



Research on the Role of Revolutionary Cultural Relics in Promoting the Development of Rural Red Tourism From the Perspective of Tourism Economy —— Take Shangrao City in Jiangxi Province as an Example

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Abstract. Red tourism is a highlight of the development of tourism in recent years, and the national reception and total revenue of red tourism show an explosive growth. Revolutionary cultural relics are important resources for rural red tourism because of their multiple values. Taking Shangrao City, Jiangxi Province as an example, this paper further explores the path of rural red tourism in Shangrao City by analyzing the advantages and experience of rural red tourism in the tourism traffic location conditions, the types of revolutionary cultural relics and the exploration of rural red tourism.

Keywords: tourism economy; revolutionary cultural relics; rural red tourism.

1 Introduction

Rural tourism development has an important impact on optimizing the rural industrial structure and stimulating local economic growth.[1]Red tourism is one of the three highlights of tourism development in recent years. In the first half of 2022, the bookings of red tourist attractions increased more than twice compared with the same period last year. The national red tourists received 3.478 billion tourists, the comprehensive revenue reached 929.5 billion yuan, and the key red tourism cities and scenic spots received 484 million tourists. The number of red tourists still maintains a rapid growth, and the number of national red tourists received has risen from 430 million to 1.324 billion. Red tourism is becoming an important part of the tourism industry. Many old revolutionary base areas and red tourism resources are concentrated in rural areas.[2] According to the China Red Tourism Development Report (2023), the number of red tourists in China has exceeded 2 billion, and the scale of the red tourism market is close to one trillion yuan.[3] Shangrao City of Jiangxi Province is located at the border of Fujian, Zhejiang, Jiangxi and Anhui provinces. It is a marginal city of four provinces extremely rich in green resources, ancient color resources and red resources. Shangrao has sanqingshan and Guifeng, world natural heritage sites, Wuyuan, the most beautiful village in China, and many intangible cultural heritages, as well as a large number of

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red cultural relics with unique regional characteristics. Fang Zhi min, Shao Shiping, creating the communists of Fujian and the revolutionary base area is here, left a large number of revolutionary cultural relics resources, on the one hand, there are a lot of revolutionary cultural relics is the national patriotism education base, national key cultural relics protection units, on the other hand, there are a lot of revolutionary cultural relics by the central propaganda department, national brigade headquarters and other ministries listed as the national "red tourism boutique line" and classic scenic spot, is a veritable red tourist city. As a city of red tourism resources, a large number of revolutionary cultural relics are mainly distributed in the surrounding villages of Shangrao City due to its historical reasons. In recent years, Shangrao City has made full use of the rich resources of revolutionary cultural relics to develop red tourism to drive the development of rural tourism industry, which not only broadens the path of protection and utilization of revolutionary cultural relics, but also provides a new path for farmers to get rich and revitalize rural areas.

2 How can Revolutionary Cultural Relics Boost the Development of Rural Red Tourism

2.1 Revolutionary Cultural Relics Carry the Important Mission of Carrying Forward the Revolutionary Tradition, Inheriting the Red Gene and Continuing the Red Blood

In recent years, party and state leaders have repeatedly stressed the need to protect and use revolutionary cultural relics. During his local visits, General Secretary Xi Jinping made special trips to revolutionary sites, museums and memorial halls to pay respects to revolutionary cultural relics and listen to the echoes of history. The party's 20th report stressed that "improve the modern public cultural service system, innovatively implement cultural projects to benefit the people, strengthen the protection of cultural relics and cultural heritage, and strengthen the protection and inheritance of history and culture in urban and rural construction. "During his visit to Jiangxi, General Secretary Xi Jinping also stressed that" we should promote the inheritance of red genes ". As shown in Figure 1, the rural red tourism should make full use of the revolutionary cultural relics resources. Therefore, revolutionary cultural relics, as an important material and cultural carrier to carry forward the revolutionary tradition, inherit the red gene and continue the red blood line, have innate advantages and are the precious resources of rural red tourism.



