

Utilization and Living Inheritance of Red Tourism Resources in Nanxiong City under the Background of "Baiqianwan Project"

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Abstract Under the work deployment of "Double Hundred Action", Huizhou Engineering Vocational College, Nanxiong Municipal People's Government and Shaoguan College have formulated a series of plans and projects to promote the local development of Nanxiong through cooperation and in-depth research, which strengthens the role of vocational education in rural revitalization, and promotes the effective use of red tourism resources in Nanxiong City, promoted the development of local tourism and economy, provides new impetus and direction for rural revitalization, and demonstrates the positive prospects and vitality of rural revitalization, as well as the important value and potential of vocational education in rural revitalization.

Key words Baiqianwan Project, Vocational education, Nanxiong City, Red tourism, Inheritance, Development

1 Introduction

On the 20th National Congress of the Communist Party of China, high-quality development was taken as the primary task of comprehensively building a modern socialist country, and special arrangements were made for comprehensively promoting rural revitalization and promoting coordinated regional development. The "Project for the High-quality Development of Hundreds of Counties, Thousands of Towns and Tens of Thousands of Villages" (hereinafter referred to as the "Baiqianwan Project") is an important measure taken by the Guangdong Provincial Party Committee to deeply study and implement the spirit of the important speech and important instructions of the General Secretary Xi Jinping according to the strategic planning of the 20th National Congress of the Party, as well as a key strategy to comprehensively promote rural revitalization and regional coordinated development. Under this grand background, vocational education has been entrusted with the important task of supporting rural revitalization.

At the end of July 2023, the Guangdong Provincial Party Committee and the General Office of the Guangdong Provincial Government jointly launched the "*Implementation Plan for the Action of 100 Schools and 100 Counties to Help the 'Project for the High-quality Development of Hundreds of Counties, Thousands of Towns and Tens of Thousands of Villages'*". For instance, Huizhou Engineering Vocational College, Nanxiong Municipal People's Government and Shaoguan College cooperated to stimulate the vitality of rural economy and promote the high-quality development of local economy by relying on the strong driving force of vocational

education, build a bridge of cooperation between universities and counties.

During the "Double Hundred Action", Huizhou Engineering Vocational College cooperated with Shangshuo Village, Jiahekou Village, Pingtianao Village, and Dalan Village of Youshan Town, Nanxiong City, and with Shaoguan College to jointly set up a rural construction service team. The two schools not only sent teams for in-depth research, but also made a series of development plans for the specific needs of these villages and towns, and these plans cover many fields such as production capacity improvement, brand building, student practice projects and cultural and tourism industry development.

Under the guidance of the "Baiqianwan Project", Nanxiong City has successfully tapped and made full use of its rich red tourism resources, which makes it not only a treasure house to preserve historical heritage, but also a strong engine to activate the local economy, promote employment and achieve economic structural transformation. Thanks to the vocational education support of the "Double Hundred Action", Nanxiong City has steadily moved forward on the road of coordinated development of culture and economy, demonstrating the vigorous vitality and unlimited potential of comprehensive rural revitalization.

2 Value and function of red tourism resources

As a unique cultural heritage of China, red tourism resources play an indispensable role in inheriting and promoting red culture. These resources not only contain profound historical significance, but also play an important role in the current society^[1]. Red culture itself is an important part of the Chinese revolution and history, and has far-reaching historical and practical significance. Red tourism resources, as the carrier of this culture, embodies the rich connotation and unique educational value of the course of Chinese revolution.

2.1 Historical value Red tourism resources play an important role in history. As a witness of Chinese revolutionary history,

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these scenic spots, such as Baini Revolutionary Base Memorial Park, Huangkeng Ancient Road, Shaoguan Nanxiong Su District Memorial Park, are not only silent witnesses of revolutionary history, but also "living fossils" of revolutionary culture. They not only record the heroic deeds of revolutionary leaders and revolutionaries, but also has irreplaceable value for in-depth understanding of modern Chinese history.

2.2 Cultural value Red tourism resources are not only historical memory, but also cultural inheritance. They show the persistence and struggle of people in the revolutionary era, and reflect the glorious history and spiritual outlook of the Communist Party of China. Through first-hand experience of these red scenic spots, people can intuitively feel the lofty spirit and great deeds of revolutionary martyrs, thus inspiring their patriotism and enterprise^[2].

