

Research on the Protection Strategies of Red Revolutionary Sites in the Red Rural Tourism Planning

Yujian Sun, Haiou Wang*, Kejiang Liu, Lingjie Meng

Liaoning University of Science and Technology, 114000, Anshan, Liaoning, China

ABSTRACT

As an important component of promoting rural revitalization, the protection and rational utilization of red revolutionary sites are of great significance in red rural tourism. It not only helps to inherit the red cultural genes and promote the economic development of rural areas, but also enhances social cohesion. However, the current protection work of red revolutionary sites is confronted with problems such as natural erosion, shortage of funds and weak protection awareness. Centering on this topic, the article first analyzes the significant meaning of the protection of Red revolutionary sites and explores the main challenges faced in the protection process. Then, a series of protection strategies such as scientific protection technologies, broadening the channels for raising funds, and strengthening publicity and education were proposed, aiming to achieve the effective protection and rational utilization of red revolutionary sites. Research shows that through the implementation of the above strategies, not only can the inheritance of red culture be promoted, but also the sustainable development of rural tourism can be driven, contributing to rural revitalization and social cultural construction. The article ultimately emphasizes that the protection and rational utilization of red revolutionary sites are important paths to promote the inheritance of red culture and rural revitalization, and the implementation and innovation of relevant measures should be continuously strengthened.

KEYWORDS

Red Rural Tourism; Red revolutionary sites; Site protection; Cultural inheritance

Red revolutionary memorial sites, as witnesses of historical events, remember the glorious history of the Chinese revolution's struggle and also carry rich and diverse values of the red spirit. In the context of this era of rural revitalization and the vigorous development of the red tourism industry, exploring strategies for red rural tourism has become a necessary measure to boost agricultural economic development and promote red culture. The current protection status of red revolutionary memorial sites is related to the preservation status of historical relics and also has a crucial impact on the sustainable development of red rural tourism. At present, the protection status of red revolutionary memorial sites is facing many problems. We need to find suitable countermeasures to solve them. The correct protection and rational utilization of red revolutionary memorial sites have become an important topic that must be deeply analyzed.

1 The significance of protecting red revolutionary sites in the planning of red rural tourism

1.1 Inherit the red cultural genes and continue the historical memory

Each red heritage site has a specific historical background and profound spiritual connotation due to its corresponding red culture and ideology. For instance, taking the selection of the temporary command post of the rural Red Army as an example, although the slogans from that time still remain on the dilapidated exterior walls, the simple wooden tables and chairs placed in the room seem to be able to record the scenes of the Red Army soldiers making strategic plans, fighting day and night on the front line and fighting hard here. This way of preserving heritage is conducive to completely engrave that revolutionary epic full of passion and bitterness in people's hearts, allowing them to truly feel the tenacious fighting spirit of the predecessors of the Red Army revolution. Compared with written records, this way is more infectious and vivid. For instance, when students come directly to such scenic spots, they can personally experience the appeal of the atmosphere and truly understand the difficulty of the revolution just by visiting. In this way, the spirit of red culture can be passed down from generation to generation, ensuring that the memories in red culture do not fade away due to the passage of time. When designing red rural tourism projects, tourists can learn about the core content of red culture by visiting red sites, deepen their memory and understanding of red history among people across the country, and lay a foundation for the wide and long-term dissemination of red culture.

1.2 Promote rural economic development and contribute to rural revitalization

Red historical culture has its own unique culture, which attracts a large number of tourists to visit and tour, bringing considerable tourism economic profits to the countryside. First of all, the arrival of tourists has promoted the development of the local catering industry, tourism and transportation industry. If the local area takes advantage of the driving effect of red tourism, local family inns will rise, and farmers can earn more income by using local characteristic

farm meals and distinctive services. Take a village as an example. The originally vacant houses have been turned into inns. The farmers use the land they grow to make characteristic farm dishes, attracting a large number of tourists to taste them and stay overnight. The annual income of the farmers has increased several times compared to before. Secondly, special tourism commemorative products created based on red historical and cultural heritage, such as commemorative MEDALS with revolutionary slogans and imitated historical relics, have become new economic growth points. Secondly, by developing red rural tourism, attract external capital to improve rural construction and further enhance the level of rural construction. Appropriate protection and transformation of red historical heritage as the object, turning red assets into economic resources, have accelerated the pace of rural industrial structure adjustment, enhanced the impetus for rural revitalization, and achieved the coordinated development of cultural revitalization and economic revitalization.

