

Red Cultural Resources Enabling Rural Revitalization: Analysis of Path Innovation and Effective Cases - Based on the Multidimensional Perspective of Inheritance Development

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Abstract: With the in-depth promotion of the national rural revitalization strategy, the inheritance and development of red cultural resources increasingly shows its core role in promoting the comprehensive revitalization of the countryside. Based on the background of rural revitalization, this paper systematically discusses the inheritance and development path of red cultural resources. By analyzing the connotation of red cultural resources and their value in rural revitalization, combined with practical cases, this paper puts forward innovative development strategies, aiming to provide theoretical support and practical guidance for rural cultural revitalization. Red cultural resources are the valuable wealth left behind during the revolutionary war era, carrying deep historical memory and revolutionary spirit. In the strategy of rural revitalization, these resources are not only an important part of cultural inheritance, but also an important carrier for enhancing the soft power of rural culture and strengthening rural cohesion. By deeply excavating the unique value of red culture and innovating the inheritance and development path, we can effectively promote rural cultural revitalization and inject strong spiritual power and cultural vitality into rural revitalization. The research results of this paper not only provide new research perspectives for the theoretical community, but also provide useful references and lessons for practical departments.

Keywords: Rural revitalization; Red cultural resources; Heritage development; Path exploration; Practice cases

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1. Introduction

Red cultural resources, as an important witness of China's revolutionary history, carry the blood and sacrifices of countless revolutionary martyrs and contain the valuable spiritual wealth of the Chinese nation's self-improvement and hard struggle. In the context of the new era, the proposal of rural revitalization strategy brings new opportunities for rural development, and also puts forward new requirements on how to inherit and utilize red cultural resources^[1]. Red cultural resources are not only the carrier of historical memory, but also the key to stimulate the vitality of rural development and enhance the soft strength of rural culture. Therefore, how to effectively inherit and utilize red cultural resources under the guidance of the rural revitalization strategy has become a key link in promoting the comprehensive revitalization of the countryside. Based on this background, this paper aims to discuss the inheritance and development path of red cultural resources in the perspective of rural revitalization. As a unique cultural resource, the inheritance and development of red cultural resources is not only related to the prosperity of rural culture, but also to the inheritance and promotion of national spirit. Through the research of this paper, we expect to contribute to the comprehensive revitalization of the countryside and the inheritance of the red gene.

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2. The Value and Challenges of Red Cultural Resources

(1) The value of red cultural resources

Red cultural resources, as an important part of the long history of the Chinese nation, contain a wealth of historical value, cultural value, educational value and economic value, which is the spiritual treasure of the Chinese nation, and an important driving force to promote the revitalization of rural culture. In terms of cultural value, red cultural resources embody the excellent traditional culture and revolutionary culture of the Chinese nation. It not only enriches the cultural connotation of the countryside, but also injects new vitality into the countryside culture and enhances the taste and influence of the countryside culture. In terms of educational value, red cultural resources are an important base for patriotism education and revolutionary tradition education^[2]. By visiting red attractions and learning revolutionary stories, it can inspire people's patriotic feelings, enhance national pride, and cultivate young students' sense of social responsibility and historical mission. The economic value is reflected in the development of red tourism. Red cultural resources attract a large number of tourists, promoting the rise of rural tourism and the development of rural economy. By deeply exploring the potential of red cultural resources, we can turn them into a powerful driving force for the comprehensive revitalization of the countryside, contributing to the construction of a beautiful countryside and the realization of the Chinese dream of the great rejuvenation of the Chinese nation.

