

Study on the inheritance of red culture in the development of red tourism resources -- a case study of shangrao concentration camp

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Abstract: as a part of the construction of red tourism in jiangxi province, shangrao concentration camp's red tourist attractions are worth learning and carrying forward. Starting from the development status of red tourism resources and combining with the red culture and spirit of shangrao concentration camp, this paper expounds the significance of red culture and its inheritance in the development of red tourism resources and puts forward relevant strategies.

Keywords: red tourism; Shangrao concentration camp; The red culture

Introduction

In 1941, the kuomintang launched the appalling "southern anhui incident", surrounded more than 9,000 people of the new fourth army and was attacked by more than 80,000 people of the kuomintang. It was here that xiang ying, zhou zikun and others were imprisoned and killed, and nearly 700 people of the new fourth army, ye ting, and above the rank of platoon leader, were imprisoned, of whom nearly 200 were persecuted. In shangrao centralized operation, five 6 of the population belongs to the communist party, a group of party members with high principle of party spirit and organizational concept, despite suffering from mental and physical double, but in order to win the battle, still struggle actively, secret prison party organizations, in secret party organization under the leadership of the hunger strike, "goofy figure" propaganda struggle, etc., held a famous MaoGuLing riots and ChiShi riot. After the founding of the People's Republic of China, the party and the government established the cemetery of revolutionary martyrs in shangrao concentration camp in order to remember the martyrs, inherit the legacy and inspire the future generations, which made shangrao concentration camp a base for patriotic trade and a base for patriotic education of the overseas Chinese federation of China.

1. Development status of red tourism resources

1.1 tourism policy promotes the development of red tourism

Along with our country to develop the socialist culture, driving the development of red tourism culture, from bud before 1960 to 2005, comprehensive development of red tourism culture, not only

reflect the development of cultural undertakings in our country construction fast, consumption level of residents in our country at the same time also shows that the consumption idea transformation, makes red tourism consumption is an important force in the economy. The rapid development of red tourism cannot be separated from the support and assistance of the country. In March 2011 of the 2011-2015 national red tourism development plan outline is pointed out that to tap into the red culture connotation, strengthening infrastructure construction, improve the classic red tourism scenic spots system; in July 2015 the several opinions about further promote tourism investment and consumption, stressed that to develop the red tourism, strengthen the revolutionary tradition education, vigorously carry forward the patriotic national spirit and the era of reform and innovation spirit. In August 2017 the national red tourism highway planning (2017-2020), identified 126 red tourism highway project, According to the measures for management of investment within the central budget of the implementation plan of the cultural tourism promotion project in July 2019, the central government will not be arranged for the construction of public cultural service facilities in the eastern region.

According to the national red tourism highway planning (2017-2020), red tourism highway mainly covers the eastern, western and Chinese headquarters, share common 20 trunk highways and 106 red tourism routes, secondary and tertiary roads 1214 km and 1228 km respectively, details see the following table 1-1 national red tourism highway planning statistics:

Table 1-1 statistical table of national red tourism highway planning

Area	Number of highway projects	Mileage of construction (km)
In the east	20	224
In the middle	50	873
In the west	56	1345
The total number of	126	2442

On the special funds, the central government for red tourism special funds investment also increased year by year, invest 700 million yuan in 2005 to support 48 red tourism projects, by 2016, up to 1.54 billion yuan, from a single red transformation, development of scenic spots, training has been expanded to the red tourism practitioners, the scenic spot publicity, high-quality goods route, etc., in order to promote the development of red tourism. According to this development trend, the special

funds allocated by the central government based on red tourism and its education will increase in the future. From 1996 to 2009, the government has approved a total of 353 patriotism education demonstration bases in four batches for the national red tourism, which will further promote the development of red tourism attractions, not only help improve the comprehensive quality of the people, promote the consumer economy, but also help unite the people and realize the Chinese dream.