1.3 Enhance social cohesion and carry forward the revolutionary spirit

Revolutionary sites, with their vividness and vitality, have the function of educating people to love their motherland and carry forward the revolutionary spirit. In the process of conducting research-based social practice or corporate team-building activities, the masses can personally visit revolutionary sites. Through this on-site form, they can more truly learn about the efforts and sacrifices made by revolutionary predecessors for national independence and national liberation, as well as their spirit of bravery and dedication. For instance, From time to time, many students go to the Martyrs' Memorial Hall at the Red Revolutionary site located in the red village. Through what they hear and feel, they deeply experience the revolutionary spirit of the martyrs who sacrificed their lives and shed their blood.

2 The current situation of the protection of red revolutionary sites in the planning of red rural tourism

2.1 Some of the ruins have been severely damaged by natural erosion

Due to their long history, many red sites have been affected by natural weather conditions, resulting in problems such as weathering, sun exposure, and rain erosion, for instance, wall collapse, roof damage, and loose building structures. For instance, in some revolutionary sites located in remote rural areas, due to the failure to be rescued in time, the wooden buildings have absorbed water, become moldy and corroded, and the brick and stone walls have weathered and damaged.

In a certain revolutionary era wooden building of significant historical importance, it has been in a high-humidity environment for a long time without regular waterproofing treatment. As a result, a large number of wooden beams have suffered from insect infestation and rot, and some have even been unable to support the weight of the building. Moreover, in some rural areas, the ecological environment is relatively fragile, and natural disasters such as earthquakes and floods have caused damage to it. For instance, in a certain revolutionary mountainous village, the Red Army's battlefield bunker suffered partial wall collapse in a landslide triggered by a heavy rainstorm, and the original landform of the site was severely damaged.

What's more, environmental pollution such as acid rain slowly erodes the exterior of the site, accelerating the damage process of the site. Natural damage not only erodes its integrity and safety, but also hinders the inheritance and display of its historical and cultural heritage, adding pressure to the planning of red rural tourism.

2.2 Shortage of protection funds and lagging maintenance work

For the protection of red revolutionary heritage, a large amount of maintenance costs such as repair and maintenance, operation and maintenance, and environmental improvement cannot be ignored. In reality, most red villages suffer from severe financial shortages due to lagging development, relatively weak local financial resources and low interest of social capital participation.

On the one hand, the main fiscal revenue of county and township governments comes from the limited tax revenue from industrial development, while the expenditure on public services such as education and healthcare is relatively large, resulting in a very tight budget for the protection of red revolutionary heritage. On the other hand, during the initial stage of the development of red rural tourism, the returns were not obvious and a long investment return period was required, which led to insufficient motivation for social capital to participate.

As a result, the maintenance work of some revolutionary sites failed to be carried out in a timely manner, and the degree of damage continued to intensify. Such a financial situation not only hinders the development of the protection work of the red revolutionary heritage, but also hinders the construction of corresponding tourism facilities, such as the lack of necessary facilities like a tourist reception center and the inability to improve the construction level of the road network around the scenic area.

2.3 The awareness of protection is weak, and man-made destruction occurs from time to time

For some red rural tourism destinations, local residents have a shallow understanding of their historical and cultural heritage and a relatively weak awareness of protection. Some of them have built houses or roads in their villages without authorization, which has caused destructive effects on the original appearance and damaged the surrounding environment. In addition, in some rural areas, there are farmers who, in order to expand the size of their vegetable plots, have removed the protective fences around the ruins, leaving the ruins directly exposed to the outside world and objectively bringing more risks. In addition, in the development of red tourism, some tourists act without restraint. They scribble randomly in the red tourism areas or come into direct contact with the cultural relics in the red scenic spots, which has a destructive impact on the ruins. For instance, in a relatively well-known red rural tourism village, some tourists, in order to take photos as memories, did not follow the regulations of the scenic area and climbed onto the buildings of the revolutionary site, applying an outer film to the exterior of the red site courtyard. In the most serious cases, there are still tourists who randomly pick some symbolic flowers, plants and trees around the red rural tourism sites, damaging the natural scenery of the areas. Such human behaviors have brought great damage to the sites, seriously affecting the historical and cultural connotations of the red revolutionary sites and the sustainability of rural tourism. It is necessary to enhance people's vigilance against the destructive nature of scenic spots.