Fig. 1. Photo from the author

2.2 Revolutionary Cultural Relics are Important Elements of Tourism that Set Historical Value, Aesthetic Value and Economic Value

Revolutionary cultural relics are the red old sites, memorial sites and physical relics that witness the glorious history of the Party and carry the original mission of the Party. They are the materialized carriers of revolutionary culture and revolutionary spirit, and have rich connotation and value.[4] Xi Jinping general secretary pointed out: " the revolutionary cultural relics bearing the party and the people heroic struggle of glorious history, recorded the great course of the Chinese revolution and moving story, is the precious wealth of the party and the country, is to carry forward the revolutionary tradition and revolutionary culture, strengthening the construction of socialist spiritual civilization, arouse patriotic enthusiasm, inspiring national spirit of vivid teaching material. "He to" effectively protect, manage and apply revolutionary cultural relics, and give full play to the important role of revolutionary cultural relics in the study and education of party history, revolutionary tradition and patriotism ".[5] Revolutionary cultural relics are not only historical witnesses, but also as a material existence, which can reflect the political, economic, and social and cultural construction at that time from the revolutionary cultural relics themselves. Some revolutionary sites themselves are also historical relics, with great aesthetic value. Therefore, the historical value and aesthetic value of revolutionary cultural relics can be fully explored, further combined with red tourism, and better play the important role of revolutionary cultural relics in rural revitalization.

3 Characteristics of Rural Red Tourism Development in Shangrao City

3.1 Shangrao City has Obvious Advantages in Tourist Traffic Location

First, the urban and rural transportation infrastructure in the region is relatively perfect. In terms of highways: Shangrao city has convenient transportation. By the end of 2020, the highway mileage of Shangrao city is 27,130 kilometers, basically forming a "three vertical and three horizontal" expressway network. "Three vertical" is: Ji-Guangzhou

Expressway, Ningshang Expressway; De-Shanghai Expressway and "Three horizontal": Hangzhou-Rui Expressway, Hangzhou-Changjiang Expressway and Shanghai-Kunming Expressway. Six national roads and 29 provincial roads are trunk lines, especially the county and township roads as branch lines, have been basically completed. As shown in Table 1, According to the Shangrao city highway and waterway transportation "fourteenth five" development plan, according to during the period of "much starker choices-and graver consequences-in", Yiyang continue to accelerate the provincial trunk highway reconstruction project, four good rural highway construction engineering and beautiful ecological civilization demonstration road construction project, solve the problem of rural roads, the rural road by "narrow" gradually "wide", "through" chang ", " through "villages and" set " highway construction achievements, urban and rural network hierarchy layout has become increasingly reasonable. In terms of railway: Shangrao city has completed high-speed railway borders such as Shanghai-Kunming, Beijing-Fuzhou, Changzhou-Huangshan, and 8 high-speed railway stations such as Shangrao Railway Station, Yushan South Railway Station and Yiyang East Railway Station, among which Shangrao Railway Station stops more than 370 trains per day, which can reach the most prosperous areas in China such as Beijing, Shanghai and Guangzhou on the same day. Shangrao station can take the direct county intercity vehicles. In terms of aviation: There is a class 4C branch airport of Sanqingshan Airport in Shangrao, which is the seventh civil airport in Jiangxi Province. In 2023, the passenger throughput of Sanqingshan Airport in Shangrao is 392,477, the cargo throughput was 186.8 tons, and 4,875 sorties, ranking 154th, 173th and 170th in China respectively.[6] In 2024, Shangrao Sanqingshan Airport will reach 12 cities such as Beijing, Dalian, Guangzhou and Kunming.