1.2 the increase in red tourist arrivals leads to the increase in tourism revenue

Under the continuous promotion of red tourism by policies, the number of red tourists increased year by year, from 430 million in 2010 to 1.324 billion by the end of 2017, rising from 20.45 percent to 26.39 percent. With the gradual rise of people's living standards in China, the trend of continuous rise is obvious, and it is expected to exceed 1.5 billion person-times by 2020 (see the table below for details). From 130.2 billion yuan in 2010 to 362.240 billion yuan in 2017, it has effectively promoted the development of the consumer economy.

Table 1-2 statistical table of red tourist times and scenic spot income from 2010 to 2017

Fixed number of year	Red tourist arrivals (100 million)	Proportion of domestic tourists (%)	Revenue from red tourist attractions (100 million yuan)
In 2010	4.3	20.45%	1302.00
In 2011	5.4	20.45%	1450.00
In 2012	6.7	22.66%	1667.50
In 2013	7.86	24.10%	1985.60
In 2014	9.07	25.12%	2264.20
In 2015	10.07	25.24%	2611.70
In 2016	11.47	25.86%	3060.90
In 2017	13.2	26.39%	2622.40

Note: data from tourism statistics bulletin

2. The significance of red culture and its inheritance in the development of red tourism resources

2.1 provide spiritual support for socialist economic construction

As an important part of China's construction in the new era, the socialist economic construction is flourishing with the deepening of reform and opening up. In the process of development, we will avoid

corresponding difficulties and encounter certain setbacks, which will inevitably strike confidence and doubt in the process of development, thus affecting the perseverance, courage and determination of socialist economic construction. Review red tourism, feel the revolutionary spirit, and draw spiritual nutrition from red tourism [1]. As a part of the construction of red tourism in Jiangxi province, Shangrao concentration camp's red tourist attractions are worthy of learning and carrying forward the spirit of struggle. Take hunger strike as an example, Wang Xien of spy administrator (nickname "Wang Ba") adopt the means of suppression, beat "prisoner" overseas Chinese youth Wu Bicheng severely, this more aroused the anger of imprisoned all revolutionaries and struggle. On the fourth day of the hunger strike, the camp agents were forced to accept the five conditions put forward by the imprisoned revolutionaries: first, Wu Bicheng who was beaten was treated for torture; The second is to apologize to everyone;

Third, to ensure that such incidents will not occur in the future; Four is to give enough rice, do not cut food; Fifth, we have the freedom to sing. The hunger strike was won. In hunger strike, you need strong willpower, to withstand the temptation of food, not afraid of difficulties, not afraid of hard work. In the construction of socialist economy, there are not only many sufferings, but also many temptations. To build a good socialist economy, we must not be deterred by difficulties, bear in mind our original intention, never forget our mission, reject bad temptations and keep our feet on the ground. Only in this way can we create our own economic wealth.

2.2 provide cultural nutrition for socialist cultural construction

Today's Chinese culture, although guided by Marxism-Leninism, is committed to cultivating citizens with "ideals, discipline, culture and morality". Meanwhile, in the external world, it is through individual cultural features that Chinese cultural features are presented to the world [2]. Red culture is an advanced culture with Chinese characteristics created by Chinese communists, advanced elements and the people during the revolutionary war, which contains rich revolutionary spirit and profound historical and cultural connotation. To understand red culture and its revolutionary spirit is not only to understand Chinese history and culture, but also to shape the inner spirit of Chinese citizens. In modern society, material desire is rampant, worldly customs are rampant, and people's mind is impetuous. What is lacking is the spirit of down-to-earth and silent cultivation, and the spirit of unafraid of hardships and hard work. It is necessary to help these people establish ideal and belief, standardize their behavior, enrich their cultural knowledge, improve their personal cultivation, and promote their all-round

