

Exploring the Value Development and Industrialization of Red Cultural Resources in the Old Revolutionary Areas of Northeast Sichuan

Take Xuanhan County, Sichuan Province as an Example

HuiYin Guan^{1,*}, QiaoChun Liu²

¹ College of Business, Sichuan University, Chendu, Sichuan, 610064, P.R. China

² College of Business, Sichuan University, Chendu, Sichuan, 610064, P.R. China

*Corresponding author. Email: guanhuiyin@stu.scu.edu.cn

ABSTRACT

The development and utilization of red cultural resources in old revolutionary areas is of great value to local development. Xuanhan County is an old revolutionary base with a rich red history, forming the characteristics of red resources that are numerous and widely distributed. In response to the problems exposed by the development of the value of red cultural resources in the old areas at the present stage, with incomplete development of resources, lack of effective industrialization and integration, and low efficiency of utilization. This paper takes Xuanhan County in Sichuan Province as an example, and through analyzing the current situation of the development and utilization of its red cultural resources and the value of industrialization, conducts a preliminary investigation into the specific path of its industrialization. Improving the local infrastructure construction in Xuanhan, strengthening the integration of red tourism resources and network technology, and integrating red scenic spots and surrounding tourism resources is of great significance in building a comprehensive industrial chain of red tourism. And then increase the historical and cultural value, social value and economic value of the old revolutionary base area.

Keywords: *Red cultural resources, Old revolutionary areas, Conservation and inheritance, Industries.*

1. INTRODUCTION

Xuanhan County is a prefecture-level city in Dazhou City, Sichuan Province. The city is the place where Marxism-Leninism was spread in northeast Sichuan, the origin of the armed revolutionary struggle in northeast Sichuan, the foundation of the Sichuan-Shaanxi Soviet Area, and the birthplace of the 33rd Red Army. A great deal of tangible and intangible red resources are left behind, which are worthy of further exploration. Achieving the industrialization of red resources is an important way to realize the self-blooding of red resources, turn cultural resources into cultural products, and turn passive protection into active development. [1] Xuanhan County owns red resources of broad industrialization prospects. The protection, heritage and development of resources are not yet complete, and the formation of industrialization is still a long way off. This paper will take Xuanhan County, as an example, analyze its development and utilization status and

industrialization value, and explore possible paths for the industrialization of red cultural resources in Xuanhan County, with a view of providing new ideas for local development.

2. XUANHAN COUNTY RED CULTURAL RESOURCES UTILIZATION AND INDUSTRIALIZATION DEVELOPMENT ADVANTAGE

2.1. Red resources are widely distributed, with distinctive thematic features

Xuanhan's red cultural resources can be broadly divided into two categories: tangible ones and intangible ones. Local tangible resources include the Bashan Red Army Park, the Wang Weizhou Memorial Hall, the Memorial Hall of the Thirty-third Red Army, the "Gong" building of the Hongwen School in Qingxi, the Yangliuguan Blocking Battle Site, and various red

slogans and inscriptions. The resources have been listed as 14 cultural relics protection units at the county, city or provincial level. 18 Red Army relics, more than 1,000 Red Army stone inscriptions and more than 3,000 Red Army slogans and a large number of celebrity relics have been preserved.[2] The intangible red resources currently preserved in Xuanhan include red figures, the revolutionary spirit and a large number of red poems. The fighting deeds of over 200 Red Army generals represented by General Wang Weizhou embody the spirit of military and civilian unity and hard work and patriotism. During the revolutionary period, the Red Army generals and Xuanhan people jointly composed a large number of red songs, including "There is a Wang Wei Zhou in Xuanhan", reflecting the homage and adoration from Xuanhan residents for the Red Army generals. Over 100,000 residents joined the army at that period, which left the revolutionary legend of "an army formed by a county". Xuanhan's red resources have various forms and a wide area, reflecting the spiritual outlook and social atmosphere of the county during the revolutionary period. All of these resources have high historical value and practical significance.