Table 1. Shangrao city road network structure grade distribution table

| classify | 2015 | | 2020 | | amplification | |
|---------------------------------------|--------------|---------|--------------|---------|----------------|-------------------------|
| | Mileage (km) | scale | Mileage (km) | scale | Add value (km) | Increase the proportion |
| According to the administrative level | 21099 | 100.00% | 27130 | 100.00% | 6031 | 28.58% |
| | 1599 | 7.58% | 1592 | 5.87% | -7 | -0.44% |
| | 1873 | 8.88% | 1780 | 6.56% | -93 | -4.97% |
| | 2937 | 13.92% | 2986 | 11.01% | 49 | 1.67% |
| | 5429 | 25.73% | 5273 | 19.44% | -156 | -2.87% |
| | 100 | 0.47% | 0 | 0.00% | -100.00 | -100.00% |
| | 9161 | 43.42% | 15499 | 57.13% | 6338 | 69.18% |

Second, it is close to the surrounding tourist sources. Shangrao city is located in the northeast of Jiangxi Province, adjacent to Quzhou City in Zhejiang Province in the east, Huangshan City in Anhui Province in the north, and Nanping City in Fujian Province across the Wuyi Mountain in the south. As a marginal regional city of four provinces, Shangrao city is close to Shanghai, Hangzhou and other cities as the straight line flies, undertaking a large number of tourism consumer groups in Jiangsu, Zhejiang and Shanghai regions. At present, Zhejiang is the largest tourist source in Shangrao, ac-

counting for more than 20%. Among them, Shangrao receives more than 1.8 million tourists from Hangzhou every year. Shangrao with rich tourism resources has gradually become the "back garden" of Hangzhou people.

3.2 Shangrao City is Rich in Rural Revolutionary Cultural Relics Resources

First, Shangrao city is located in the central area of the Fujian, Zhejiang and Jiangxi revolutionary base areas.

During the agrarian Revolutionary War, Fang Zhimin, Shao Shiping and Huang Dao established the Fujian, Zhejiang and Jiangxi revolutionary base areas, spanning northeast Jiangxi, northern Fujian, southwest Zhejiang and southern Anhui, covering more than 50 counties with a population of millions, and was one of the six Soviet areas at that time. From 1927 to 1934, Yiyang hengfeng county GeYuan town as capital of Fujian and the revolutionary base, the communist party site of Fujian and the provincial party committee, the Soviet government site, Fujian and the military headquarters site, red field, the Chinese red army of workers and peasants, is the highest authority of Fujian and the revolutionary base area, is also one of the main activities of the red army. In 1996, the former site of the Fujian, Zhejiang and Jiangxi Provincial Party Committee was announced by The State Council as a national key cultural relic protection unit. In 2001, Fang Zhimin Memorial Hall was awarded the National Patriotism Education Demonstration Base by the Propaganda Department of the CPC Central Committee.

Second, Shangrao City rural revolutionary cultural relics are widely distributed and varied.

Shangrao city has jurisdiction over 12 + 3 counties and districts. Due to historical reasons, the revolutionary cultural relics of Shangrao city are mainly distributed in the vast rural areas, and almost every county has revolutionary cultural relics. Among them, from the first and second batch of immovable revolutionary cultural relics in Jiangxi Province published, there are 162 places in Shangrao city, which are distributed in 12 counties under its jurisdiction, and Yiyang County, Hengfeng County and Guangfeng District account for the largest proportion. Most of the revolutionary relics in Shangrao included in the immovable revolutionary relics in Jiangxi Province are located in rural towns. From the perspective of the classification of cultural relics, there are both national and provincial cultural relics protection units, as well as a large number of cultural relics protection units under the city and county level and temporarily pending protection units. The types of revolutionary cultural relics include revolutionary sites, sites, memorial halls, tombs and other immovable revolutionary cultural relics, as well as movable revolutionary cultural relics such as letters, notices and badges.

