

A Preliminary Study on the Integration of Red Culture and Tourism Taking Fujian as an Example

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ABSTRACT

Fujian is rich in red tourism resources. It is an important part of the Central Soviet Area, the main area of the three-year guerrilla war in the south, and the famous old revolutionary base of "red flag does not fall". It has made important contributions to national independence and people's liberation, leaving a glorious page in the history of the Chinese revolution. The form of red tourism should be used to vividly explain why the Communist Party of China and the Marxism can make it, and why socialism with Chinese characteristics is good. New media can be used to attract traffic, create a red tourism brand combining culture and tourism, develop red cultural and creative products with local characteristics to make good use of the red resources in the old revolutionary base, and promote rural revitalization with red tourism. It is the common responsibility of the whole Party and society to strengthen the protection and utilization of revolutionary cultural relics, carry forward revolutionary culture and inherit the red gene.

Keywords: *Integration, Red culture and tourism, Fujian, New media, Cultural and creative. products.*

1. INTRODUCTION

"Fujian is an old revolutionary area, with many events, red resources and revolutionary predecessors. It has unique advantages to carry out party history learning and education [1]." "We should deeply understand why the Communist Party of China can, why Marxism can do, why socialism with Chinese characteristics is good and so on from the party's brilliant achievements, arduous course, historical experience and fine tradition, and clarify the historical logic, theoretical logic and practical logic [2]." In March 2021, General Secretary Xi Jinping said this when he visited Fujian.

Fujian is a big province of cultural relics, especially rich in red cultural resources. As an important part of the country's famous old revolutionary base areas and the former Central Soviet Area, it has made important contributions to national independence and people's liberation, leaving a glorious page in the history of Chinese revolution, vividly reflecting and concentrating on the interpretation of the spirit of the Gutian

Conference and the great spirit of the Soviet Area, leaving valuable spiritual wealth. In June 2016, Fujian formulated the implementation plan of Fujian red culture protection, inheritance and promotion project. From five aspects: strengthening the protection and inheritance of red culture, deepening the research and collation of red culture, promoting the promotion and dissemination of red culture, creating fine works of red culture literature and art, and cultivating red culture tourism brand, Fujian clarified the key work of red culture protection, inheritance and promotion project, and strived to make red culture immortal and let red genes pass down from generation to generation.

The protection and utilization of red resources is a long-term and important political task. Red tourism is essentially the vivid practice and reflection of the protection and utilization of red resources in the field of tourism. "We should protect, manage and use red resources with our heart and effort[3]" according to the requirements of General Secretary Xi Jinping. The charm of red tourism is rooted in the vitality of red culture. People can really feel the progress of the times in

the red tourism. Red resources are the source of sustainable development of red tourism. To promote the high-quality development of red tourism is to answer how to correctly open the treasure of red resources by tourism. We should use red tourism to vividly explain why the Communist Party of China can, why Marxism can do and why socialism with Chinese characteristics is good.

According to the Ministry of Culture and Tourism statistics, there are more than 100 million people on China's red tourism in 2020. Throughout the '13th Five-Year' period, red tourism maintained more than 11 % market share in the domestic tourism market. Through the form of 'teaching in tourism' and 'teaching in tourism', people realize the deep connotation of red culture and the red spirit carried on it in tourism, inherit red genes and supplement the 'calcium' of spirit. Red tourism is more and more popular. We should make good use of the red resources of the old revolutionary base areas to promote rural revitalization by red tourism. Using Ya'an's red resources can be considered from the following three aspects.

2. NEW MEDIA TRAFFIC

Small and medium-sized museums in the old revolutionary base areas are constrained by capital and size compared with large museums in cities, and can seek a breakthrough by drawing on the models of 'museum + live' and 'museum + short video' emerging during the epidemic. The threshold of live broadcast and short video is low. Small and medium-sized museums can use this way to effectively disseminate traditional culture and create their own image. Short video is a tourism way that can tell the feelings. Listing up some attractions in a few dozen seconds of short videos is a test of the creator's ability to write. In 2018, I went to Xi'an to shoot the place of Yongxingfang. After shooting a lot of videos, it was found that the hottest thing was that people drank bowl wine for more than ten seconds. What is more unexpected is that this video has brought great benefits to Xi'an tourism. At that year's Labor Day, the whole Yongxingfang queued to drink bowl wine tourists were arranged on the road, which is the charm of short video. For the audience, through short videos, I can understand this place in a very short time, which is a good thing. The example of 'tourism blogger' fantasy japaul' is a powerful testimony to the ability of short video drainage.