2.2. A rich content of regional resources with significant integration advantages

In addition to red resources, Xuanhan is also rich in natural resources, Xuanhan Tujia nationality folk culture resources and rural culture resources. From the view of the whole area progression, Xuanhan has taken the idea of "each with its style, complementary functions and different development", and has initially formed "a district and four circles" with the leading scenic spot Bashan Grand Canyon, creating a new pattern of tourism in the whole area. Natural and humanistic historical resources such as Yanglie Water Township, Miao'an Huaguo Mountain and Luojiaba Ba'an Burial Ground form a good complement and match with Xuanhan's red resources, with a high degree of abundance of tourism resources within the county and a relatively short spatial distance. In the process of industrializing red resources, the various resources within Xuanhan County can form a combination of advantages, highlight Xuanhan's characteristics, improve the quality of development and form a good basis for industrialization.

2.3. Multiple policies benefit the region and its excellent geographical location

The red tourism industry is currently receiving great attention and policy support, which creates a broad development prospect.[3] The 14th Five-Year Plan indicates strong intention for developing red tourism and the "Hundred Fine Lines of Red Tourism for the Centenary of the Founding of the Party" to be launched in 2021 has included the Xuanhan Memorial Hall of the 33rd Red Army. In terms of regional aspects, Xuanhan is

located at the intersection of Chongqing, Chengdu, being able to take advantage of the construction of the Chengdu-Chongqing Economic Circle and giving full play to its location in the hinterland of the "Western Triangle Economic Circle". The "Overall Plan for the Revitalization and Development Demonstration Zone of Chengxuanwan Old Revolutionary Area" that has been issued clarifies the development of direction, showing a strong trend of the resource investment and integration of elements. At the same time, with the gradual start of construction of Dazhou-Chengdu, Dazhou-Chongqing and other high-speed railway lines, the transportation environment of Xuanhan has been further optimized, and the geographical advantages have been fully demonstrated.

3. THE PROBLEMS IN THE DEVELOPMENT AND UTILIZATION OF RED CULTURAL RESOURCES IN XUANHAN COUNTY

3.1. Insufficient integration of red resources and poor synergy

Red cultural resources in the same area are often closely related, and an overall idea can always be formed in the development of the industry. Xuanhan County has a diverse range of red cultural resources, but as a whole, they face the problem of fragmentation. Geographically, Wang Wei Zhou Memorial Hall and others are located in the main urban area, while Qingxi Hongwen School is located in subordinate townships, spatially far apart. Except for space issues, there is a lack of synergy and collaboration between different resources in the planning and development layout process. Specifically, there is less communication between venues, resulting in the independent development of each venue and the serious homogeneity of each other. Such as the Qingxi Hongwen School and the Wang Wei Zhou Memorial Hall both position themselves on showing the life and historical status of Wang Wei Zhou, which is lacking differentiation, multi-dimensional expression and overall planning. The play of the own characteristics of multiple resources and the synergistic effect of the resource system are negatively affected.

3.2. Red resources are presented in a single way and the degree of exploitation is low.

The development time of red resources in Xuanhan County is short and the degree of development is low. Local red cultural resources portray the historical landscape of Xuanhan County from many aspects and are closely related to production and life, deeply integrated into the development of the revolution. However, at present, the main form of developing red resources in Xuanhan County still stays at the level of physical

display, showing the history of Xuanhan County through information panels and physical displays and restoring historical scenes through sculptures. Such forms lack vividness and innovation, placing tourists as passive recipients and making it difficult to stimulate their interest in visiting and forming a continuous and unique red memory.[4] At the same time, apart from Wang Wei Zhou and the Thirty-third Red Army which is relatively high degree utilized, Xuanhan still has a large amount of unexplored and unused red heritage sites, such as the Yangliuguan blockade site.