2.3 Educational value Red tourism is not only a way to review history, but also an important platform for education on patriotism and revolutionary traditions. Through visiting red scenic spots, young people can more intuitively understand China's revolutionary history, and understand the revolutionary spirit to cultivate and strengthen their sense of responsibility and mission. This will play an immeasurable positive role in inheriting socialist core values and improving the cultural quality and moral standards of the whole nation^[3].

2.4 Economic value Red tourism resources are of great significance to the development of local tourism. They have attracted many domestic and foreign tourists, which not only promotes the development of local tourism, but also drives the prosperity of the surrounding catering, accommodation, transportation and other industries, so as to promote the local economy. More importantly, as a unique cultural product of China, red tourism resources have a significant influence in the world. It not only allows international friends to learn about China's revolutionary history and culture, but also promotes cultural exchanges and deepens the understanding and friendship between China and other countries. In addition, as a window to display the soft power of Chinese culture, red tourism resources also play a positive role in enhancing China's international image and status.

3 Significance of the development and inheritance of red tourism resources in Nanxiong

In Nanxiong City as an important birthplace of the Chinese Revolution, each town has its unique local characteristics, rich historical and cultural deposits, and rich red tourism resources. For example, Youshan Town has "Youshan Anti-Japanese Base Site" and other red historical relics, as well as some commemorative attractions such as "Red Square", "Revolutionary Martyrs Cemetery", and "Wujing Battlefield Hospital Site"^[3]. As an important form of cultural tourism, red tourism shoulders the responsibility of carrying forward and inheriting the spirit and culture of the Red Revolution and the mission of cultivating patriotism. Under the background of the "Baiqianwan Project", how to protect and inherit the red tourism resources in Nanxiong to make them play a greater value is of great significance to the education of

young people in the new era, the promotion of local economic development and the dissemination of red culture.

3.1 Acting as a history teller The red tourism resources in Nanxiong show the stories in the revolutionary period in its unique way, so that people can intuitively feel the bravery and sacrifice spirit of the revolutionary martyrs. For young people in the new era, this is not only an important way to learn history, but also an effective means to strengthen ideals and beliefs and enhance national pride. Through the development and inheritance of these red tourism resources, the stories of history can be passed down from generation to generation to encourage the people to remember history, cherish peace, and bravely move forward with strong faith.

3.2 Boosting the local economy With the increasing rise of red tourism in Nanxiong City, Nanxiong attracts many tourists with its unique revolutionary history and red culture, which promotes the prosperity of local tourism, as well as the development of local catering, accommodation, transportation and other related industries^[4]. It not only creates a large number of jobs for the local people, but also significantly improve the income of local residents. At the same time, this also makes Nanxiong's economy continue to develop towards diversification.

3.3 Spreading red culture and enhancing national soft power Under the background of the "Baiqianwan Project" in Guangdong Province, red tourism, as an important strategy for cultural inheritance and economic development, is of significant significance to the dissemination of red culture and the promotion of national soft power. In this era of global close connection, Nanxiong's rich red tourism can not only allow domestic and foreign tourists to deeply understand the history of the Chinese revolution and the profound red culture, but also promote cultural exchanges and understanding with the rest of the world. Such cultural exchanges and displays not only increase the outside world's understanding of Chinese history and culture, but also help to improve China's image on the global stage and show the unique charm of Chinese culture^[5].

4 Current situation of inheritance of red tourism resources in Nanxiong City

4.1 General situation Located in the north of Guangdong Province, Nanxiong City has rich red tourism resources, which are derived from its deep revolutionary historical background. According to statistics, Nanxiong City has more than 20 important red tourist attractions, such as Long March Memorial Park and Shaoguan Northern Expedition War Memorial Hall, forming a unique red tourism route. These resources include not only physical remains such as revolutionary sites, but also rich literature and oral history, reflecting the unique characteristics of Nanxiong's red culture.