(2) Challenges of red cultural resources

The inheritance and development of red cultural resources, although it has an irreplaceable role in promoting the revitalization of rural culture and carrying forward the spirit of the nation, is also facing a series of challenges. First of all, resource protection is an important prerequisite for the inheritance and development of red cultural resources. Red cultural resources are often distributed in remote areas with harsh natural environments, and coupled with man-made destruction and natural erosion, many historical sites and cultural relics face serious risks of damage and disappearance. How to effectively protect these valuable cultural heritages and prevent their further degradation is a problem that needs to be solved urgently at present. Secondly, in the process of developing and utilizing red cultural resources, there is the problem of excessive commercialization and homogenization. In order to pursue economic benefits, some regions have neglected the uniqueness and educational significance of red culture, resulting in a single red tourism product that lacks innovation and is difficult to attract more tourists. In addition, there may be misinterpretation and misinterpretation of red cultural resources in the process of development and utilization, which damages the original value and image of red culture. Again, the lack of inherited talents is a major challenge to the inheritance and development of red cultural resources. With the passing away of the old generation of red culture inheritors, the younger generation's understanding and recognition of red culture gradually decreases, and the lack of professional inheritance talents makes the inheritance of red culture face the risk of fault. Cultivating a group of composite talents who both understand red culture and have modern management ability is crucial for the inheritance and development of red culture. In addition, the lack of market recognition is also a major obstacle to the inheritance and development of red cultural resources. Due to the limited dissemination channels of red cultural resources, coupled with the lack of social attention to red culture, the market recognition of red cultural resources is low, which affects its social influence and the realization of social benefits. In order to cope with these challenges, we need to take a series of measures. First, strengthen the protection of red cultural resources, establish a sound protection mechanism, and ensure the sustainable utilization of resources. In conclusion, the inheritance and development of red cultural resources is a systematic project that requires the joint efforts of the government, society and individuals in order to overcome the challenges and achieve the goal of red cultural prosperity and rural revitalization^[3].

3. The Inheritance and Development Path of Red Cultural Resources in the Perspective of Rural Revitalization

(1) In-depth excavation of red cultural resources

Comprehensive excavation of the connotations and values of red cultural resources requires a variety of research methods, including literature research, fieldwork and interviews, etc., in order to ensure in-depth understanding and scientific evaluation of red cultural resources. Literature research is the first step in excavating red cultural resources. Researchers should collect a wide range of historical documents, archives, local records and academic papers related to red cultural resources, and through systematic sorting and analysis, reveal the formation background, historical evolution, cultural connotation and social influence of red cultural resources. Literature research helps to construct the knowledge framework of red cultural resources and provides theoretical basis for the subsequent fieldwork and interviews. Fieldwork is an important way to gain an in-depth understanding of red cultural resources^[4]. The researcher should personally go to the red cultural sites, memorial halls, historical sites and other places to conduct fieldwork, and collect first-hand information through observation, measurement, photography and other ways. Fieldwork can not only visualize the atmosphere and flavor of red culture, but also assess the current status of the sites and provide a basis for protection and restoration work. Interviews are an effective way to obtain the stories and experiences of people behind the red cultural resources. Researchers can interview guardians of red cultural sites, historical witnesses, local residents, etc., and through their oral histories, learn about the inheritance process of red culture, folk stories and local customs. The interviews should include personal experiences, historical events witnessed, understanding and evaluation of red culture, etc. Such information plays an important role in enriching the connotation of red cultural resources. On the basis of documentary research, fieldwork and interviews, the following are some specific expansion measures: first, interdisciplinary research: encourage researchers from many disciplines, such as history, culture, sociology, art, etc., to participate together to interpret the red cultural resources from different perspectives and to form a multi-dimensional research perspective. Secondly, digital records: using modern scientific and technological means, such as 3D scanning and VR technology, to digitally record red cultural resources for long-term preservation and remote access. Finally, comparative research: comparing red cultural resources with similar cultural resources at home and abroad, analyzing their uniqueness and universal value, and enhancing the international influence of red cultural resources. Through these comprehensive research methods, we can comprehensively explore the connotation and value of red cultural resources and lay a solid foundation for their inheritance and development.

