

# Investigation and Research on the Influence of Red Culture on the Revitalization of Old Revolutionary Base Areas

## --Taking Hai'an Old Revolutionary Base in Jiangsu Province as an Example

Peng Peng<sup>1</sup>\*, Lu Yi nan<sup>2</sup>, Shen Xin tong<sup>3</sup>, Zhang Hui qiong<sup>4</sup>, Min Wen jin<sup>5</sup>

<sup>1</sup>School of Marxism, Shanghai University of International Business and Economics, Songjiang, Shanghai, China

<sup>2</sup>School of Marxism, Shanghai University of International Business and Economics, Songjiang, Shanghai, China

<sup>3</sup>School of Financial Management, Shanghai University of International Business and Economics, Songjiang, Shanghai, China

<sup>4</sup>School of Marxism, Shanghai University of International Business and Economics, Songjiang, Shanghai, China

<sup>5</sup>School of Marxism, Shanghai University of International Business and Economics, Songjiang, Shanghai, China

\*Corresponding author. Email: 1562443184@qq.com

### ABSTRACT

Hai'an in Central Jiangsu is an old revolutionary base area rich in red genes. The red culture and education bases such as the memorial hall of the seventh victory in the Seventh World War, the memorial hall of Yingxi branch and the cemetery of the New Fourth Army's Anti-Japanese martyrs are famous all over the country. Through literature research, field investigation and interview, summary and analysis, this paper studies the development status of Hai'an old revolutionary base, summarizes a series of problems existing in the development of local red resources, and puts forward relevant solutions, which plays a positive role in carrying forward the red brand effect and helping the economic recovery of the old revolutionary base.

**Keywords:** Red resources; Old revolutionary base areas; Rural vitalization

## 1. INTRODUCTION

Revolutionary History Memorial facilities, sites and patriotic education bases condense the glorious history and fine traditions of the Communist Party of China and carry the inspiring red tradition and red gene.[1] They are important places to stimulate patriotic enthusiasm and pool the strength of the people. Hai'an city is an old revolutionary base area with a long history. It spreads the knowledge of red culture, which plays a positive role in enhancing the confidence, backbone and ambition of the Chinese people in the new era. Through the Research and analysis of the development of red economy in the old revolutionary base areas, this paper puts forward a series of suggestions to polish the red brand of the old revolutionary base areas, which is not only conducive to accelerating the economic and cultural development of Hai'an old revolutionary base areas, but also has positive reference significance for the same type of old

revolutionary base areas in China.

## 2. DEVELOPMENT STATUS OF OLD RED AREAS IN HAI'AN CITY

Hai'an city is located at the intersection of Nantong, Yancheng and Taizhou, adjacent to the Yellow Sea in the East, the Yangtze River in the South and Shanghai. It is one of the seven major coastal medium-sized cities in Jiangsu Province. With its unique geographical location and comfortable and pleasant natural scenery, it has become the core city of the economic development of the Yangtze River Delta economic zone. The development of Nantong has been highly affirmed. [2]

Hai'an has a long red history. Hai'an County established the Yingxi branch of the Communist Party of China in 1927; The United Nations resistance force was established on October 10, 1940; There are more than 100

memorial sites with red genes in Hai'an area, such as the cemetery of Anti-Japanese martyrs, the Hai'an Anti-Japanese War Memorial Hall and the Korean residence. It has become an important patriotic education base for the masses to learn red knowledge. By December 2020, there are actually 13 national A-level scenic spots, including 1 4A level scenic spot and 5 3A level scenic spots; 24 star hotels, including 2 four-star hotels and 11 three-star hotels; There are 16 travel agencies, and the development scale of their tourism industry has a good effect. [3]

At the same time, the industrial system of Hai'an city is relatively perfect. At present, the city has more than 1000 enterprises, such as elevator equipment, building materials machinery, forging equipment and magnetic materials, which have become its national key industries. A large number of scientific and technological innovation zones have also been built in this area, such as Hai'an Development Zone, high tech Zone, Binhai New Area, business logistics park, grain logistics park and international cooperation park. The industrial development scale and perfection of Hai'an city are of great significance in all regions of the country.

In addition, with abundant water resources, Hai'an city vigorously develops the aquatic industry. For example, the world's largest base for scientific research and breeding of rare fish in the Yangtze River has been built locally, and rare animals such as puffer fish, shad, swordfish, Chinese sturgeon and Chinese alligator have been cultivated by high-tech means. At present, the market share of Fugu culture in this area in China is as high as 60%. As Hai'an attaches great importance to the development of fishery, Hai'an has become a national safe fishery demonstration city. The Fugu festival held every year can attract tourists from all over the country.