3.3. Low level of industrialization of red resources and limited capital investment

Xuanhan County emphasizes protection and education, and takes the protection of various resources and public exhibitions as the main model, which highlights the educational and ideological value of red resources, but ignores the development of economic value to a certain extent. At present, the protection and construction of red resources in various types of venues mainly rely on government funding, lacking other sources of income such as back-end merchandise sales, thus their development capacity is largely limited by the government's financial ability. Due to the falling behind industrialization of the tourism industry and limited government revenue, most resource units in Xuanhan face a lack of funds to balance conservation and innovative development. A situation of conservatism in the development of resources, focusing on the protection of existing resources, and insufficient pioneering development has developed.

3.4. Publicity efforts need to be improved and publicity channels need to be optimized

Compared with the famous red resources such as Dabie Mountain and Jinggang Mountain, the red resources in Xuanhan County have a short development time, low popularity, and a poor foundation for resource development. Xuanhan's current red resources promotion is mainly carried out through government websites and social media platform accounts, through text introductions and videos. The coverage of the publicity is small, and it focuses on special groups in the party and government organs. There is no publicity channel directly facing tourists, and the expression of advantageous resources is greatly restricted. As a result, the overall influence of Xuanhan's red cultural resources is greatly restricted, with only people in the surrounding areas having acquaintances and people outside of Sichuan having little or no understanding of it, resulting in the red cultural resources having a very limited ability to attract tourists from outside of Sichuan.

3.5. Inadequate supporting infrastructure and low level of service

The traffic environment of Xuanhan County is discussed for a lack of transport links between different red resources, often only through basic public transport strings, which is characterized by high time costs, poor tourism experiences and a lack of continuity in the tourism scene. For example, the transportation routes from Wang Weizhou Memorial Hall to Qingxi Hongwen School or Bashan Grand Canyon lack separate planning. Tourists need to reserve cars online or take township buses. This problem affects the willingness of tourists to visit Xuanhan's red cultural resources systematically and comprehensively and limits the feasibility of building boutique tourism routes within Xuanhan County, which in turn affects the overall industrial development. At the same time, there are problems such as low quality supply and indistinct characteristics in terms of accommodation and catering.

4. THE VALUE OF EXPLORING THE DEVELOPMENT AND UTILIZATION OF RED CULTURAL RESOURCES AND INDUSTRIALIZATION PATHS IN XUANHAN COUNTY

4.1. Beneficial to the revitalization of red resources and the promotion of red culture in a new era

The process of industrializing red resources introduces a market economy and transforms the former model of regional red resources development, which is highly dependent on government funding and has a high degree of restricted funding. Besides, industrialization realizes mutual synergy and healthy competition among resource units. It is conducive to further promoting the use of red resources based on their protection and breaking the current dilemma of protection and development faced by some red resource-related units. [5] Meanwhile, the process of industrializing red culture is also a process of integrating red resources into modern life, revitalizing and presenting red resources at multiple levels and angles. It can enhance the appeal of red culture to ordinary residents, promote the internalization of the red spirit and better utilize the educational function of red resources.

4.2. Conducive to rural revitalization and common prosperity of residents

The key to rural revitalization is to boost the rural economy and achieve industrial development. The industrialization of red resources takes red resources as the starting point and is deeply integrated with regional specialties, rural tourism, leisure and entertainment, and

has huge potential for value creation. It can drive the joint development of primary, secondary and tertiary industries, creating employment opportunities, raising residents' income and consolidating the achievements of Xuanhan County in fighting poverty.[6] Besides, the process of industrializing red resources is accompanied by the upgrading of regional infrastructure and, as well as the improvement of transportation conditions.

4.3. Contribute to the development of “beautiful Xuanhan”

The enhancement of the regional image lies in the objective improvement of the ecological environment and the cultural literacy of the inhabitants. The process of industrializing red resources can provide funds for ecological protection and environmental beautification. The deep integration of natural resources and red resources in Xuanhan County will inevitably lead to a development path with "red and green" characteristics, and the process of industrializing red resources is also a process of improving the living environment and the rational exploitation of natural resources. At the same time, the core values of socialism contain a strong red gene, and the industrialization of red resources subtly affects the moral level and ideology of the people by digging into the red spirit, creating a positive cultural atmosphere and boosting cultural prosperity. The industrialization of red resources helps to create beautiful Xuanhan with two levels of "ecological beauty" and "cultural beauty".[7]