In the long run, this live broadcast mode can become an inevitable choice for museums to meet

public needs through multiple channels and become a new trend of public cultural services in the Internet era. More and more short video panoramic, three-dimensional, extended display, attracting young people anytime and anywhere into the red site sites and facilities venues, to pursue the road of the original heart, the ideal light, the power of faith. Short video communication mode pays more attention to user experience and user viscosity. Unlike other video types, its content is designed for user experience, which makes the audience closer to the communication content to a certain extent, so as to improve the audience's sense of participation and enhance the topic sense and resonance of the communication content. Precise positioning, short video industry competition is fierce, how to find accurate positioning, to maintain enough creative content is crucial. In terms of cultural communication, fragmentation is a typical feature of short videos, but this is not necessarily a disadvantage. It can be used to break many knowledge points, dig deeper layer by layer, and diverge slightly outward. Talking about a small knowledge point by video is easier to get deep into the hearts of the people.

Now all over the world, many museums have established online viewing channels, such as access to the 'digital Dunhuang' official website. Visitors can enjoy Dunhuang grotto murals; the 'Dunhuang Museum' WeChat public account has the functions of 'smart guide' and 'digital pavilion'; the content of WeChat applet' cloud game Dunhuang 'is more abundant and diverse. In addition to video exploration, scenic spot browsing and mural protection, there are many cultural and creative derivative small games, such as DIY dubbing Dunhuang animation drama, self-made Dunhuang silk scarves, color filling for murals, and cloud raising Dunhuang Rui beasts, which are interesting and lovely. In June this year, Yangzhou China Grand Canal Museum opened its door to welcome its own 'net red physique', Bian River old river section exhibits, Grand Canal Street impression hall and so on are worthy of cards. Nanjing Museum's 'one courtyard, six pavilions ', each has its own characteristics, Chinese context, Su Yun Liufang. Even if the epidemic can not go to Nanjing, Yangzhou tourists do not need too much regret, the hands can find their online exhibitions, lectures, non-regret and cultural and creative, 'cloud' tourism. Online exhibitions avoid congestion and the timing can be more reasonable.

Last year, ten departments such as the Ministry of Culture and Tourism and the National

Development and Reform Commission jointly issued "opinions on deepening the 'Internet + tourism' to promote the high-quality development of tourism "[4], encouraging all regions to support tourism innovation and entrepreneurship, guiding the development of new formats such as cloud tourism, cloud performing arts, cloud entertainment, cloud live broadcasting and cloud exhibition, and cultivating a new model of 'network experience + consumption'; It's suggested to guide tourism enterprises, colleges and universities, scientific research institutions to strengthen industry-university-research cooperation, and promote the deep integration of online and offline tourism. VR cloud tour helps the scenic spot to achieve online and offline drainage. The scenic spot can make some promotional videos according to the preferences of tourists, and attract tourists with VR, but retain the essence of the scenic spot, so that tourists can come to offline travel with curiosity and expectation.

3. COMBINATION OF CULTURAL AND TOURISM TO BUILD BRAND

The old revolutionary base areas should vigorously inherit and carry forward the revolutionary spirit, make use of valuable spiritual wealth, and actively declare patriotic education demonstration bases and key cultural relics protection units, so as to effectively increase the protection and repair of revolutionary historical memorial facilities, sites and hero martyrs memorial facilities, and create a team of highly skilled lecturers. At the same time, it is necessary to make full use of various carriers such as village history museums, red cathedrals, red cinemas and red bookshops to dig deeply into local revolutionary events, revolutionary figures, revolutionary activities and revolutionary stories, fully release the " educating people " effect of red resources, and encourage people to inherit the red tradition and take the long march of the new era. Through the integration of red tourism and culture, science and technology, entertainment and other industries, the development and design of tourism products and activities with participation, experience and interest have improved the market attractiveness of red tourism products, promoted the transformation of red tourism from traditional cultural relics exhibition to cultural tourism, let tourists from passive sightseeing to active participation experience, let the party history learning education do edutainment, edutainment, so

that people can get the baptism of red spirit in the subtle.

In recent years, many red tourist attractions have made innovative explorations on the form and content of red tourism and achieved good results. Some red scenic spots launch tourism performing arts projects, making people's tourism experience richer. Taking the natural landscape as the background, "Taihang Mountain "Jinggangshan" China has produced a large-scale live performance such as Mao Zedong. With modern technology, landscape reality and vivid deduction of actors, the process of arduous struggle in the revolutionary era is reproduced. Shaanxi Yan'an historical stage drama 'Yan'an Nursing Home 'tells the unknown warmth behind the war with dynamic stage space. The immersive experience drama 'Yimeng Four Seasons · Red Sister-in-law 'specially created by Shandong Yimeng Red Film and Television Base puts the background of the story in a farmyard. With the combination of scenario performance, narration and media image, the panorama shows the story of the Yimeng people in that year, attracting a large number of tourists to watch and experience, and becoming a new highlight of Yimeng Red Culture Tourism. In the scenic spot of Huaqing Palace in Shaanxi Province, the real performance '12 · 12' with the theme of 'Xi'an Incident' reproduces the original historical appearance of 'Xi'an Incident' through 360-degree panoramic display, holographic acoustic system, all-round dance design, combined with film art and drama art, and presents a breath taking and magnificent historical picture for tourists. Some scenic spots have launched customized products, developed experiential and interactive red tourism projects, and enriched the forms of red tourism products. Such as Shanxi's Eighth Route Army guerrilla experience park, tourists can experience the road battle, landmine battle scene.

