

# A Report of Red Cultural Resource in Lingnan Region

## – Research on a Series of Innovative Cultural-And-Tourist-Featured Towns

Qingkun Du<sup>1</sup>, Jingyang Lin<sup>1</sup> and Wei Bi<sup>1\*</sup>

<sup>1</sup> School of Art and Design, Guangdong University of Finance and Economics, Guangdong Province, China  
\*Corresponding author's e-mail: 35290984@qq.com

### ABSTRACT

The rich Red culture in Lingnan region endows the town with historical resources for innovative cultural and tourism. However, currently economic benefits of Red culture resources are limited on the innovation path to Red Cultural tourism town, lacking the practical design and discussion. Building an innovative red town, resource integration and development are necessary on the basis of exploring Red culture deeply and need to attain innovative cultural tourism experience under the guidance of market demand, aesthetic pursuit of the masses, and modern technology. This thesis sorts out the red resources and cultural tourism resources in Lingnan Red Cultural Tourism Town, and analyzes the importance of cultural tourism for regional economic growth and cultural identity. Based on the above analysis and innovative path of cultural and tourism towns, three innovative development strategies of Red Cultural tourism town are put forward, which are deepening the tourism route according to revolutionary cultural relics, combining natural resources and customizing ideological and political research, so as to add cultural value to Lingnan Red Cultural Tourism Towns and promote new construction of the region.

**Keywords:** Culture-oriented travel, Travel experience optimization, Culture heritage, Red culture

## 1. INTRODUCTION

Red Culture, formed in the revolution, construction and reform, is China's precious spiritual wealth. President Xi Jinping emphasized that we should make good use of Red resources, develop the Red tradition and inherit the Red gene well. Nowadays, with the patriotism becoming strong in Chinese people, the enthusiasm for Red Cultural Tourism is also growing, the Red Cultural Town in Lingnan is also under construction.

Therefore, with red resources being paid attention to, it is necessary to explore the regional features and Red Cultural identity of cultural tourism in an innovative way.

In this paper, using the method of field research, by the date which from the local government's official website and field survey, author horizontal contrast four town in red tourism experience mode, natural resources

and official events, combined with the local establishment time, area, and tourism revenue in 2020, visitors income in 2020 to local Developmental deficiency in these four small towns, and proposes the solution in view of the defects.

This thesis studies the innovative use of Lingnan Red Resources in characteristic towns from the perspective of Red Culture combined with revolutionary cultural relics, natural cultural resources and ideological and political research, so as to provide reference for Lingnan Red Cultural Tourism Towns to further promote Red Culture and revitalize local economy.

## 2. ANALYSIS OF THE FITTING VALUE BETWEEN LINGNAN RED CULTURE AND REGIONAL CULTURAL TOURISM TOWN IN THE NEW ERA

Formulated in 2019, the Regulation on the Development of Revolutionary Zones in Guangdong

Province have great political and practical significance for Guangdong to thoroughly implement the important instructions of general secretary Jinping Xi on the Soviet and also the old areas, promoting the development of the old revolutionary base areas to the rule of law, so that people in the old areas can live a happier and more wonderful life. In the new era, the innovation of the Red Cultural towns is a new trend of the cultural and tourism industry, which plays a positive role in the culture and economy of the Greater Bay Area and even the whole Lingnan region.

**2.1.The Importance Of Building Red Spirit Of The Greater Bay Area**

The Red town, which inherit the red gene, is an important spiritual pillar of the Greater Bay Area, while the innovative Red Cultural Tourism Towns, as a connecting point of urban and rural culture near the Greater Bay Area, is a cultural and tourism carrier of cultural integration. It is an important part of the construction of the Red ideological and cultural system of the Greater Bay Area when tourists experience the local culture and ecology.

**2.2.Enthusiasm For Upgrading Red Cultural Identity**

Political identification refers to the psychological identification and behavioral support of the political subject in a certain system towards the existing political body in the social and political life[1]. In the Red Cultural Tourism Towns, it is a process for tourists to experience the Red stories and make use of the Red atmosphere created by the environment. It is an immersion pattern for Red Culture to give full play to human nature.

**2.3.Reference Of Enriching Cultural Tourism Experience On The Spot**

There are distinct regional characteristics in Lingnan region, and the Lingnan’s Red Cultural stories were integrated with the folk customs in the south of the Five Ridges when it was born. It is one of the internal driving forces to lead the ecological development and cultural transmission in Lingnan region. Therefore, it is an innovative pattern to enrich tourism experience by integrating the Red culture with the development of natural resources and human landscape.