3.3 Rural Red Tourism in Shangrao City has Developed Rapidly

The rural red tourism represented by Qigong Town of Yiyang County and Geyuan Town of Hengfeng County in Shangrao City is developing rapidly. Through the establishment of red research bases and the red research projects of ideological and political courses with surrounding primary and secondary schools, it has attracted a

large number of students to feel the patriotic struggle spirit of revolutionary martyrs. Shangrao city is vigorously promoting the "lovely China", "sing a folk song to the party" red tour brand, singing Shangrao red tourism IP. Promote the establishment of Fang Zhimin's former residence in Yiyang- -10-4A level scenic spot, build a number of red tourism projects such as the comprehensive promotion of Huaiyushan scenic spot, the xi reorganization of the northbound anti-japanese advance team, and the overall exhibition of Fang Zhimin's revolutionary site. We will launch a number of red-themed research tour routes, create a number of red research products, constantly explore and enrich the connotation of red culture, innovate the expression of red culture, use new ideas, new contents and new technologies to empower red tourism, enhance the appeal of red tourism, and promote the red spirit into the brain and heart. In addition, Figure 2 shown there are other areas like Guangfeng District rural red tourism development is relatively lagging behind.



Fig. 2. Photo from the author

4 Suggestions on the Optimization of Rural Red Tourism Development in Shangrao City

4.1 Adhere to the Principle of Giving Priority to the Protection of Rural Revolutionary Cultural Relics

According to the general office of Jiangxi provincial people's government issued "on strengthening the new era of revolutionary protection of cultural relics of Jiangxi opinion" requirements, by 2025, to basically form "party committee leadership, government leading, department cooperation, social participation" of the new pattern of revolutionary cultural relics work, adhere to the socialist revolution with Chinese characteristics revolutionary cultural relics protection new path.

First, we should carry out special investigations and regular investigations of rural revolutionary cultural relics resources, master the wealth and preservation status of revolutionary cultural relics resources, improve the "four qualities" archives of revolutionary cultural relics protection units at all levels, and raise the level of protection. Shangrao rural revolutionary cultural relics scattered in the vast countryside, it is inevitable that there will be statistical negligence omission, it is necessary to comprehensively strengthen the work of rural revolutionary cultural relics.

Second, rural revolutionary cultural relics should be protected and developed through protection. Although revolutionary cultural relics are a precious and scarce tourism resources, the value of revolutionary cultural relics will be lost if they do not change their protection ideas and just protect them for the sake of protection. Therefore, it is necessary to rationally develop the rural revolutionary cultural relics resources, form a two-way force of protection and development, and make the rural revolutionary cultural relics become a beautiful name card of the rural red tourism.

Third, the protection of rural revolutionary cultural relics also needs the help of new technologies. In order to give full play to the role of new technologies in the protection of revolutionary cultural relics, on the one hand, as most of the revolutionary cultural relics are in the revolutionary war years and after many years of disrepair, it is necessary to accelerate the research and development investment of cultural relics restoration technology and restore the original appearance of revolutionary cultural relics as much as possible in accordance with the principle of "repairing the old as the old". On the other hand, we should make full use of AI, VR and other technologies to integrate into the protection and utilization of revolutionary cultural relics, which can not only enable tourists to accurately interpret the relevant historical background of revolutionary cultural relics during the tour, but also increase the immersive experience of tourists.

4.2 Accelerate the Construction of the "Government, Industry, University, Research and Application" Collaborative Innovation Model for the Protection and Utilization of Rural Revolutionary Cultural Relics

First, the government should play the function of macro-guidance and vertical supervision in the protection of rural revolutionary cultural relics. On the one hand, all functional departments of the government should cooperate with each other. Urban planning, civil affairs, cultural relics management and other departments should fully consider the characteristics of rural revolutionary cultural relics, and formulate the high-quality development plan of red tourism and the implementation plan of the protection and utilization of rural revolutionary cultural relics. On the other hand, the government to play a regulatory function, should speed up the census statistics and collection of rural revolutionary cultural relics, to find out the "family number". Finally, the government should continue to increase the investment in the protection of rural revolutionary cultural relics, especially the direct investment in the protection of rural revolutionary cultural relics, to lay the material foundation for the guarantee of rural red tourism. As shown in Figure 3, The rural revolutionary cultural relics have not yet been graded, the protection and repair funds still need to increase investment.