In Shanghai, literary and artistic workers focus on major historical and realistic themes, record the journey of the times, extract creative materials from the hot life scene, and strive to launch more bones, morality, and temperature. Shanghai will inherit and carry forward the red culture and carry forward the great spirit of party building closely, and with the spirit of the city, cultural heritage linked. On August 23, this year, as Shanghai's 100 years of party building', 'comprehensive well-off' theme of the first batch of key literary and artistic creation project-Shanghai drama 'Chen Yi in Shanghai was 'performed at the Shanghai Grand Theater. The Shanghai dramatists of the six generations of the

old, middle and young show the story of the 'generation of Confucian generals' and the new Shanghai with the voice of Shanghai. The middle story of 'War · NO NO NON-Smoke' created by Shanghai Pingtan Group shows the story of winning the economic 'Huaihai Campaign' under the leadership of the Communist Party of China during the year of Shanghai liberation from the perspective of small figures. Dance drama 'never faded radio', acrobatics 'battle Shanghai' and other 'Shanghai-made' masterpieces, on the stage continued to bloom, 'circle powder' countless.

The old revolutionary base areas can also use the advantages of red resources to export the red revolutionary spirit, and further improve the coverage and influence of red propaganda. The "red culture entering the campus" publicity activities can be carried out jointly with various primary and secondary schools, and new publicity paths such as "literature and art + theory" and "story + theory" can be actively explored. The red historical culture and the latest theory can be cleverly combined, and the traditional extensive publicity of "I tell you and listen to" and "flood irrigation" can be abandoned. The publicity forms can be innovated, and the publicity activities can be carried out in a way that the masses like to hear and hear, so as to strive for the first time to send the red historical culture and the Party's theoretical guidelines and policies to the grassroots in a timely and effective manner.

We should strongly support the cultivation of characteristic industrial system in the old revolutionary base areas, make use of the benefits of red traditional cultural resources, vigorously promote the development of 'red economy', based on local red culture, promote characteristic red cultural tourism festival according to local conditions, create red tourism boutique lines, extend the red tourism industry chain, improve the 'red economy' format, create an immersive atmosphere, and form a superhard red tourism brand.

4. INCREASING VITALITY OF CULTURAL AND CREATIVE PRODUCTS

Under the background of the country's vigorous promotion of cultural and tourism integration, creative red cultural creation has become a new hot spot of red tourism consumption. Extracting typical elements and refining artistic images from red resources is a common way to tell red stories in design language. Beijing Xiangshan Revolutionary

Memorial Museum launched the "Founding Ceremony Commemorative Emblem Set," focusing on the precious collections such as big red lanterns and salute guns used in the Founding Ceremony, and engraved the red memory with the solemn gold color matching and simple modern design style. The cultural and creative product of Nanchang Bayi Uprising Memorial 'Army Flag Raise' was erected. Taking the site of Nanchang Uprising Command as the design element, the exterior of the building was cut into hollow iron art design, so as to simplify the architectural modeling and symbolize the unforgettable years. The People's Revolutionary Military Museum of China launched the 'cutest man' enamel cup. This red cultural creation based on the historical physical design of anti-U.S.Aid Korea, remembers 'the loveliest person' with unique nostalgia design, and causes audience emotional resonance.

The cultural creation of revolutionary memorials should not only give full play to the enlightenment and enlightenment of red resources, but also do a good job in patriotism education and revolutionary tradition education. The series of "Striving for the Youth" literary creations developed by the Mao Zedong Memorial in Shaoshan in 2020 are based on the unique story of Mao Zedong's struggle for growth in Shaoshan. It is a successful attempt to integrate literary creations with research travel and education for poverty alleviation. Shaoshan Museum takes the series of literary creations of "struggling young people" as the carrier, through the form of research courses, from shallow to deep, step by step, in order to better tell the story of Chairman Mao.