5. XUANHAN COUNTY RED CULTURAL RESOURCES INDUSTRIALIZATION OF SPECIFIC PATH THINKING

5.1. Clarify the overall development of ideas and promote industrial synergy building

To promote the horizontal extension of the red cultural industry in Xuanhan County, it is required that its red cultural industry penetrates and integrates with related industries to form more abundant and diverse red products, that is, the extension of "Red Culture +". "Red Culture+" is to give full play to the pulling power, value creation and expansion capabilities of red culture, as well as its integration, fusion and catalytic role, to promote the development of related industries and fields. Combined with the advantages of Xuanhan County's characteristic red cultural resources, it can promote the horizontal extension of Xuanhan's industry of red culture to "red culture + agriculture", "Red Culture + Service Industry", "Red Culture + Big Data" and "Red Culture + Tourism", build a red cultural industry chain, enhance the value creation ability of red cultural resources, and give full play to the synergistic effect of multi-industry mutual promotion.

5.2. Integrate the advantages of the county resources and give full play to the cluster effect

The industrialization of red resources should be regarded as part of the systematic and holistic project of Xuanhan's overall development, fully integrating the county's high-quality natural resources, ecological resources and red resources. Giving full play to the significant advantages of high resource density, strong complementarity and rich elements, and forming "Red and Green" industrial development model.[8] By focusing on the county's tourism resources, linking A-level scenic spots and special attractions, unifying the development of scenic spots, and echoing each other's cultural activities. And a group of "red + green" compounds cultural tourism products will be formed. For example, cultivate a red cultural tourism village in Hongmiao Village, Tahe Town, forming a virtuous circle in which red tourism boosts economic development and economic development guarantees the protection of revolutionary sites.

5.3. Attract investment in the development and increase the vitality of industrial development

Xuanhan Country can expand financing channels through various channels. Actively respond to the state's series of preferential policies in supporting the development of old revolutionary base areas, and vigorously strive for the state's inclination and support in planning and funding. Formulate red tourism development plans, create red boutique tourism projects, and actively attract investment. Encourage the descendants of the Red Army and entrepreneurs to invest in the construction of their hometown. It will form a new pattern of red tourism investment and operation of "government guidance, social participation, and market operation". At the same time, a special fund for the development and utilization of red cultural resources can be set up to establish a capital pool to promote the centralized investment and overall usage of funds.[9] By combining financial capital, guiding and demonstration investment can be carried out to enhance the investment enthusiasm of the red cultural industry and increase the momentum of development.

5.4. Reinforcing regional cooperation and realizing the coordinated development of red resources

The cultural resources of other cities in northeastern Sichuan Province are highly compatible with the red cultural resources of Xuanhan, and they are the common witnesses of revolutionary history. Xuanhan can focus on national and provincial red tourism routes like "The Hometown of Generals in Sichuan-Shaanxi Soviet Area", strengthen regional cooperation, realize resource sharing and mutual promotion to form higher-standard and more

distinctive red cultural products, and achieve the cross-regional development of red resources[10] Regions can reorganize red resources in various forms according to time-standard and time-space logic or major historical events, and jointly launch cultural products. Besides increasing revenue, it can further deepen the depth of resource mining, greatly show the red history of the region, and activate red resources.

5.5. Strengthen the form innovation of cultural products and the promotion of red resources

Compared with other types of cultural resources, red cultural products have the disadvantages of similar characteristics and strong inter-regional substitutability. Xuanhan should broaden its thinking on the construction of cultural products, from products to artworks, creating a group of cultural products that reflect Xuanhan's characteristics, revolutionary spirit and the appearance of the times, emphasize the uniqueness of Xuanhan's red resources, and make the red product series a cultural business card of Xuanhan. For example, combining folk songs with regional characteristics and the life of General Wang Weizhou to create a series of stage plays. The richness of the cultural offerings provides the basis for further promotion, with creative films and stage productions having greater dissemination power than traditional promotion methods. Xuanhan can actively participate in the creation of such works, constantly expand the coverage and depth of Xuanhan's red culture to enhance the effect of external publicity.