(2) Innovative inheritance methods

In the context of red culture inheritance and innovation, the use of modern technological means, such as Virtual Reality (VR) and Augmented Reality (AR), to create a red culture experience program can not only enhance the fun and interactivity of the inheritance, but also provide the public with a more vivid, three-dimensional and immersive learning experience. First, VR technology can provide visitors with an immersive red culture experience. Through VR glasses, visitors can "travel" to the historical scene. Secondly, AR technology can combine red cultural resources with the real environment to create a rich interactive experience. For example, in the revolutionary sites or museums, tourists can see the three-dimensional image of historical figures or watch the animation of historical events through AR equipment. This technology not only enhances the fun of the visit, but also allows visitors to understand the historical events more intuitively and deepen their knowledge of red culture. The following are a few specific measures to create a red culture experience program using modern technology: first, develop VR red culture education software: for tourists of different age levels, develop a series of VR education software, such as Red Journey, Red Memory, etc., so that users can experience red culture at home. Secondly, build AR red culture guide system: install AR guide system in red culture attractions and museums, so that tourists can learn and interact with red culture at anytime and anywhere through cell phones or tablet PCs. Finally, hold VR red cultural activities:

regularly hold VR red cultural activities, such as VR red movie week and VR red knowledge competition, to attract more young people to participate and enhance the attractiveness of red culture. Through these measures, the red cultural experience program can not only attract more attention from the younger generation, but also improve the efficiency and quality of red cultural inheritance. At the same time, this fusion of science and technology and culture also injects new vitality into the inheritance of red culture, making it glow with new luster in the new era^[5].

(3) Cultivating inheritance talents

Strengthening the cultivation of red culture inheritance talents and improving the quality of rural cultural workers is an important link in promoting the inheritance and development of red culture. This process needs to start from the following aspects: first, establish a sound training system for red culture inheritance talents. This includes setting up relevant courses at the higher education level, such as red culture research and folk culture protection, to cultivate red culture inheritance talents with specialized knowledge and skills. At the same time, through continuing education and training programs, the theoretical level and practical ability of existing rural cultural workers are upgraded. Second, strengthen cooperation with colleges and research institutions to carry out joint cultivation of red culture inheritance talents. Colleges and research institutions can provide academic support and research resources, while rural cultural workers can bring practical experience into teaching, realizing the organic combination of theory and practice. Furthermore, the cultivation of practical ability is emphasized. Red culture inheritance talents need to have rich practical experience, so students and rural cultural workers should be encouraged to participate in the actual cultural protection, inheritance and innovation work. Through internships, volunteer services, cultural exchanges and other forms, the talents can learn in practice and improve their ability to solve practical problems. In addition, to improve the quality of rural cultural workers, it is necessary to start from the following aspects: firstly, strengthen the professional moral education: cultivate the firm ideals and beliefs of rural cultural workers, enhance their sense of social responsibility and sense of mission, so as to make them become the loyal guardians of the red cultural heritage. Secondly, improve professional skills: through training, improve the professional skills of rural cultural workers in cultural heritage protection, exhibition planning, cultural project management and other aspects. Finally, broaden the knowledge horizon: encourage rural cultural workers to participate in all kinds of academic seminars, lectures and other activities, and constantly broaden the knowledge horizon, improve the overall quality. In conclusion, strengthening the cultivation of red cultural inheritance talents and improving the quality of rural cultural workers are important measures to guarantee the inheritance and development of red culture. Through systematic training and incentives, a group of excellent talents with both theoretical literacy and practical ability who can effectively promote the inheritance and innovation of red culture can be cultivated.

(4) Strengthening red culture branding

Creating red culture brand and improving market recognition and influence is an important strategy to promote the inheritance and development of red culture. The following are some specific strategies and measures: first, brand positioning: it is necessary to clarify the positioning of the red cultural brand. This includes determining the core concept of the brand, target audience, market positioning and so on. For example, the red culture brand can be positioned as "the inheritor of the revolutionary spirit" and "the guardian of red memory" to attract consumers interested in history, culture and patriotism education. Second, content innovation: combine modern aesthetics and market demand to innovate red culture content. Through the development of red-themed cultural and creative products, film and television works, music works, etc., the red cultural elements and modern life, so as to make it more contemporary and attractive. Finally, brand story: tell the story behind the red culture brand to enhance the emotional connection of the brand. By telling the heroic deeds of revolutionary martyrs, red historical events, etc., let consumers resonate emotionally, so as to improve brand loyalty. Through the above measures, the market recognition and influence of red culture brands will be significantly improved. This not only helps the