**3.ANALYSIS OF CURRENT SITUATION OF RED CULTURE TOWNS IN LINGNAN REGION**

**Table 1.** Basic tourism informational data of Lingnan Red Cultural tourism towns.

|               | Red Culture Tourism Scenic Spot                               | Characteristic Red Cultural experience form | Regional natural cultural tourism resources | Red culture education and activities             |
|---------------|---|---|---|--|
| Suqu Town     | Sculpture Garden, Square. Memorial Hall                       | drama performance                           | Hot spring, picking garden, tea garden      | Education Day for Party Members                  |
| Chengkou Town | exhibition gallery  | VR Experience                               | Hot spring, Danxia Mountain tourist area    | Patriotic education base                         |
| Gaotan Town   | Cultural block site, reconstruction document, exhibition hall | Red theme daily production                  | Yangtze bamboo industry, special snack      | Theme party day, Activity party of history study |
| Qingxi Town   | holiday resort  |   | Forest Park, Pomelo Camellia                | Party member education day                       |

**3.1.Red Culture Derived From Lingnan Regional Characteristics And Humanistic Spirit**

Lingnan region is a land where Red Culture blooms. It is rich in cultural relics, historic sites and the Red sites, which is full of development opportunities. The Red culture in south of the Five Ridges is an advanced culture formed by the Communist Party of China through the revolution, construction and reform. The Red Culture of south of the Five Ridges embodies the

combination of the socialist core values and the essence of South of the Five Ridges' local culture[2], and it is also the concentrated expression of the Chinese spirit and culture of south of the Five Ridges.

**3.2.Analysis Of The Red Cultural Tourism Towns In Lingnan Region.**

At present, there are four representative Red Cultural Tourism Towns in Lingnan region, namely Suqu Town in Heyuan City, Chengkou in Town Shaoguan City,

Gaotan Town in Huidong City, and Qingxi Town in Meizhou city. The four towns are all located in the suburbs, but not far from the Greater Bay Area. They are one of the destinations for tourists to go out for cultural and tourism experience in the Greater Bay Area and even the whole Lingnan area. The following will sort out the Red Cultural resources, tourism hardware and natural conditions of the four cultural and tourism towns, and analyze the limitations and innovative foothold of Lingnan Red Cultural Tourism Towns.

### *3.2.1. Suqu Town In Heyuan City*

Suqu Town is a famous old revolutionary area named after Soviet area and approved by the State Council in 1958. It has the organization of farmers' association, the armed forces of farmers and the establishment of rural revolutionary base. It is a red scenic spot of Zijin County Party Committee and Soviet government of Zijin County in the early days. In the construction of scenic spots, the Suqu Town, with the name of Soviet Area as the theme and the purpose of reproducing the rural revolution, built the Training square of the Second Red Division, the memorial hall of the Soviet farmers' movement and the sculpture garden of the Soviet revolutionary martyrs. However, in recent years, the investment in Red Cultural and tourism facilities has stagnated. The annual number of tourists is about 35000, and the popularity is low nationwide.

### *3.2.2. Chengkou Town In Shaoguan City*

Chengkou town is an important aspect of the Long March of the Red Army to enter Guangdong Province, and it has a series of cultural relics and buildings left behind by the Long March of the Red Army. In terms of scenic spot construction, Chengkou Town has the only Long March of the Red Army themed Memorial Hall in Guangdong Province, which is used to show the stories and articles of the Red Army passing through Chengkou Town, as well as some sculptures and paintings related to the Long March. Its exhibition hall features the use of VR to replicate the experience of the Long March of the Red Army in northern Guangdong. In terms of cultural and tourism experience, the development strategy of Chengkou Town is to integrate the town into Danxia tourism area, positioning it as the second destination after tourists visit Danxia tourism area and hot spring area, so as to attract tourists. The Red Culture experience is mainly in the form of an exhibition hall.

### *3.2.3. Gaotan Town In Huizhou city*

Gaotan Town, known as the Red capital of Dongjiang, has Red Cultural relics and buildings such as the command center of the Party, government and army in the armed struggle, the Anti-Japanese armed struggle, and the Guangdong, Jiangxi, and Hunan border column in the War of Liberation. Gaotan Town is relatively mature in the construction of culture and tourism. In the construction of scenic spots, Gaotan Town transforms the old and new streets in the original town center into Marx street and Lenin street to sell snacks, local specialties and red crafts. Gaotan Town is also built around a series of Red Cultural bases, such as Zhongdong Memorial square, Baiqing building, the former site of the Red Army well, the former site of the Red Army mill, and the former site of the printing factory of Dongjiang special commission of the Communist Party of China, forming a complete tourism line. Hardware construction of Gaotan Town is relatively mature among the Red towns in Lingnan area. Besides the exhibition hall, commercial blocks are added as the characteristics of the town, which promotes the regional economic development.

