



Research on the Sports Culture and Inheritance Development Path of Red First Street

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Abstract. This article conducts research on the sports culture of Red First Street through methods such as literature review, interview, research, and comparative history. The aim of this study is to explore the inheritance and cultural path of Red Sports on Red First Street, starting from its own historical heritage of sports culture, and to attempt to create distinctive red sports projects and competitions based on this. The research results found that the sports and cultural value of Red First Street includes political value, educational value, cultural value, and economic value. Research conclusion: To enhance the vitality of red sports culture; Expand the appeal of red sports culture; Enhance the competitiveness and influence of red sports culture.

Keywords: Red culture; Sports culture; Cultural inheritance.

1 Introduction

In 1933, the Fourth Front Army of the Red Army marched southward to liberate the ancient town of Shiqiao. On the town's memorial archway, the Red Army carved five words "Leninism Street". In 2007, Shiqiao Lenin Street was jointly awarded the "Folk Culture Experience Zone" by UNESCO and the China Folk Photographers Association, and is known as the "First Red Street in China".

At present, many scholars in China can divide their research on red sports culture into the following aspects. Firstly, research on the cultural ideology of red sports. Dangting^[1] (2021) believed that the historical logic of the red sports culture thought was closely related to the original intention and mission of the CPC. Secondly, the integration of red sports culture into ideological and political education research. Wang Haiying^[2] (2021) believes that studying red sports culture can enhance the core value of ideological and political education in universities. Thirdly, research on the inheritance and development path of red sports culture. Wang Shuo^[3] (2021) believes that the organic combination of red sports culture and the development of national fitness can produce multiple effects. Fourthly, regarding the integration of red sports culture into physical education teaching, Li Jinbo^[4] (2020) believes that the ideological and political nourishment characterized by red sports culture endows physical

education teaching with spiritual connotations. Fifthly, research on the integration and development of red sports culture and folk sports culture. Lin Yichao^[5] (2023) believes that the development and protection of red sports culture and folk sports culture can help the local economy. Sixth, research on the cultural elements of red sports. Luo Chunyi^[6] (2021) believes that the collection of factors such as sports venue equipment, organizational system, behavioral habits, and spiritual values is the sports element of Sichuan's red cultural resources. Seventh, innovative research on red sports culture. Lin Yinping^[7] (2016) believes that the integration of red sports culture, folk customs, red tourism, and red sports culture in Northeast Sichuan. Eighth, research on red sports tourism. Zhang Jian^[8] (2023) believes that the integration of red culture and sports tourism is a new trend in the development of the tourism industry in the new era.

In summary, existing research results have provided a wealth of ideas for this study. Domestic scholars have conducted in-depth research and reflection on red sports culture, studying it from different levels and perspectives, including its ideology, ideological and political education, inheritance and development, physical education, sports events, elements, innovation, tourism, and integration. However, based on existing research, there are not many research results on the inheritance of red sports culture in Sichuan Province, and the red sports culture of the Sichuan Army is an important component of China's red sports culture. The red cultural atmosphere in Sichuan Province is strong. Studying the red sports culture in Sichuan Province can better inherit and protect it.

2 Red First Street Sports Culture

2.1 Material Culture

The first one is nearly 40 Red Army revolutionary stone inscriptions located on Leninist Street. These slogans are both the battle slogans of the Red Army and the battle program of the Sichuan Shaanxi Soviet. Among them, the two characters "Lenin" on the printing hall of No. 2 memorial archway attract people's attention. The two characters are each about one meter square in size. The regular script is traditional and the strokes are powerful, which makes people respect. At the printing hall, there are three characters written vertically, each about 15 centimeters wide, called "Shi Street". At the arch below the memorial archway, the words "The Political Department of the Fourth Front Army of the Chinese Workers' and Peasants' Red Army was established" were engraved. It can be seen that in the context of that era, the scene of supporting the Red Army and the thriving families of workers and peasants shows that the Communist Party led team is the team of the people, and the team that seeks the well-being of the people. The rapid development of our party also relies on the strong support of the people^[9].

