

## Red Music Elements in Red Tourism and Its Development and Utilization Research in Education Bases

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**Abstract:** By developing red music elements and integrating them into the red tourism education base, the forms of communication can be increased. The dual mobilization of viewers from the vision and hearing stimulates its awareness of red culture, so as to achieve a good publicity and education effect. By exploring the innovative explanation of red tourism propaganda, this article integrates red music elements into the construction of red tourism and red education bases, by which they can find a symbiotic coexistence and common development method, so that the red culture can be better inherited.

### 1. The Background and Status Quo of Red Music Elements integrated into the Red Tourism and Education Base

#### 1.1. Background

In 2004, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the "Outline of the National Red Tourism Development Planning of 2004 -2010", which cleared the status of red tourism. Since red tourism officially entered the public horizons, a series of policies have been promulgated and further strategic deployment has been made on the development of the national red tourism industry. The current policy dividend on red tourism is still relatively obvious. National documents such as the "Outline of the National Red Tourism Development Planning of the National Red Tourism Development in 2011-2015" and "2016-2020 National Red Tourism Development Plan", etc., reflect that the country has always attached importance to the development and utilization of red culture and education resources, so related industries are facing good development opportunities.

General Secretary Xi Jinping proposed: "We must make good use of red resources, carry forward the red tradition, and inherit the red gene." [1] After the 100th anniversary of the establishment of the Communist Party of China and the 20th National Congress, red tourism and red education ushered in major development opportunities. It's a problem worth studying that how to seize this opportunity and rely on red tourism and education bases to vigorously carry out party history learning and education, continuously strengthening people's spiritual power.

#### 1.2. Status Quo

According to the author's experience, the red tourism and education bases are generally either explained to the relevant content based on historical events, or visitors can only visit themselves. For example, there is no tour guides and interpreters in Zhao Yiman's former residence in Yibin. Most of the content you can pay attention to in your own visit is the appearance of the real thing, but it is not easy to deeply understand its inner red culture. The functions of the red education base will inevitably weaken. Other red tourism and education bases have set up explanation links, equipped with interpreters, but only by text descriptions. The form of publicity and education of language explanations is slightly single, and it does not stimulate the author's resonance. For the red

tourism and education bases currently visited, the author has not found the situation of consciously developing red music elements. If we integrate the red music elements into the visit process, and classically reproduce the simple but valuable quality which can be found from those revolutionary pioneers who are persistent in faith and those socialist builders who contain the spirit of optimism and the courage to dedicate, can the publicity and education effects be better achieved?

To this end, the author use the way of issuing questionnaires to obtain young college students' feelings of red tourism scenic spots and educational bases and try to make some feasible suggestions. Through the investigation, most people think that the current red tourist attractions and education bases lack the use of red music elements. Although some parks set background music at some visit points, they are not necessarily red music. In addition, the author investigated the official website of some red scenic spots and education bases online, and did not find the organic integration of red music elements. There was no any related content involved in the "Decision to Implement the National Red Tourism Five Good Interpretation Cultivation Projects" issued by the General Office of the Ministry of Culture and Tourism in 2022. It can be seen that there is a lot of room for development to integrate red sound elements into the construction of red tourism and education bases.

## **2. The Significance and Development Prospects of Red Music Elements into the Red Tourism and Education Base**

### **2.1. Meaning**

With the rapid development of society and economy, the form and concept of tourism have undergone tremendous changes. If the form of red tourism projects is single and lacks innovation, it may affect its survival and development problems in the long run. In order to increase attraction to the audience, enrich and improve the experience of red tourism, it is necessary to increase the use of red music elements and the development of related tourism resources.

Integrating red music elements into red tourism is an important way to promote the common healthy and sustainable development of red music and red tourism. This can not only enrich the form and content of the red tourism project, create brand characteristics, but also strive for the situation of  $1+1>2$ . By allowing tourists to get a different experience in red tourism, the resource advantage is converted into cultural advantages. The influence of red music has further enhanced the attractiveness and competitiveness of red culture, and then expands the local influence and economic benefits.

### **2.2. Development Prospects**

In my country, red cultural resources are very rich. In recent years, a series of policies have given red tourism-related industries a good development prospect. Red music is a carrier that promotes a good national spirit, and has the functions that record history, express the emotions of the times, and reflect the characteristics of the regional characteristics. Excellent red music elements are branded with distinctive era and rich cultural connotation, which can provide the people with strong mental motivation, and may even have an irreplaceable role in some specific occasions. For example, in terms of education, "red" is sometimes easy to be labeled with "stereotypes". The traditional red education method may not be able to achieve the expected results, and music art has a subtle educational function, which is conducive to red music shouldering this important task. Therefore, red tourism and red education in the new era should further explore and innovate red music culture.

Both red tourism resources and red music resources have their own development prospects. If the two may mutually combine, a new point of view, and even a "new highlight" can be formed. While attracting the audience and expanding the influence, we should make the red culture "pass on the classics forever" and truly achieve "making good use of red resources, carrying forward red traditions, and passing on red genes". The common superposition of the red characteristics brought by the organic combination of the two may even surpass the use scenario that sets the atmosphere

for red tourism and red education, and then develop into an important way to learn to understand the history of the party and enhance the spiritual power of the people. Besides, it has become an important carrier of meeting people's cultural needs and an important starting point for promoting rural revitalization and promoting the development of old revolutionary areas.