### *3.2.4. Qingxi Town In Meizhou City*

As the first former Centre Soviet area in Guangdong, Dapu, where Qingxi Town is located, once safely escorted more than 200 parties and government officials, top secret documents, and scarce materials, such as Zhou Enlai. Qingxi Town was also the only transportation line preserved at that time. In terms of scenic spot construction, Qingxi Town is mainly focusing on the chain of beads in the memorial garden of Dapuzhong station, Duobaokeng station and the secret warehouse of Dicalou, and gradually restore the revolutionary historical features of the original central secret Red traffic line in Qingxi. In terms of cultural and tourism experience, Qingxi Town cooperates with the adjacent Riverside Resort to attract tourists with the help of the resort's natural highlights. However, due to its geographical location, its popularity is relatively low and online publicity is lacking.

Based on the analysis of the cultural and tourism resources of the four representative Red Cultural and tourism towns in Lingnan region, it is concluded that the Red Culture of the four towns has their own characteristics, and the hardware facilities of the Red Cultural Tourism Towns in Lingnan region are basically perfect, which has the conditions for the development of innovative cultural and tourism towns.

**Table 2.** Cultural tourism resources summary of Lingnan Red Cultural tourism towns.

|               | Start time of tourism construction | Area of Town             | User Sessions in 2020 | Tourist income in 2020 (CNY) |
|---------------|------------------------------------|--------------------------|-----------------------|------------------------------|
| Suqu Town     | 2009.3                             | 125 square kilometres    | 468 thousands         | Two one hundred million      |
| Chengkou Town | 2017.3                             | 226.85 square kilometres | 280 thousands         | One three hundred million    |
| Gaotan Town   | 2017.3                             | 196 square kilometres    | 472 thousands         | Two three hundred million    |
| Qingxi Town   | 2017.8                             | 141.13 square kilometres | 322 thousands         | One seven hundred million    |

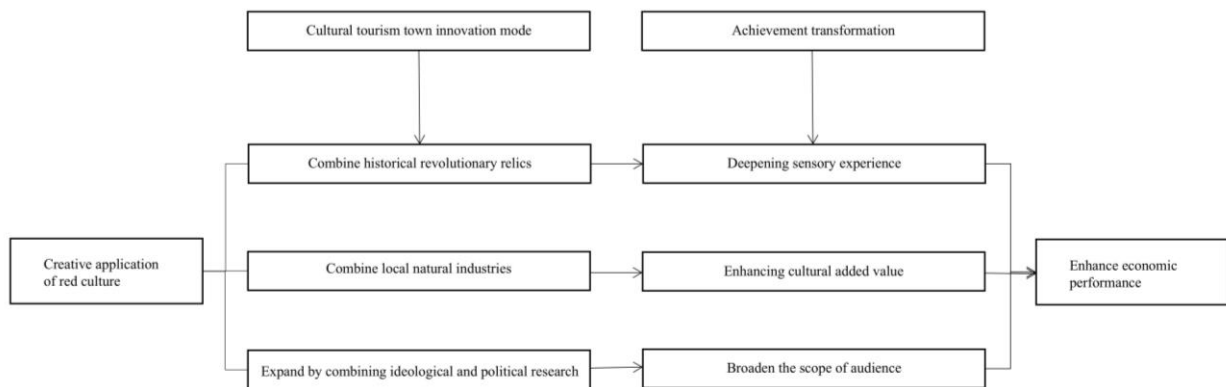
**3.3. Development Limitations Of Red Cultural Tourism Towns In Lingnan Region**

Compared with the Red Cultural Tourism Towns in Jingganshan, Gutian and other regions, the Red Cultural Tourism Towns in Lingnan region have certain limitations. These limitations are due to geographical factors, and also due to the lack of local innovation in the depth and breadth of red culture excavation. Its limitations are mainly manifested in three aspects: low cultural appeal, relatively low popularity and homogenization of development direction.

