

Research on Innovative Development Strategy of Red Literature and Tourism Resources

—Take Jiaodong region as an example

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ABSTRACT

Jiaodong is an old revolutionary base area with relatively developed economy. At present, it is faced with problems such as low level of development of red cultural tourism resources, insufficient innovation of communication of red cultural tourism resources, and lack of professional talents for development of red cultural tourism resources. Based on the new era, we should promote the red tour resources development, solve cultural dilemma problem to eliminate social reality as the guidance, dig deeper into the red tour resources culture connotation, build digital red tour information service platform, set up red tour information security system, promote the red tour industry linkage development, in order to effectively implement the red tour resource of innovative development.

Keywords: Red resources, Travel, Development strategy, Jiaodong.

1. INTRODUCTION

Culture is the soul of a country and a nation [1]. Red culture was gradually formed and developed in the glorious historical process of the great rejuvenation of the Chinese nation. It began to sprout after the May 4th Movement and has been inherited and promoted in contemporary society through the period of new democratic revolution and socialist construction. Red cultural resources are a valuable spiritual wealth, and the tourism development and utilization of red resources enriches and develops the history of Chinese revolution and construction.

Red resources are the basis of developing red tourism, and rich red cultural tourism resources are the important premise of promoting the development of local red tourism. At present, the research on tourism development of red resources mainly includes two aspects. Taking a certain area as an example, the relationship between the development of red resources and rural revitalization is discussed, and the construction of red culture is introduced into the construction of old revolutionary base areas. For example, Xie Lili took "hero gold sand" as an example, and Fan Zhengping et al. took luzhou, Sichuan province as an example to explore the path for red cultural tourism resources to boost rural industry revitalization [2-3]. Cao Jun put forward ideas and suggestions to further promote the development of red cultural resources in traditional villages and the implementation of rural revitalization strategy in Guanzhong Old revolutionary base area through the investigation of red cultural resources in Guanzhong Old revolutionary base area [4].

Jiaodong is an old revolutionary base area, rich in red cultural tourism resources, but the influence of red tourism in the country is not prominent, compared with the rural tourism in the region, the development of red tourism is relatively backward. Based on the field research of red cultural tourism resources in Jiaodong, this paper analyzes the existing problems in order to promote the deep development of red cultural tourism resources in Jiaodong and realize the innovative development of red tourism.

2. INNER UNITY OF RED CULTURE AND TOURISM INDUSTRY

2.1. Red Culture is the Basic Basis for the Development of Red Tourism

"The Republic is red, and we should not dilute the colour," Xi said. Looking back at the revolutionary history of Jiaodong and recalling the revolutionary stories in Jiaodong, it profoundly interprets the red connotation of jiaodong, a piece of red land.

In the historical course of more than one hundred years revolution, countless martyrs and time model and hard-fought, artificial blood, burning passion, Jiaodong get constantly enriched and developed the red culture, background and vibrant precious red culture resources, become jiaodong history and culture, revolutionary culture and the wealth of the contemporary socialist culture.

The essence of Jiaodong red culture is patriotic awakening, dedication and innovation, daring to be the

first and selfless leader. From the birth of the Communist Party of China in 1921 to the founding of the People's Republic of China in 1949, under the leadership of the Communist Party of China, the people of Jiaodong carried out many major struggles, wrote a magnificent history of revolutionary struggles, and cast the red culture in Jiaodong. According to statistics, during the War of Resistance against Japanese Aggression and the War of Liberation, more than 400,000 young people joined the army in Jiaodong, and four field armies throughout the country were developed from the Jiaodong army. More than 2.8 million migrant workers joined the army. From August 1945 to September 1949, 7,250 cadres went south to support the newly liberated areas. From 1939 to 1945 Jiaodong base area secretly sent 430,000 taels of gold to the Party Central Committee. Strategically, in the late Anti-Japanese War, the Jiaodong Military Area command completed the largest maritime transport mission in the history of our army in only two months, and dispatched 10 whole regiments of troops and 3,000 cadres to the north to open up the northeast battlefield as an advance force, which later became an important source of soldiers for the Northeast Field Army.

2.2. Red Tourism is an Important Way to Promote and Spread Red Culture

Tourism resources are the materialized form of red culture and the main body of red culture communication. The red culture with Jiaodong revolutionary history is the spiritual highland of Jiaodong people forever. Through the red culture resources, integration and utilization of the excavation, blend in values education in the red tourism, with the help of revolutionary historical facts, specific cultural symbol of the spirit of revolution, red story, let visitors through the image, intuitive, perceptual cognition, realize the building and the values of emotion recognition, which can guide people to optimize its own code of conduct consciously. It plays an important role in promoting the practice of core socialist values and the establishment of a social environment featuring integrity, mutual benefit, fairness and justice, stability and harmony. Travel is to meet people for a better life experience and cultural needs of important ways and means, there is a coupling relationship between culture and tourism, tourism resources to the transformation of tourism products is bound to introduce human activities, use tourism as a medium to the value of the red culture and the deep connotation of the red culture is a kind of "moistens everything silently". Compared with the traditional theoretical learning effect to carry forward the red culture, understanding the role of red culture, and then improve the regional cultural soft power, enhance national cohesion and self-confidence.