Fig. 3. Photo from the author

Second, enterprises should adhere to the combination of cultural and tourism and conservation in the protection and utilization of rural revolutionary cultural relics. On the one hand, tourism enterprises should actively develop red tourism routes suitable for rural areas, create characteristic red tourism IP routes with the theme of "rural revolutionary cultural relics", and realize the coordinated promotion of red tourism and the protection of rural revolutionary cultural relics. On the other hand, tourism consumer goods enterprises need to develop various kinds of rural revolutionary cultural relics cultural and creative products, which not only expands the protection path of revolutionary cultural relics, but also creates new growth points for enterprises to increase their income. Finally, enterprises should pay attention to avoid the destruction of rural revolutionary cultural relics when developing and utilizing rural revolutionary cultural relics.

Third, colleges and universities should adhere to the combination of talent training and patriotic education in the protection and utilization of rural revolutionary cultural relics. On the one hand, the rural revolutionary cultural relics should be combined with the ideological and political education of the college students to educate the students about the revolutionary tradition. On the other hand, universities should give full play to their advantages in scientific research and actively promote research on the protection and utilization of rural revolutionary cultural relics, especially in the fields of cultural relics restoration, new media dissemination of cultural relics and research and development of cultural relics protection materials. Finally, colleges and universities should actively open up "cultural relics and museum science", "cultural relics identification and restoration" and other majors related to the exhibition, protection and utilization of revolutionary cultural relics, so as to promote the protection of rural revolutionary cultural relics.

Fourth, scientific research institutes (museums) should adhere to the integration of digital display and science popularization in the protection and utilization of rural revolutionary cultural relics. On the one hand, we should strengthen scientific and technological innovation and equipment construction for the protection of rural revolutionary cultural relics, promote the integration and innovation of the display and utilization of rural revolutionary cultural relics, and promote the digitalization and wisdom of the protection and utilization of revolutionary cultural relics. On the other hand, we should give full play to the protection and utilization of revolutionary cultural relics in the museum collections to avoid lying "sleeping" in museums. For example, the rural revolutionary cultural relics can be digitized and the popular science revolutionary cultural relics can be publicized through the Internet. Finally, the museum should regularly carry out the publicity and protection activities of revolutionary cultural relics to improve the public's care of revolutionary cultural relics and the full use of the ideological and political elements of revolutionary cultural relics.

Fifth, fully guarantee the role of the people's subjectivity in the protection and utilization of rural revolutionary cultural relics. On the one hand, the combination of rural revolutionary cultural relics and the people should meet their cultural needs to enhance their cultural confidence and people's sense of gain. On the other hand, social forces should be introduced to participate in the development of the derivative functions of rural revolutionary cultural relics, and at the same time, the opinions of the masses should be fully solicited to create more derivatives of rural revolutionary cultural relics that are in line with the aesthetic and use value of the common people. Finally to promote the development of revolutionary cultural relics and rural revitalization of fusion, such as in Yiyang hundred revolutionary sites and many red village, explore the revolutionary site protection and red village construction, characteristic township construction, traditional village protection, pastoral scenery tour and leisure agriculture development of combining path, build with the local characteristics of the red army village revolutionary cultural relics protection using brand.

5 Conclusions

As an important resource of rural red tourism, revolutionary cultural relics should be moderately developed under the premise of reasonable protection, so as to better play the value of revolutionary cultural relics. First, we should do a good job in the overall planning of rural red tourism with high standards, cooperate with all sectors of society, innovate the protection and utilization mode of revolutionary cultural relics around the construction of "government, industry, university, research and application", and let the revolutionary cultural relics are protected and developed in the process of protection. Second, to improve the supporting facilities of rural red tourism, not only should pay attention to the value of rural revolutionary cultural relics resources, but also should let the rural revolutionary cultural relics resources can let tourists experience "not blocking, not tired, not white", in the revolutionary cultural relics at the same time, feel the advantages of rural red tourism services. Third, we should do a good job in the sustainable development chapter of rural red tourism, so that tourists can come, live, and

will come again. Therefore, it is also necessary to organically combine rural red tourism with rural leisure tourism and ecological tourism to expand the sense of gain of tourists. In short, the rural red tourism market will increasingly become an important growth point of the tourism economy in the future.

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