Although Hai'an city has made a series of achievements in recent years, affected by the epidemic in 2020, the number of tourists received by tourist spots and star hotels in Hai'an city was 2.8049 million, with a relative decrease of 14.6%. The total annual revenue was 4.151 billion yuan, with a year-on-year decrease of 16.6%. It can be seen that there is a bottleneck in the economic development and tourism industry of Hai'an old area, which needs to be continuously broken through and improved.

### **3. ANALYSIS ON THE DEVELOPMENT OF INDUSTRIES IN OLD DISTRICTS OF NANTONG CITY**

#### ***3.1 Process of investigation***

The method used in this survey is the interview method. The interview sites involve provinces and urban areas in different geographical locations such as Jiangsu, Shanghai, Guizhou, Henan, Yunnan and Xinjiang. The

objects of the interview are tourists from various provinces and urban areas. By visiting the red venues in Hai'an City, investigating the basic situation of local citizens and tourists, and carrying out a series of interviews and research, this paper analyzes and obtains a series of deficiencies in the development of the old red areas. During the interview, first ask the interviewee if they have heard of the red cultural attractions in Hai'an. If so, continue the interview. If not, temporarily terminate the interview. A total of 532 people were asked in the survey, of which 162 said they knew about Hai'an red culture.

In order to further increase the effect of the survey and truly understand the psychological thoughts of the respondents, a series of open-ended questions are also used in the interview questions. For example, "can you talk about your impression of Hai'an", "which red scenic spot do you think is the most attractive in Hai'an", "how do you think the red gene development of Hai'an old revolutionary base will drive the local economic development", "what do you think is the relationship between red culture and the economic development of the old revolutionary base"..

#### ***3.2 Analysis of survey results***

##### ***3.2.1 The old revolutionary base areas are less well-known***

All of the people interviewed, 62 knew about the memorial hall of the seventh victory of the Soviet Union and China, followed by 45 knew about the martyrs' cemetery in Hai'an City, but only 15 knew about the memorial hall of Yingxi branch, 21 knew about the site of the Symposium on the joint anti Japanese War, and 24 knew about the martyrs' cemetery of the New Fourth Army. It can be seen that some people knew less about the old revolutionary base area in Hai'an City, and the red resources in the old revolutionary base area in Hai'an were not typical and small-scale, In Jiangsu Province and even the whole country, its popularity needs to be further improved. The local red resource is a regional resource with small influence.

##### ***3.2.2 The publicity of red culture is monotonous***

Among all the people interviewed, 56 learned about the old revolutionary area of Hai'an through the recommendation of their friends, 45 learned about the development of the old revolutionary area of Hai'an through radio, television and online publicity information, and 32 learned about the red scenic spots of the old revolutionary area of Hai'an through newspapers and reading books. In the Internet era, there are networks everywhere in people's life, but the tourism information of Hai'an is less spread in the network platform. The local travel agencies basically sell scenic spot tickets and do

not make efficient use of the network platform to actively publicize the tourism information of Haimen city. Compared with the publicity means of tourist attractions in Suzhou, Wuxi and other places, it can be concluded that the publicity mode and degree of local red culture need to be continuously improved.

### *3.2.3 Regional development of Hai'an old revolutionary base area*

Among the respondents, 85 believed that the backward infrastructure hindered the process of red cultural resources promoting rural cultural development, 76 believed that the local scientific and technological means were not enough to drive the development of red tourism industry in the old area, and 23 believed that the cultural literacy level of local residents in the old revolutionary area was related to the economic development of the old area. There are also 33 people who believe that due to the massive loss of labor force in the old areas, the lack of sufficient young and middle-aged labor force in the old areas, and the lack of appropriate successors in the industrial, agricultural and tourism industry in the old areas, there are a series of problems and deficiencies in the development of red revolution information. The economic development of Hai'an old area is facing a series of pressures and challenges due to its regional reasons. How to break the regional problems and solve the regional development difficulties has become a key technical problem to be solved.