### **3. Countermeasures That Red Music Elements are Integrated into Red Tourism and Education Bases**

How to integrate music elements into red tourism and education bases, how to combine audio visual and red culture to leave a deeper impression, and how to use the characteristics of music itself to promote red culture. This series of issues require further in-depth discussion.

#### **3.1. Develop Related Cultural and Creative Projects and Products**

As an important branch of the cultural tourism industry, red tourism has always been an important carrier of cultural and tourism integration. In the context of the current education of red theme education and the rise of cultural tourism, red tourism and education bases have flourished. According to relevant statistics, since the 100th anniversary of the establishment of the party, the red tourism market share has reached a new high, and the red tour has become a new business format. As people look at heroes, learn from heroes, study history of academic qualifications, remember history, taste red spirit, and learn the red spirit, the influence of red culture is getting stronger and stronger. Red music is an artistic expression of red culture. It is a concentrated manifestation of red life and regional cultural characteristics. The integration of red music into red tourism-related industries is not only the return of red culture, but also the return of music art value.

At present, many red tourism projects still cannot get rid of the problem of "punch-in visit". It's difficult for us to understand the red heritage of a project. To allow tourists to slow down and taste the red spirit, they need to complete the transformation from visitors to participants. If you want to integrate the red music culture into the red tourism project and create a characteristic brand, you can launch red music activities according to the characteristics of the project. For example, carrying out the activities of shooting red song VLOG uploaded to short video platforms and social platforms, hiring online celebrities to take the lead in participating, leading the new style of red songs, and so on. In addition, each red tourism and education base can make its own cultural logo into a unique symbol according to its own characteristics, print it on T-shirts, or some propaganda materials and souvenirs to make distinctive cultural and creative products, or make it as a reward for the shooting task of red music short video.<sup>[2]</sup> By doing so, not only tourists experience the unique charm of revolutionary historical culture and red music culture at the scene, but also can it bring unique cultural and creative products into daily life, thereby increasing the number of audience, expanding influence, and then better inheriting and spreading red culture.

#### **3.2. Drawing on the Mature Model to Develop Red Music Culture Elements**

Because the rise of red tourism is relatively short, its operating mode is not perfect, so the construction and improvement of red tourism and red education bases can be promoted by drawing on other mature tourism models.

For example, the explainer of the scenic spot is to make it automatically play and explain related red songs, or use the induction system to automatically induced in front of the corresponding pictures or items, and tell the historical stories based on the relevant red music as the background audio. This method is especially suitable for scenic spots with small human resources and management resources. For example, the former residence of Zhao Yiman in Yibin has no professional tour guides and interpreters. Viewers can only visit it by themselves rather than go deep into the red connotation, and the function of red education cannot be better realized. By using the modified automatic interpreter, visitors can better feel the red spirit, understand the red culture, and integrate into the red situation. In addition, the scenic area can also try to play red music through broadcasting in the whole area, creating a red atmosphere, so that visitors can receive red education in ears.

### **3.3. Establish A Red Music Cultural Material Library**

In my country, red music resources is very rich and has its own characteristics. We can explore building a red music library with a common meaning.<sup>[3]</sup> in which all red songs in my country can be covered, and can be classified into different types on this basis. Regarding the classification of the red music, the author boldly put forward the idea:

#### **3.3.1. Classification by Region**

Many red music resources have special regional attributes. Music in different places are often distinctive. They are classified according to regional characteristics, which can make visitors a targeted understanding of red music in combination with regional culture. For example, the red songs in Sichuan are "Poor People in Northern Sichuan", "the Red Army is Coming to Save The Poor", "Sing the Praises of the Red Army", etc.; The red songs in the Jiangxi area include "Ten Farewell to Red Army", "Chairman Mao Took the Lead in Enduring Hardships", "Marry the Red Army" and so on.

#### **3.3.2. Classification by Time**

The timeline is also another key to the public to understand red music. The relevant red music at different time periods is very rich. It can be classified according to the time node, which enables the listener to establish a duration concept. For example, the Long March songs include "Osmanthus Blooming in August", "Red Flowers Blooming All Over the Mountain", " Three Main Rules of Discipline and Eight Points for Attention ", etc.; The anti -Japanese songs include "The Yellow River Cantata", "The March of the Volunteers", "The Singing Girl Under the Iron Feet" and so on.

#### **3.3.3. Classification by Event**

Most of the red songs are compiled by various matters. The songs created according to certain historical events often have commonality, and summarize the songs of related historical events together, so that the public can more intuitively understand these red historical events. For example, the red songs about the hero Jiang jie include "Red Mei Zan ", "Embroidering the Red Flag", "I Contribute to Youth for Communism" and so on.

Establishing a red music library can provide convenient services for red tourism and educational bases. Attractions and bases with demand can choose red music that meets their own standards to quickly realize the expansion of related businesses.

## **4. Conclusion**

Red tourism and educational resources in this country are very rich, but the development form needs to be expanded and improved. It is necessary to take into account and attract multiple audiences. From the perspective of the audience, we should innovate in content and form, deeply explore and comprehensively showcase the characteristics and charm of red culture. Through the combination of red music with red tourism and red education, we can reasonably and innovate the use of red music culture to make the two complement each other. The dual impact formed by audio-visual superimposition enhances the sense of experience and participation of tourists. It is better to guide visitors to "immerse" in the red atmosphere, which can deepen tourists' awareness and memory of red tourism and red education.

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