularly important to develop novel cultural and creative products based on its revolutionary culture. On the one hand, to avoid the development of cultural and creative products in the process of conformism, blindly keep the wrong idea without flexibility; On the other hand, the development of cultural and creative products of red tourism is rooted in red and focuses on innovation [14]. Jintan district must highlight the theme of red culture in the development process, integrate into the era meaning and creativity, combine with market demand, improve product quality, and make tourists like it.

4.4 Construct Red Ecology and Combine it with Ecological Livability

The so-called ecological construction of red scenic spots refers to the synchronous development of green tourism in combination with the construction of ecological civilization while developing red tourism in old revolutionary base areas[15]. Jintan itself is a beautiful environment, the red resources development and the combination of green ecological development is also a new development idea, the red culture + ecological livable attractive enough, the development of tourism resort, visitors can probe into the scenic spot to accept the red culture edification and infection, offers visitors a red culture combined with green livable new feeling.

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