The second site is the former site of the Red Army Political Department located on the street, which is still intact to this day. It reflects the story of the oppressed people at that time overthrowing reactionary forces under the leadership of the Communist Party. The old site, facing east and west, is a courtyard complex with a building area

of approximately 200 square meters, built in the Qing Dynasty. From August to October 1933, the Fourth Red Army briefly held an office here in order to further expand the Soviet regime. It is an important site of revolutionary culture in the Sichuan Shaanxi Soviet Area. There are currently six sets of display objects in the museum: the first set, heading south and east to expand the Soviet area; The second group is to establish a political organization of workers and peasants; The third group, spreading the truth and engraving slogans; Group 4, strengthen armed forces, train and expand personnel; The fifth group, strategizing and fighting for thousands of miles; The sixth group, the spirit of the Red Army, passed down through the ages^[10].

2.2 Intangible Culture

The red intangible culture mainly includes revolutionary stories, literary works, related research works, and the revolutionary spirit reflected therein.

Revolutionary stories. The old man He Chengcai, who once served as the mayor of Shiqiao Township, introduced that the Red Army soldiers who carved the five characters "Leninist Street" at that time were tied with ropes, stepping on stone steps, holding iron hammers and chisel handles, suspended from a height of more than ten feet above the ground to operate. Because the slogans on this memorial archway are large and have many words, it takes the longest time. Until the Red Army retreats, there is still a small part of work unfinished. In 1950, a college student named Duan Daixian led a revolutionary story in Shiqiao Town, using methods such as plaster filling and chisel restoration to restore some of the slogans on the stone tablet.

Related research works. According to the "Annals of Shiqiao Town", in the winter of 1933 and July 1934, the Fourth Front Army of the Chinese Workers and Peasants Red Army captured Shiqiao twice, established the Shiqiao Soviet regime, widely mobilized the masses to fight against landlords and divide land, and organized workers and peasants, social youth, and school teachers to participate in the propaganda work of the Red Army. Under the leadership of the Political Department of the 30th Army of the Fourth Red Front Army, they carved slogans on four memorial archway and some stone walls and tombstones in Lujiaping Street (now Lenin Street).

3 Sports and Cultural Values of Red First Street

3.1 Political Values

Inheriting red culture is necessary to maintain political and spiritual guidance. There are currently 11 well preserved residential streets in Shiqiao Town, Dazhou, in the late Qing Dynasty in eastern Sichuan. One of them is 694 meters long and has 210 street houses. The street across four tall and magnificent imitation wood structure stone memorial archway is called Leninism Street. Nearly 40 revolutionary slogans of the Red Army have been carved on the four memorial archway, which is now one of the classic scenic spots of red tourism in Sichuan Province. This scenic area provides more than 100 employment opportunities for the population of Shitai Town, dynamically eliminating "zero employment" families, and contributing to the great project of

Dazhou City's comprehensive victory in poverty alleviation and the timely completion of a moderately prosperous society. Dazhou has also played a propaganda role in promoting red culture and promoting glorious traditional culture for the local government. Dazhou has always been a revolutionary old area and the birthplace of red culture. During the Anti Japanese War, batches of revolutionary soldiers emerged, dedicating all of their lives to resisting foreign aggression and the revolutionary struggle of the proletariat. The story of Lenin Street is a representative of countless revolutionary deeds. It not only played a role in uniting the working and peasant classes and promoting the Marxist proletariat at that time, but also indirectly exposed the conspiracy of the Kuomintang, allowing the people to see the true face of the Kuomintang and inspiring generations of communist successors, familiar to them. A detailed story and revolutionary deeds that occurred in the same place but in different eras are the best examples of red education.