3 Protection strategies for red Revolutionary Sites in the planning of red rural tourism

3.1 Strengthen the application of scientific protection technologies and enhance the level of protection

Adopt advanced cultural relics protection technologies and concepts to protect the red revolutionary relics. By adopting digital technologies, including 3D reconstruction technology and virtual reality technology, etc., to comprehensively record and display the red revolutionary relics. The adoption of high-precision three-dimensional construction technology can accurately restore the details of each relic and its original state, facilitating later maintenance and preservation. For instance, a meeting site of the Red Army, through 3D reconstruction, can clearly display the structural changes of the site in different periods, which has a very good guiding significance for cultural relics experts. By adopting virtual reality technology, tourists can have an immersive experience without touching the real objects. When tourists put on VR glasses, they feel the revolutionary battlefield filled with smoke and gunpowder, and experience the bravery and tenacity of the martyrs. This not only meets the tourists' sightseeing needs but also reduces the degree of damage to the relics. In the restoration process, a combination of new environmentally friendly materials and traditional techniques is adopted. For example, for brick-built historical sites, we adopt a new type of restoration material with the highest physical property similarity to the original for restoration, which can ensure stability.

3.2 Expand channels for raising funds and ensure the investment of protection funds

To do a good job in the protection of the red revolutionary heritage, it is necessary to increase the government's financial support in this regard, such as introducing a special budget and incorporating it into the annual financial budget. For instance, the budget for the protection of red revolutionary heritage in a certain province has been increasing year by year over the years, thus enabling the restoration work of important sites in the province. At the same time, we can strive for higher-level support from the government and use this part of the funds to fund the protection and restoration work of some important historical sites. At the same time, encourage private capital to invest in the protection of red revolutionary heritage and adopt some preferential policies for it, such as tax and fee reduction, land preferences and other measures, so as to attract the investment of companies, organizations and individuals, and then use part of the profits to support the protection of historical sites. For instance, schools should also pay attention to the innovation and interactivity of cultural activity methods, allowing students to experience the charm of traditional culture through their participation in activities, thereby enhancing their cultural confidence. Traditional culture is not merely textbook knowledge; it needs to be embodied through vivid and creative activities. By designing diverse cultural activities, such as handicraft experiences, traditional seasonal events, and drama performances, students can deeply perceive and understand the unique value of traditional culture in practice.

3.3 Strengthen publicity and education to enhance the protection awareness of the entire population

Enhance the public's awareness of the value of protecting red revolutionary heritage through various forms. Utilize media such as television, radio, and the Internet to produce documentaries or public advertisements related to red revolutionary heritage, and popularize the basic knowledge of heritage protection among the general public to increase their understanding of its importance. For instance, CCTV produced "Red Memory: The documentary "A Tour of

Revolutionary Sites" has attracted a lot of attention and sparked heated discussions on wechat Moments since its release. At the same time, we also carry out a variety of rich and colorful publicity activities for the red villages. For instance, activities such as promoting red culture, distributing materials, and arranging artistic performances to protect heritage can arouse the local public's awareness of heritage protection and encourage them to actively participate in heritage protection. A certain red village has carried out a series of activities such as telling red historical stories and singing red songs by holding a "Red Culture Festival", which has stimulated the enthusiasm of villagers for protecting heritage. At tourist attractions, we will also set up signs and publicity display boards to clearly guide tourists to visit in an orderly manner. For some bad behaviors, we will promptly dissuade and correct them.

4 Conclusion

The red revolutionary heritage plays a crucial role in the implementation of the red rural tourism plan, is of great significance to the inheritance and dissemination of red culture, and is also conducive to the local economic and social spiritual construction, etc. Although there are many problems, such as natural damage, economic pressure, and man-made damage, the current protection level can be effectively improved through the research and development of technological means for the protection of red revolutionary heritage, the diversification of financing channels, and the popularization of education. In the future, more in-depth discussions and practices on courses related to the protection of red revolutionary heritage should be carried out, and the protection model of red revolutionary heritage should be improved. We should also strengthen the close cooperation among all relevant departments to ensure that the red revolutionary heritage can provide more support for the development of red rural tourism. At the same time, it enables the red culture to be effectively passed down historically and allows the red revolutionary spirit to shine more brightly in the new era, thereby contributing to the realization of the great rejuvenation of the Chinese nation.

Funding

This article is one of the research achievements of the 2022 Liaoning Provincial Department of Education Scientific Research General Project "Research on the Protection and Utilization of Revolutionary Sites of the Liaoning anti-Japanese United Army from the Perspective of Red Education" (Project Number: LJKMR20220649).

About the Author

Yujian Sun, Bachelor's degree, research direction: Architectural culture and heritage protection.

* Corresponding Author: Haiou Wang, Master's degree, professor, research direction: Renovation and transformation of Anti-Japanese War sites and industrial buildings. Email: ASDBNM1236@163.com.

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