In terms of cultural appeal, although the infrastructure construction of the four towns is basically perfect, the experience form of Red Culture is not keeping pace with the times. Traditional forms such as traditional performances and small commodity production and selling are not enough to appeal to tourists' senses and thinking. In terms of popularity, the low popularity of Red Cultural Tourism Towns in Lingnan region is relative to the Red Cultural Tourism

Towns in other regions and other types of cultural and tourism destinations in Lingnan. Online publicity is more and more important. Nowadays, the search traffic and news coverage of Lingnan Red Cultural Tourism Towns are extremely low, which leads to the traffic limitation of Lingnan cultural and tourism town audience. In terms of development direction, the four Lingnan Red Cultural Tourism Towns mainly embody the inheritance of Red Culture in the Red exhibition hall. The experience of two-dimensional exhibition hall will guide tourists to experience Red Culture on the spot, and the senses only stay in two-dimensional vision and hearing, but lack of experience link. It has perfect space to appreciate the style of Red Culture through other regional elements such as architecture, technology and humanities.

**4. THE INNOVATING CULTURAL TOURISM MODE STRATEGY OF INTERGRATING RED CULTURE INTO CULTURAL TOURISM TOWNS**



**Fig.1.** The combining of innovation strategies of Lingnan red culture towns.

#### ***4.1.Recreate The Red Artifact Gene To Reproduce And Sublimate The Appeal Of Red Culture***

Old things with red imprints are the material and spiritual carrier of red culture. They are preserved objects and thoughts that have been touched by a revolutionary story and heroes. Therefore, such red things are the most fusion of ideas between red stories and tourists. In a direct way, and after the fusion of ideas, travelers will subjectively reproduce in their minds pictures of the revolutionary predecessors of the Communist Party of China practicing revolutionary events, forming associations guided by physical things to think pictures.

##### ***4.1.1.The Historical Red Stories Are Substituted Into the Scene Experience, And the Red Spirit Is Inscribed***

As the global tourism economy transforms from be centered on products and services to being centered on experience, experiential cultural tourism is the only way for the Red Cultural tourism to increase its appeal. The Red culture already has a complete storyline, so the focus should be on the construction of the scene. The construction of the scene is mainly a realistic scene. It needs to be built based on the old revolutionary site, between and within the old site to reproduce the revolutionary situation of the year, and create an experience with the historical timeline according to the progress of the revolution of the year, and visitors can move on various lines, and they can play the role of a revolutionary predecessor to experience firsthand the hardships of the year. In real scenes, it is necessary to pursue the two principles of authenticity and interactivity to satisfy tourists' pursuit of real history and expression of scenes. The scene experience is a feeling that is beyond the three-dimensional experience. In the process of engaging in dialogue with the scene objects, visitors will further deepen the revolutionary scene recognition and engrave the red spirit more vividly.

##### ***4.1.2.Historical and Revolutionary Cultural Relics Combined With Modern Technology To Enhance Sensory Experience***

In the planning of the Red Cultural tourism route, modern technology can be used to modernize the display of revolutionary cultural relics, allowing tourists to experience what they see and feel during the Long March, which is a way to break through the plane visual and auditory experience, such as the Red Army in Chengkou Town, Shaoguan city. The Long March theme memorial uses VR technology to reproduce the scenes and cultural relics of the Long March, but its experience

cannot keep up with the time due to the backwardness of equipment. With the advancement of technology, virtual reality technology has become an important way to browse exhibits. For the scanning and reconstruction of revolutionary cultural relics, it's also a construction of innovative cultural tourism experience and the revolutionary cultural relics can give visitors a brand-new cognitive experience, such as some cultural relics with bullet holes, damage and other traces, you can use virtual reality technology to enlarge the traces, and then combine the animation to show the origin of the traces. In this way, with the aid of animation and 3D browsing of objects, the Red scenes at the time can be directly displayed, so as to promote the Red spirit infection more intuitively.

#### ***4.2.Promote The Transformation Of Existing Industries And Enhance The Visibility Of Regional Cultural Tourism***

Four representative Red Cultural Tourism Towns in Lingnan have their own unique regional industries. Suqu Town has a long-standing camellia industry; Chengkou Town in has a mature Yangtze River bamboo industry; Gaotan Town has Gaotan Mingjiang ginger. Local specialty such as Gaotan morinda wine, Gaotan honey, Gaotan soup noodles, and Gaotan rice dumplings; the grapefruit cultivation in Qingxi Town; Meizhou city is almost all over the local people. Therefore, the four small towns have an industrial basis for promoting culture with products.

##### ***4.2.1.Existing Industries Rely On Red To Create Packaging And Increase Product Cultural Value***

Product packaging is the first medium for customers to contact products, and the primary way to convey product marketing and corporate culture[3]. Lingnan Red Cultural Tourism Towns should take the existing industry as its own characteristics and continue to upgrade its brand, regard Red Culture as the propaganda image of the industry, and product packaging as the teller of the Red story. For example, you can draw a local Red story into a comic strip and engrave it on a set of product packaging, use the continuity of the story to form a complete set of products, and sell them online and cultural tourist attractions as special products. In this way, the local industry can be closely integrated with the native Red Culture, and the cultural attributes of the industry can be empowered. At the same time, the red culture can be spread through the product as a carrier to increase regional popularity.