The survey data show that the red tourism resources in Nanxiong City cover a wide range, including war sites, conference sites, education bases and other types, with a large number and rich types, which provides strong support for the development and inheritance of red tourism resources. In particular, the former site

of the Wujing Conference and the Youshan Revolutionary Base, as a symbolic scenic spot of red tourism in Nanxiong, record the arduous struggle in the early days of the founding of the Communist Party of China.

4.2 Difficulties and challenges in the development of red tourism resources in Nanxiong City Facing many challenges, Nanxiong, with its rich red cultural heritage as the cornerstone, urgently needs new vitality. Through field investigation and detailed questionnaire research, the project team of Huizhou Engineering Vocational College found that it is particularly difficult in cultural inheritance and protection according to the current situation of red tourism in Nanxiong. For instance, traditional inheritance methods need to be updated, and some sites are poorly protected, while precious cultural resources are gradually disappearing. At the same time, resource development lacks innovative planning, and the public knows little about it, so it is urgent to increase publicity. Besides, the integration and management of resources are not in place, and the shortage of funds has also become a bottleneck restricting its development. Therefore, Nanxiong City needs to explore effective strategies, such as integrating and optimizing red tourism resources, enhancing its social visibility, and meeting the diversified pursuit of cultural tourism by the masses, so as to help the synchronous development of local economic growth and cultural inheritance.

5 Strategies for the utilization and living inheritance of red tourism resources in Nanxiong City under the background of "Baiqianwan Project"

5.1 Refining policy implementation measures to improve the implementation of policies In recent years, in response to the national strategy of rural revitalization and cultural tourism development, the government of Nanxiong City has launched the *Plan for the Development of Red Tourism in Nanxiong City* to closely integrate red historical sites with the local economic and social development. At the same time, it has provided financial subsidies and tax incentives to encourage social capital to participate in the investment and operation of red tourism projects and strengthen the legal protection of red cultural heritage.

In addition, Nanxiong City also combines red tourism with rural revitalization, ecological tourism and other diversified development strategies, builds a red tourism network covering the whole city, and forms a red tourism route with characteristics and educational significance through scientific and reasonable spatial layout. In order to further enhance the implementation of the policy, the government of Nanxiong City should clarify the specific implementation rules of incentive measures, establish a supervision mechanism, ensure that red tourism projects meet legal requirements, and also clarify the specific development planning of red tourism sites.

Meanwhile, improving public participation and establishing a continuous evaluation and feedback mechanism are key measures to ensure the effective development and inheritance of red tourism resources. These measures will help improve the efficiency of fund

use and enhance social support for red tourism, thus promoting the powerful social force of red tourism development.

5.2 Promoting the deeply integrated development of industries With the diversified development of tourism, red tourism resources are no longer limited to a single visit, but gradually closely combined with cultural industry, education, science and technology and other elements. At the policy level, the government of Nanxiong City can actively promote the integrated development of red tourism and local economy, such as carrying out cultural tourism integration projects, combining historical civilization sites with rural tourism and the development of characteristic agricultural products to form an industrial chain, and relying on the historical sites along the Long March to create red-themed homestays and experiential tourism projects. Nanxiong City should pay attention to mining the cultural connotation of red resources, enhance the immersive experience of tourists through digital technological means such as VR and AR technology, so that red stories can be vividly reproduced to attract the attention of the young generation. Besides, it should actively integrate and utilize red education resources, such as carrying out red education and training courses, so that red tourism becomes an important carrier for inheriting red genes.

Nanxiong City can also combine green ecology with red culture, build ecological red tourism routes with the help of local natural resources, and realize the dual value of green development and red culture. For example, red-themed agritainment and ecological parks should be developed combined with the rural revitalization strategy, so that visitors can feel the ecological civilization of Nanxiong City in the participation.