3. CHALLENGES AND CONFLICTS: REALISTIC DILEMMA FACED BY THE DEVELOPMENT OF RED CULTURE TOURISM IN JIAODONG

People's understanding of the value of red cultural tourism resources is not in place. In order to pursue economic benefits, many areas lack an overall and effective planning for cultural tourism resources. Especially in remote rural areas with rich red resources, some revolutionary sites have been damaged, or the surrounding environment of revolutionary sites has been damaged. Jiaodong area is no exception. The development and utilization of red cultural tourism resources are facing practical difficulties.

3.1. The Integration Degree of Red Cultural Tourism Resources is not High, and the Overall Development Level is Low

Although the regions are geographically similar, due to the lack of relevant policy support and coordination mechanism, the development of red cultural resources in Jiaodong is in a situation of their own, the red cultural resources are artificially divided and cut, and the overall development level of red cultural tourism resources is low. First, red culture tourism resources are mostly developed by repairing revolutionary old sites and setting up exhibition halls, while tourism and exhibition are mainly utilized, and the communication content lacks systematic and consistency. Second, the integration of red cultural resources with other tourism resources is low. The red cultural tourism resources lack coordination and cooperation with the surrounding ecological environment and other cultural landscapes, the integration and development level of different cultural resources is low, and the compatibility and sharing degree of different regional cultural resources and folk culture resources is low.

3.2. Lack of Innovation in the Communication of Red Cultural Tourism Resources

The development of red cultural tourism resources focuses on construction but not utilization. The display of red cultural tourism resources is mostly static display in the form of physical objects, pictures, texts and multimedia, while the live display of red cultural heritage with the help of sound, expression and action is lacking. Some red scenic spots adhere to the traditional tourism service mode and lack of intelligent construction and intelligent service, which cannot meet the increasing demands of tourists for immersive experience. The space design of red tourist attractions often lacks cultural connotation, narrow space, light is not bright enough, and tourism experience is poor. The publicity and promotion of red culture tourism resources

mainly rely on local newspapers, TV, radio and other traditional official media, with weak radiating and driving effect. Most of the tourists that can attract are local residents, supplemented by individual tourists.

3.3. Lack of Professional and Comprehensive Talents in Red Scenic Spots

Patriotic education bases and red scenic spots have different levels of interpreters, with more indoctrinative content but less inspiring content, which makes it difficult to guarantee the effect of communication, leading to problems such as red culture transmission but not open, and the general audience learning but not thinking.

The development of new technology and new media puts forward new requirements for the comprehensive quality and innovation ability of red tourism practitioners. Tourism management majors are set up intensively in Shandong Province, but few colleges and universities are set up in the majors of party history, digital media technology, cultural industry and cultural communication. There are no schools for interdisciplinary disciplines such as digital cultural communication. The singleness of disciplines leads to a serious shortage of talent reserves, which has become one of the bottlenecks restricting the high-quality development of red tourism in Jiaodong.

4. RESOURCES DEVELOPMENT STRATEGY OF RED CULTURAL TOURISM RESOURCES

General Secretary Xi Jinping pointed out, "Cultural relics carry splendid civilization, inherit history and culture, and maintain the national spirit. They are the precious heritage left to us by our ancestors and provide profound nourishment for the construction of socialist spiritual civilization [5]." "We should make good use of red resources, carry forward red traditions and pass on red genes," he said. To carry out the important instructions of General Secretary Xi, to pass on the revolutionary spirit from generation to generation and make the red culture shine, we should combine the characteristics of red culture in Jiaodong and take measures according to local conditions to actively explore the development of red culture tourism resources.

4.1. Explore the Cultural Connotation of Cultural Tourism Resources and Integrate Red Culture into Tourists' Sensory Experience

Integrate the advantages of cultural and tourism resources in Jiaodong region to improve the competitiveness of red tourism. Break the regional boundaries, take the origin of Jiaodong red culture as the foundation, explore the spiritual connotation of

Jiaodong red culture, and explore the internal relationship between Jiaodong red culture, Chinese traditional culture and regional folk culture. For example, relying on Haiyang landmine warfare scenic spot and the former site of "Jiaodong Anti Japanese university" in Qixia Mou's manor to establish Jiaodong red culture experience area, while Kunyu Mountain scenic spot and Penglaige 5A scenic spot can make full use of Jiaodong's cultural advantages such as mountain and sea natural resources and profound traditional culture, develop comprehensive tourism with coastal tourism as the leader and red culture as the main line, and promote the combination of Jiaodong red culture tourism with research and study tourism, ecological tourism and health tourism, Tell "Jiaodong story" and "red story" well.