##### ***4.2.2.Red Culture Combines Local Natural Resources To Activate Green Ecological Experience***

The inheritance of Red culture and the development

of green ecology are respectively the important content of the two fields of cultural construction and ecological civilization construction in the overall layout of the "Five in One" socialism with Chinese characteristics. For cultural tourism towns, eco-tourism experience and Red Cultural experience play the role of mutual promotion. The four cultural and tourism towns all meet the conditions for developing red + green, On the one hand, the local government can promote a series of red + green ecological activities on the premise of protecting the ecological natural metabolic rate, so as to create camp experience, farm entertainment and other projects for tourists; On the other hand, local enterprises and the masses can also combine local products made from local resources with Red Cultural stories, use packaging to tell Red stories, and use Red stories to add value to products. Due to the lack of such construction in Lingnan area, tourists can not only experience innovative red + green cultural tourism in Lingnan area, but also have the feeling of respecting martyrs and nature.

#### ***4.3.Keep The Innovation Of Experience Mode And Promote The Diversification Of Research Direction***

With the all-round development of China's economy and society in the new era, Red Cultural tourism has become an urgent demand for people's cultural tourism experience because of its historicity and education. At present, most of the ideological and political research models are designed for the activities of Party members, so there is a certain development space for the diversified research and development of the experience direction of Red Culture in small towns to get rid of the homogenization of development.

##### ***4.3.1.Research And Study Mode Carry Out Research Based On Majors And Create Red Academic Discussions***

At present, the mode of research and study is mainly faced with the situation that the audience is relatively single and the Red Culture can not be popularized if it only faces party members. Small towns can expand the scope of research and study objects to college students. First of all, the construction and activities for college students should be younger, and the small town should be regarded as a leisure classroom outside the school to carry out a series of Red Culture theme extension. At the same time, the local story should be extended to accommodate to the students' professional academic activities, such as the innovative search of site selection basis, product production, route selection of the revolutionary history. All above are good objects for professional investigation, so that Red research and learning fit with different professional academic to get more extensive research. Moreover, due to the different

location and time of each Red base, it also has different research value, so academic research can effectively avoid the homogenization of development between small towns.

##### ***4.3.2.Ideological, Political, Research And Practice Should Develop And Innovate According To Personality, And Develop The Interaction Of Leisure Education***

First of all, the process of Red ideological and political research must be in line with the interest of the research object. Under the condition of cultural relic visit and natural resources based on the small town, culture, ecology, science and technology, and local humanities are integrated to integrate the hardware resources to meet the personalized research needs of tourists. Secondly, the participation mode of ideological and political research should focus on two dimensions: simulation and art. Simulation lies in the tourists' personal experience mentioned above, and uses the five senses to feel the charm of Red Culture; On the other hand, art is represented by painting, sculpture and performing arts on the basis of simulation. Through the integration of the artist's subjective feelings, the red spirit is sublimated to a higher level to communicate with the research objects. The influence of art work is used to guide thinking from comprehension to divergence, create two-way interaction between human and culture, and guide tourists from guidance to divergence to express their subjective feelings, which will provide creative venues and tools according to the need. Finally, it will collect data and feedback from the research objects for each ideological and political research activity, so that the town can create a personalized research education from tourists, and use the personalized research to maintain the continuity of the town's characteristics.

## **5.CONCLUSION**

The Communist Party of China has a kind of Red Culture. When Red Culture is combined with cultural tourism towns, cultural tourism towns have rich tourism experience resources. On the basis of existing Red Culture resources, stimulating the charm of Red Culture and exploring the inheritance of red gene are two main ways. Moreover, combining with modern technology and aesthetic innovation of tourist experience, which are the extra guarantees of the development of cultural tourism town endowed by red culture.

This study innovatively proposes three tourism patterns that substitution type scene layout with modern technology, optimizing packaging with red culture and developing diversified professional directions or customized research experience. There patterns promote Red Culture resources in Lingnan region develop in a

new way. On the one hand, innovative cultural and tourism design modes are developed and studied. For the public it brings "Functional Innovation", "Service Innovation", "Experience Innovation" in one of the "Cultural Travel Feast". On the other hand, through the formulation of multi-dimensional innovative theoretical framework of Red Cultural tourism, it not only enhances the vitality of Lingnan Red Culture, but also provides new design strategies and cross-boundary innovative ideas for local government to drive development of the tourist economy.

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