In order to tell red stories and inherit red genes, red literary creation needs to break the development concept of visual elements of literary creation and create a red IP with red stories and values as the core. To build a communication platform for red text innovation, it is necessary to deeply integrate with the Internet, and form a new communication platform through WeChat small program, short video platform and online live broadcast. Cultural and creative products is not only about the image of cultural relics or museum patterns and other elements directly printed to the product, mechanical copy pattern without innovative ideas, simple and rough production is difficult to attract consumers' attention. In cultural and creative products to extract red cultural resources, long march cultural resources, products and people's lives docking, everyone will like. Along with the museum cross-border brand licensing cooperation, a variety of

refreshing' museum +have emerged : + catering, + technology, + finance, + makeup, + tourism, + games and so on.

For example, the series of lipsticks jointly launched by the National Museum of China and Oreal, corresponding to five " star colors " and five " classical beauty ", and integrating Chinese classical elegance into makeup; the Forbidden City Press, combined with the real-life secret room to escape the game chain brand 'Mystery House ', launched the interactive puzzle book 'Riddle Palace · Ruyi Linlang Picture Books "Riddle Palace2 · Succeed in the imperial examinations. The book combines the culture of the Forbidden City with the interest of Chinese classical culture, including relatively simple measurement of etiquette and music, seasonality, calligraphy and painting of chess, and five-line hexagrams, which broadens the extension of museum culture. The Forbidden City Museum and Netease game jointly developed the mobile phone game 'Painting truth · Miao Bi Qian Shan ', with'A Panorama of River and Mountains'as the blueprint for creation, players like immersive, a second across the Great Rivers and Mountains back to the Northern Song Dynasty ; the Sanxingdui Museum online 'Ancient Shu Cute Baby' series of expression bags in the WeChat expression store. The original mysterious and serious bronze masks have become cute babies, with interesting Sichuan dialect. The style is easy and pleasant, which has triggered Internet users to download.

In the red cultural and creative boom, products for youth groups occupy a large proportion. These products in different forms add upward force to the growth of adolescents. Youth perspective tells the red story to achieve emotional resonance. In the historical process of revolution, construction and reform led by the Party, young heroes emerge in endlessly. Their revolutionary stories are the source of the soul of contemporary youth. With younger design language let more young people understand history, feel history. To combine tradition and trend to break people's inherent impression of red cultural and creative products, the long-term development of cultural and creative products need to create a number of red tourism cultural and creative brand enterprises. These enterprises should have a large number of continuously developed and be loved by consumers to achieve a large number of red tourism cultural and creative products that are sold outside the scenic area, have their own brands and original products, and form a certain market share.

5. CONCLUSION

The rise of red tourism can not only boost the tourism industry, but also play an important role in boosting the economic development of some regions. According to the National Red Tourism Classic Scenic Spots List released by the National Development and Reform Commission, 200 cities are defined as red tourism scenic spots, of which about 80 % are in small and medium-sized cities. According to the big data study where to go : tourism in China, every increase in income of 1 yuan, can lead to a corresponding increase in the tertiary industry 10.7 yuan consumption. The development of red tourism can play an important role in promoting the development of small and medium-sized cities and stimulating the consumption iteration of small and medium-sized cities. According to the prediction of Tongcheng Research Institute, with the advancement of industrialization and high-quality development of red tourism ', by the end of the 14 th Five-Year Plan, the income of red tourism will exceed 1 trillion yuan, accounting for more than 10 % of the total annual income of domestic tourism. The old district is an important base of China's red revolution in the past. Today, with the vigorous development of red tourism, it should be fed back to the vast rural areas in the old district. In the future, on the basis of the combination of red and green, we should further broaden the development ideas, provide more abundant tourism industry elements, especially rural tourism products, and lead the red tourism source to go deeper into the vast rural areas, and play a greater role in promoting rural revitalization and people's prosperity.

General Secretary Xi Jinping has recently made important instructions on the work of revolutionary cultural relics, pointing out that revolutionary cultural relics carry the glorious history of the heroic struggle of the Party and the people[5], record the great course and moving deeds of the Chinese revolution, are the precious wealth of the Party and the country, and are vivid teaching materials to carry forward the revolutionary tradition and revolutionary culture, strengthen the construction of socialist spiritual civilization, stimulate patriotic enthusiasm and inspire national spirit[6]. Strengthening the protection and utilization of revolutionary cultural relics, carrying forward revolutionary culture and inheriting red genes are the common responsibilities of the whole party and the whole society. Party committees and

governments at all levels should put the protection and utilization of revolutionary cultural relics on the important agenda, intensify their efforts, effectively protect, manage and use revolutionary cultural relics, give full play to the important role of revolutionary cultural relics in the study and education of Party history, revolutionary tradition education and patriotism education, stimulate the spiritual strength of cadres and the masses, and strive for the comprehensive construction of a socialist modernized country and the realization of the Chinese dream of the great rejuvenation of the Chinese nation!

AUTHORS' CONTRIBUTIONS

This paper is independently completed by Pingping Zhuang.

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