5.3 Introducing digital technological means Nanxiong City can actively introduce modern technological means such as virtual reality (VR) and augmented reality (AR) to create a new immersive red tourism experience. This experience not only allows visitors to relive history in a virtual environment and feel the heroic deeds of revolutionary ancestors, but also deepens their understanding and emotional resonance of historical events in the interaction. Virtual reality technology can allow tourists to put themselves in the simulated historical scene, experience the life and revolutionary history of that era, and obtain a more profound and vivid experience than traditional tourism. Augmented reality can overlay computer-generated information onto the real world to provide a more interactive and informative travel experience for visitors. For instance, in a red tourism location, through AR technology, visitors can see the virtual image of historical figures in the real scene, hear them tell, and even interact with them. Such an experience will undoubtedly be more shocking. In addition to using VR and AR technology to enhance visitors' experience, red cultural education activities such as lectures, workshops and theatrical performances can be actively carried out, and they combine traditional and modern elements to make red stories presented in a more multi-dimensional way. For example, red historical stories are put on the stage through dramatic performances and presented to the public in a more vivid form, while modern multimedia tech-

nology is used to make the performances more attractive and easier to touch people's hearts.

Meanwhile, digital technology can be combined with red education. For example, online courses of red education should be developed to use multimedia and interactive technology to make learners not limited by time and place and learn red history knowledge anytime and anywhere, which not only expands the coverage of red education, but also improves the efficiency and interest of education.

In addition, Nanxiong City can also use big data and artificial intelligence and other technologies to conduct in-depth analysis and integration of red tourism resources, accurately understand the needs and preferences of tourists, and provide them with more personalized and high-quality services. At the same time, these technologies can also help Nanxiong City better manage and protect red tourism resources, ensuring that these valuable historical heritage is effectively passed on.

5.4 Increasing brand marketing and promotion Under the strategic guidance of the "Baiqianwan Project", the utilization and inheritance of red tourism resources in Nanxiong City is not limited to on-the-spot tourism activities, but extends to comprehensive brand marketing and publicity, aiming to achieve the wide dissemination and popularity of red tourism resources through the promotion system with online and offline linkage.

Online, social media platforms such as WeChat, Weibo and Tik - Tok have become important channels for the dissemination of red tourism content. Through these platforms, Nanxiong City can publish red tourism content with strong stories and interactivity, such as micro-videos of red historical stories, 360-degree panoramic displays of red tourism places, and live events interacting with netizens. These contents can not only attract users' attention and improve users' stay time and interaction rate, but also stimulate users' desire to share, and expand the influence of red tourism through users' spontaneous communication.

Offline, Nanxiong City can combine red tourism resources to plan and hold various red culture festivals, commemorative activities or red-themed tour groups, so that tourists can personally experience the charm of red culture. Meanwhile, through the setting of information consultation points of red tourism, the release of tourist guidebooks and maps, and the development of red tourism themed goods, *etc.*, the sense of experience and satisfaction of tourists can be enhanced.

In addition, Nanxiong City can also use traditional media channels such as news media, tourism magazines, and professional tourism websites to release news reports, special reports and guides of red tourism and further expand the visibility and influence of red tourism resources. At the same time, through cooperation with travel agencies, hotels, airlines and other tourism related enterprises, joint marketing activities should be carried out to attract more tourists.

In terms of brand building, Nanxiong City needs to clarify the brand positioning of red tourism and create a unique brand image

of red tourism, including developing a unified brand visual identity system, developing brand story marketing, and building a brand value communication system to ensure the consistency and coherence of red tourism brand.

5.5 Strengthening cooperation and alliances It should cooperate with well-known tourism bloggers and Internet celebrities to attract fans' attention through their recommendations, establish strategic cooperative relations with major travel agencies and online tourism platforms, achieve resource complementarity, and expand the coverage of red tourism resources in Nanxiong.

Additionally, a series of creative themed activities such as the Red Culture Festival and online live sales can be held to attract tourists and create a tourism brand identity exclusive to Nanxiong. Through continuous brand building and marketing promotion, Nanxiong City is expected to transform red tourism resources into an economic driving force for sustainable development and achieve cultural and economic prosperity^[6].

6 Conclusion

In the context of the rapid development of society and economy, the global tourism industry has also shown vigorous vitality. With the aid of the "Baiqianwan Project", Nanxiong City should make full use of the advantages of favorable policies and resource integration, and start to systematically protect and excavate red tourism resources. Through multi-dimensional strategies such as policy orientation, scientific and technological innovation, industrial chain integration and market extension, the full release of the potential of red tourism resources is promoted to make it inherited and developed in the new era. This series of measures aim to achieve a win-win situation of culture and economy, and help Nanxiong steadily move forward on the road of sustainable development.

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