Innovative red tourism product design is carried out with vision, hearing, touch, smell and taste as the core, and red tourism products with "five senses" are created to integrate red culture into the sensory experience of tourists. To change the traditional single didactic way of red tourism and create immersive experiential projects. With the help of VR technologies such as holographic projection and 3D animation, scenes of landmark historical events such as landmine warfare can be restored to allow tourists to experience the revolutionary scenes of that year, thus deepening their awareness of the Red Revolution and enhancing their recognition of the value of red culture. The historical scenes of Jiaodong Nursery are restored to make people feel like they are on the scene. Immersive real scenes are created in the historical place to "activate" revolutionary stories and attract people to become "witnesses" of revolutionary historical events. According to the historical deeds of Zhaoyuan gold secretly transported to Yan'an to support the revolution, script writing, through war, history, immersion, reduction, let visitors to participate in the historical drama, present players miners and mine owners, the Japanese camp confrontation, red story by immersion, realize the historical experience and depth of red culture theme content.

4.2. Integration of Multiple Elements to Create a Digital Jiaodong Red Culture and Tourism Information Platform

Integration refers to the mutual combination and penetration of multiple elements. Integration brings new business forms, enhances cultural soft power, and drives the in-depth development of regional cultural and tourism resources optimization and integration, cultural and creative product research and development, red tourism and other related work.

First, integrate tourism elements. Tourism elements refer to housing, food, transportation, tourism, shopping and entertainment. The cultural and tourism department

can make an overall planning and layout of Jiaodong red culture and these elements. If we start with "living", we can build a home stay hotel in Jiaodong residential style; Start with "food" and combine it with traditional food culture such as Shandong cuisine to let the food tell the red story; With "row", it can cooperate with transportation departments and travel agencies to produce advertisements on expressways or short videos through video numbers or official account numbers. Start with "tour" and carry out research and learning activities on the theme of Jiaodong red culture in universities, primary and secondary schools; Start with "purchase" and develop cultural and creative products to reflect the core of Jiaodong red culture; Starting with "entertainment", we can broaden our thinking, attract the public to participate in the Jiaodong red culture theme creative competition, make the concept and connotation of Jiaodong red culture deeply rooted in the hearts of the people, and fully show the charm of Jiaodong red culture.

Second, integrate cultural creativity and scientific and technological creativity. Relying on the red scenic spots all over Jiaodong, public cultural units such as libraries, museums, archives and mass art institutions at all levels and of all kinds have formed a new type of cultural tourism industry with local culture as the presentation content and creativity as the endogenous driving force. Strengthen the cross-border integration of Jiaodong red culture with marine culture, wine culture and folk culture, excavate its cultural connotation, display it with new technology and new ideas, develop red cultural tourism projects with regional characteristics, and build Jiaodong red cultural tourism brand.

Combine red tourism resources with green and ancient tourism resources to form a unique cultural carrier. At the same time, it can also effectively integrate red tourism and humanistic tourism^[6]. In terms of space display, from physical objects and venue display boards to new media technology display, it can not only provide different visiting experiences for the audience, but also effectively integrate the history and knowledge of red culture.

4.3. Cultivate Professional and Communication Teams of Red Culture with High Professional Quality and Profound Moral Sentiments

Increase of red tour and personnel training, the introduction and training, improve the red cultural tourism is engaged in the personnel of business skills, to cultivate a political quality, professional skilled, familiar with jiaodong red culture professional talent team, let them become jiaodong medium for the spread of red culture, strengthen cooperation with colleges and universities, establish training and practice base, We invite people from the tourism industry to teach

practical courses in colleges and universities to train tourism professionals. Build a volunteer team, invite retired veteran cadres, experts, models and soldiers to give voluntary explanations, encourage young students to devote themselves to volunteer services, and build a stable and professional volunteer team for the dissemination of red culture.

5. CONCLUSIONS

General Secretary Xi Jinping stressed, "Let the fire of faith keep burning, let the red gene be integrated into the blood, and let the red spirit inspire power^[7]." The innovative development of red cultural tourism resources in Jiaodong should be based on the protection of red cultural tourism resources, take advantage of the good opportunity of red tourism development, deeply explore the connotation of red culture, innovate red cultural tourism products, improve the development depth of red cultural tourism, build Jiaodong red cultural brand, and promote the integrated development of red tourism and red cultural communication in Jiaodong.

ACKNOWLEDGMENTS

Fund Project: Shandong Provincial social science planning research project "research on the activation and utilization of intangible cultural heritage of traditional villages in Jiaodong under the rural revitalization strategy" (project no. : 21CWYJ28)

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