3.2 Educational Value

Lenin Street has now become a patriotic education base. Received visits from multiple schools such as Shiqiao Primary School and Shiqiao Middle School, as well as government departments such as Shiqiao Government and Qiaowan Township Government. At Shiqiao Town Primary School and Shiqiao Middle School, red culture courses may also be held from time to time. Teachers will combine modern multimedia education technology with red culture when new students enroll, to popularize the history of Lenin Street and stimulate their patriotism. Each semester, themed class meetings will also be held with Lenin Street as the theme, to carry out red patriotism education, so that students can remember their original aspirations and cultivate their patriotism from a young age on the basis of a better life now. The combination of patriotic education in the revolutionary old areas of red history and culture with modern educational technology will achieve better development.

3.3 Cultural Values

Shiqiao Town has a long history and culture, with pure and rich folk customs. Traditional culture includes Kongming lanterns, clown dramas, flower drums, money boards, sedan chairs, stilts, etc. Among them, "Burning the Fire Dragon" and "Flipping the Mountain and Hinging the Son" have been identified as key intangible cultural heritages in the province. Burning Fire Dragon refers to people who use fireworks to burn and play with dragons on the evening of the 15th day of the first lunar month. Shiqiao River is a dry dock. In ancient times, the people of Shiqiao burned fire dragons throughout the town on the fifteenth day of the first lunar month, praying to the heavens for good weather and abundant crops. Shiqiao Fire Dragon is composed of five elements: Zhalong, Qingshui, Fire Dragon, Qingzhai, and Banlong. It has been passed down in Daxian, Tongchuan, Quxian, Yingshan, Pingchang, and other places. As a folk culture, it has been passed down from generation to generation in Shiqiao Ancient Town. The development of red tourism as the main body has greatly promoted the local economic development, and made the local revolutionary deeds widely

spread. At the same time, it has also promoted the local traditional culture to become intangible cultural heritage, which can be better protected and developed. There is also a diversified development trend of combining traditional culture with revolutionary historical deeds. Nowadays, Shiqiao Lenin Street has been included in the "Sichuan Shaanxi Chongqing Red Tourism Classic Scenic Area" by the National Tourism Administration, and is one of the "first batch of folk art characteristic towns" in Sichuan Province. It has been jointly awarded the "Folk Culture Experience Area" by UNESCO and the China Folk Photographers Association, and is known as the "First Red Street in China".

3.4 Economic Value

There are 210 street houses on Lenin Street in Dazhou City, of which two-thirds are shops, mainly selling cultural and artistic products and food. Actively promoting the economic development vitality of Shitai Town. The commercial development of Lenin Street has optimized the industrial structure of Shitai Town, provided more employment opportunities, and promoted the interactive and integrated development of commerce and urban areas. Bai Yuxin, the mayor of Shiqiao Town, said in an interview that Shiqiao Town has become one of the top 100 central towns at the provincial level in Dachuan District. In the process of urbanization, various regions are avoiding "one town for a thousand", and the core difference between Shiqiao Town and other towns is its profound Red Army culture. The combination of Red Army culture and intangible cultural heritage, combined with the brand and carrier effect of China's Red First Street, has made tourism a major industry for enriching the people in Shiqiao Town, and everyone is enjoying the dividends brought by the development of red tourism. According to statistics, there are 192 homestays and restaurants in the town, with 1035 employees. As of now, more than 100000 tourists have been received this year, achieving a tourism revenue of 38.661 million yuan.

4 Conclusion

Firstly, it is necessary to enhance the vitality of red sports culture, make reasonable use of and develop red sports resources, inherit the spirit of red sports, and achieve creative transformation and innovative development of red sports culture. Secondly, expand the appeal of red sports culture, attach importance to the construction of red sports culture in universities, actively carry out red sports fitness activities, and expand the dissemination channels of red sports culture. Thirdly, enhance the competitiveness and influence of red sports culture, develop the cause and cultural industry of red sports culture, strengthen the construction of online culture, and adhere to the "going out" of Chinese culture.

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