### *3.2.4 The demand for red tourism is high*

According to the survey results, 120 people agree that the development of red culture in Hai'an city can help rural cultural tourism to promote local development, 95 people believe that they are willing to participate in the cultural tourism in the old area of Hai'an when the company travels or organizes a group, 81 people believe that participating in the tourism in the old area of red is helpful to learn more red history, and 76 people believe that the old area of red must be protected, developed and publicized, Promote the new development of the old red areas. It can be seen that with the improvement of people's living standards and the improvement of national self-confidence, more and more people have a positive attitude towards the tourism development of the old red areas, and the demand for the red tourism industry in the old areas is increasing.

## **4. PATH ANALYSIS OF BOOSTING THE DEVELOPMENT OF OLD AREAS**

At present, the overall development mechanism of the red industry in the old red revolutionary area of Hai'an is not perfect, the project support of the red tourism industry is relatively weak, and the image display mode of the old

area is relatively single. In view of these problems, after the investigation, the investigation team suggested that we should be based on the general pattern of development, comprehensively consolidate the industrial chain, strengthen the introduction of talents, tell the wonderful stories of Hai'an old revolutionary base, show the red heroic deeds of Hai'an, enlarge the economic and social benefits of Tourism, and strive to achieve the double improvement of tourism benefits and industrial development.

### ***4.1 Upgrade the "red position" and consolidate the Battle Fortress in an all-round way***

As a national key red revolutionary base area, Hai'an old area should pay close attention to consolidating the basic equipment of the old revolutionary base area. On the one hand, it is to promote policy integration, red element agglomeration and function collection, cultivate red tourism boutiques, and build a number of scenic spots with diverse functions, complete facilities and enough attraction. On the other hand, it is to strive to build characteristic industrial parks. After accelerating the construction of a modern characteristic agricultural industrial park, it will become very convenient to have infrastructure, develop characteristic resources, develop characteristic advantageous industries, connect with poor areas, attract investment and promote product sales.

### ***4.2 Create a "red business card" and tell the story of the old area***

Making "Red business cards: first, to publicize and disseminate red culture, we must focus on the audience groups with young people as the main body, improve the connection and interaction between the audience and red culture, strive to break through regional restrictions, highlight regional characteristics and drive the publicity effect. Second, offline publicity activities should continue to be carried out enthusiastically, such as newspaper media reporting on daily activities in old revolutionary base areas, and actively attract all parties to shoot documentaries and publicity Film transmission and interview reports will be carried out at historical nodes such as the army building day, the victory anniversary of the Anti Japanese War and the victory anniversary of the Red Army's Long March, so as to improve the cultural atmosphere of the old revolutionary base areas.

### ***4.3 Develop "red industry" and extend rural "industrial chain"***

First of all, we need to tap the connotation of red culture and build local red brands. Strengthening the protection of revolutionary sites and strengthening the publicity of red culture to let the people understand red culture is more conducive to industrial publicity. At the same time, actively developing local red brands and

packaging characteristic products can not only speed up the efficiency of product sales, but also open up publicity channels for the culture of the old areas. Secondly, in product design, we should have a distinct sense of the times and increase the interest and participation of "red tourism". [5] In addition, we should build a red ecotourism area, extend the industrial chain of red cultural resources, actively develop surrounding industries by using characteristic resources, inject red regional culture and innovate surrounding products.

#### ***4.4 Activate the "red cell" and introduce talents and technology***

Actively provide sufficient financial support for returning entrepreneurs and alleviate their difficulties in capital circulation. Recruitment, recruitment, talent exchange and resettlement can be adopted to expand the red resource management talent team. Second, we should cultivate professional research talents. Relying on Colleges and universities, party history research, archives management and other departments, cultivate a group of talents to study red resources, and cultivate a group of outstanding red culture tourism R & D teams, leaders or top talents, so as to provide sufficient talent resources guarantee for the development of red culture tourism in old revolutionary base areas. [4]

### **5. CONCLUSION**

At present, the utilization of red cultural resources has been paid attention to. "Red culture" has increasingly become a potential important force in the cultural industry, which is not only conducive to the dissemination of advanced culture, but also conducive to the transformation into economic resources. Based on the theory of Rural Revitalization Strategy, this study carries out field research on Hai'an old revolutionary base area,

summarizes five modes according to its development, and provides countermeasures for the revitalization of the old revolutionary base area combined with the analysis of actual investigation cases. The special elements of the old revolutionary base areas provide a way of sustainable development for their revitalization, which should be distinguished from the revitalization of other villages. Only by strengthening the weak, firmly grasping the characteristics, and checking and filling the gaps in industry, ecology, technology and talents can we revitalize the economy of the old areas and realize common prosperity as soon as possible.

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