6. CONCLUSION

According to the existing red resources in Xuanhan County, the article analyzes its development advantages and existing shortcomings. The article believes that Xuanhan has the advantages of high quality of red resources, high symbiosis with other types of resources and good external policy support in the industrialization of red resources. However, it also faces problems such as insufficient resource integration, limited development depth, insufficient investment, and low level of support facilities. At the same time, the article discusses the positive externalities of the industrialization of red resources and proposes the main ways to improve Xuanhan County's industrialization level. Ways include strengthening the linkage of different industries and different resources, strengthening regional cooperation in the development of red resources, increasing capital investment, and improving the level of infrastructure construction.

AUTHORS' CONTRIBUTIONS

The paper is creative. At present, there is a lack of research on red cultural resources in Xuanhan County. The author focuses on the current situation of red cultural

resources utilization in northeastern Sichuan, and further refines the research object, in order to revitalize the development driving force of the old revolutionary base.

The research perspective of the paper is novel, and the author focuses on the industrialization of red resources, which is an effective response to rural revitalization and the prevention of returning to poverty.

The paper is forward-looking. The author focuses on Xuanhan County and explores the development path of northeastern Sichuan from the small to the big.

ACKNOWLEDGMENTS

This paper is a project of Sichuan University's innovative training program for college students: the periodical result of research on the development, utilization and industrialization of red cultural resources in the old revolutionary areas of northeast Sichuan – taking Xuanhan County as an example (Project No. C2022120708).

REFERENCES

- [1] Y. Li. Strategies for the industrial development of regional cultural resources in China: the case of Sichuan Province. *Social Scientist*, 2010, pp. 105-108.
- [2] J. Li, H. Wu. Study on the protection and inheritance of red cultural resources in Xuanhan County, Sichuan, *Journal of Local Culture Studies*, 2021, pp. 286-295.
- [3] B. Zuo, D. GURSOY, and G. Wall, "Residents' support for red tourism in China: The moderating effect of central government," *Annals of Tourism Research*, vol. 64, 2017, pp. 51-63, 2017. DOI: 10.1016/j.annals.2017.03.001.
- [4] W. Tang, L. Zhang, and Y. Yang, "Can red tourism construct red memories? Evidence from tourists at Mount Jinggang, China," *Journal of Destination Marketing & Management*, vol. 20, p. 100618. 2021, DOI: 10.1016/j.jdmm.2021.100618.
- [5] X. OUYAANG, S. Tang. A historical survey of the Chinese Communist Party's use of red resources to continue its red bloodline, *Journal of China Jinggangshan Cadre Institute*, 14, 2021, pp. 44-51.
- [6] S. Huang, Y. Fan, H. Xiong, Exploring the path of red cultural resources development in the context of rural revitalization strategy, *Price Monthly*, 2018, pp. 90-94. DOI : 10.14076/j.issn.1006-2025.2018.09.16
- [7] X. Hu et al, Rural Cultural Resources Exploration and Industrialized Exploitation, *Journal of Anhui*

Agricultural Sciences, vol. 49, no. 05, 2021, pp. 254-256. DOI: CNKI:SUN:HBRW.0.2016-02-019

- [8] J. Yuan. Research on the development path of red tourism resources in Dabie Mountain area under the background of rural revitalization, *China Business Journal*, 2021, pp. 46-48. DOI : 10.19699/j.cnki.issn2096-0298.2021.20.046
- [9] X. Wu, Study on the development and industrialization of red resources in Hubei, *Hubei Social Sciences*, 2016, pp. 81-85. DOI : 10.19374/j.cnki.14-1145/f.2016.06.022
- [10] J. Zhang, W. Wang, Y. Liu. Evaluation of red cultural tourism resources and analysis of development measures - taking Gansu Qingyang as an example, *Productivity Research*, 2016, pp. 81-85. DOI: 10.19374/j.cnki.14-1145/f.2016.06.022