inheritance and dissemination of red culture, but also brings economic benefits to related industries and promotes the development of cultural industries. At the same time, the creation of red cultural brand is also a tribute and remembrance of the revolutionary martyrs, which is of great significance in stimulating people's patriotic fervor and promoting the national spirit.

4. Practical Case Study

Xiaoxi Township, Yudu County, Ganzhou City, Jiangxi Province, is a case study to explore the integrated development mode of red cultural heritage and rural revitalization. Case background: Xiaoxi Township of Yudu County is located in the red land of Gannan and has rich red cultural resources. With the proposal of rural revitalization strategy, Xiaoxi Township actively explores the integrated development path of red cultural heritage and rural revitalization. Integrated development mode: first, excavation and protection of red cultural resources: deeply excavate the red history of Xiaoxi Township, including the departure site of the Long March, the memorial hall of revolutionary martyrs, and the route of the Red Army's Long March, etc., and carry out protection and repair. Establish a database of red cultural resources, collect and organize relevant information to provide a basis for subsequent development; second, red cultural experience and education: develop red tourism routes, combine red education bases and red cultural sites, so that tourists can experience the red history first-hand. Carry out red cultural education activities, such as red story lectures and red song competitions, to enhance the red cultural identity of residents. Third, rural industry upgrading: with red tourism as the core, develop red cultural industries, such as red cultural creative products and red-themed B&Bs. Combine with local characteristic agriculture to create red agricultural brands, such as Red Army Long March commemorative rice, red tourism souvenirs, etc.; Fourth, rural governance and cultural inheritance: Strengthen rural governance, improve the quality of villagers, and create a good atmosphere for the inheritance of red culture. Through organizing red cultural activities, inherit the red gene and carry forward the revolutionary spirit. To sum up, the case of Xiaoxi Township in Yudu County shows that the integration and development of red cultural inheritance and rural revitalization can not only promote the prosperity of the rural economy, but also enhance the cultural heritage of the countryside, strengthen the cultural self-confidence of the villagers, and inject a strong spiritual impetus for rural revitalization.

5. Conclusion

The inheritance and development of red cultural resources is an important way of rural revitalization. Under the guidance of rural revitalization strategy, red cultural resources are regarded as valuable spiritual wealth and unique resource advantages. Through in-depth excavation of red cultural resources, core values of contemporary significance can be refined to provide spiritual support for rural revitalization. Secondly, innovative inheritance methods are an effective way to promote the development of red cultural resources. Red culture can be delivered to the younger generation in a more vivid and close to modern life by organizing activities such as red cultural festivals, red story speech contests, and red-themed movie screenings. At the same time, modern technological means, such as VR, AR and other technologies, are utilized to create an immersive red culture experience, so that more people can feel the charm of red culture. Cultivating inheritance talents is also an important part of the inheritance and development of red cultural resources. Through the establishment of red culture education courses and the organization of training courses, a group of professionals who both understand red culture and have modern management capabilities will be cultivated. These talents will become the backbone of the inheritance of red cultural resources and promote the sustainable development of red culture. Strengthening brand building is the key to enhancing the influence of red cultural resources. By creating a red cultural tourism brand with local characteristics, the visibility and reputation of red tourism will be improved. At the same time, combined with

local characteristics, develop red cultural products, such as red-themed souvenirs and characteristic agricultural products, to broaden the industrial chain of red cultural resources and increase economic benefits^[6]. Through in-depth excavation, innovation and inheritance, cultivation of talents, strengthening brand building and other aspects of efforts, red cultural resources will play an important role in rural revitalization, and bring the countryside a comprehensive enhancement of economic benefits, social benefits and cultural benefits.

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