development. Therefore, the application of red culture for education, has a certain effect. In the cemetery of Shangrao concentration camp, a large number of records and shows the stories of the older generation of revolutionaries who did not fear hardships and fought hard, which played a positive role in cultural construction. Take the incident of "gao fei tu" as an example, Wang Shoushan of special training class of Shangrao concentration camp spy captain in order to show his "tube training" privilege, request is imprisoned "student" do wall newspaper, intention undertakes anti-communist counter-revolutionary propaganda. The revolutionaries in prison saw their intention and, on the other hand, used the wall newspaper to propagate revolutionary ideas and fight with the Kuomintang agents. Wall newspaper by Lin Qiuuo editor-in-chief, Feng Xuefeng, Guo Jingtang, Wang Wenshi, Wu Dakun for the editorial committee, Lai Shaoqi responsible for art design, pictorial head. Lai Shaoqi carefully conceived a masthead for the wall newspaper: with the high wall barbed wire of Shangrao concentration camp as the background, a male eagle flying over the high wall barbed wire, entitled "freedom flies high", vivid and eye-catching. After he spy chief drillmaster Xiaofen sees "problem", think is to incite "riot" signal, wall newspaper closes accordingly. The incident of "gao fei tu" is not only a simple statement of historical events, but also the embodiment of revolutionary spirit and struggle spirit of the revolutionary martyrs. In the current society, China has put forward the spirit of innovation and entrepreneurship, which is the same as the spirit of revolution and the spirit of struggle. Both of them need philosophical rational understanding, psychological standards and behavioral practice models. It can be seen that red culture has provided important nutrients for China's cultural construction in the new era, as well as cultural roots and spiritual food.

3. Strategies related to red culture and its inheritance in the development of red tourism resources

3.1 integrate the connotation of red culture with the spirit of The Times

Red tourism resource itself has historical connotation, humanistic value and economic benefits. Although it belongs to the category of cultural tourism, its profound humanistic value, real historical value and economic benefits need to be excavated to be presented. If it is not excavated, there will be risks of sealing and burying. In other words, there is a certain boundary between red tourism resources and red tourism products, which needs to be explored from the aspects of culture, history and economy. Red tourism resources has the characteristic such as abstraction, times, and if not, the tourists are difficult to experience, understand and appreciate the red culture connotation, so, need certain

externalization digging equipment will be red culture connotation and deduction, that tourists can intuitively felt the red culture, to learn the spirit of nutrition, improve personal for and connotation. First of all, it is necessary to carry out a rescue survey of red cultural tourism resources, collect data, visit witnesses, make corresponding literature and visual images for them, and dig out their connotation, so as to externalize its connotation and make it visible and visible. Secondly, it is necessary to sort out and classify all kinds of connotation data, so as to form a series of red tourism culture, so as to present the connotation and spirit of different sections. Shangrao camp scenic spot gold to this camp site, building the shangrao for data formed series, including shangrao camp revolutionary struggle story, "the list of shangrao camp figures", "blood built a monument", such as books, and will struggle spirit into elite, revolutionary memories papers to struggle, struggle revolutionary poetry, riots, prison modules, such as the red culture is no longer cold dusty history, but fresh revolutionary story, which is of great significance for later generations. Finally, the connotation of red tourism should be combined with the changes of The Times to build a comprehensive red tourism product in line with the development of The Times and increase its interest, participation and experience, so as to play the role and effect of the connotation of red culture.

3.2 highlight the theme of publicity to build a red tourism brand

In order to avoid the characteristics of red tourism culture, we should focus on finding out its theme, avoiding duplication and enhancing its attraction. Determining the main body of red cultural attractions not only helps to introduce the main content and spiritual connotation of the attractions, but also helps to build the brand of red tourist attractions and enhance public awareness, such as nanchang, the cradle of the people's army. Only by grasping the theme of red tourist attractions, can we construct characteristic red tourist products. To highlight the red culture theme publicity and build a red tourism brand, we can start from the following aspects (see the figure 3-1). First, we can build a "red song club" to awaken people's red memories, arouse patriotic enthusiasm and provide social and economic benefits for red scenic spots. The second is to carry out experience activities, led by companies, schools, public offices, etc., to build red tourism cultural experience activities, such as "re-walk the long march" and "watch the performance of the supporters", so that tourists can become part of red culture, so as to enhance their participation, culture and history. The third is to carry out online and offline joint activities, vigorously promote red tourism culture through online we-media platforms and online platforms, and meanwhile organize corresponding offline activities and promote public understanding

and learning with the help of traditional newspapers, television and other strong red tourism culture.

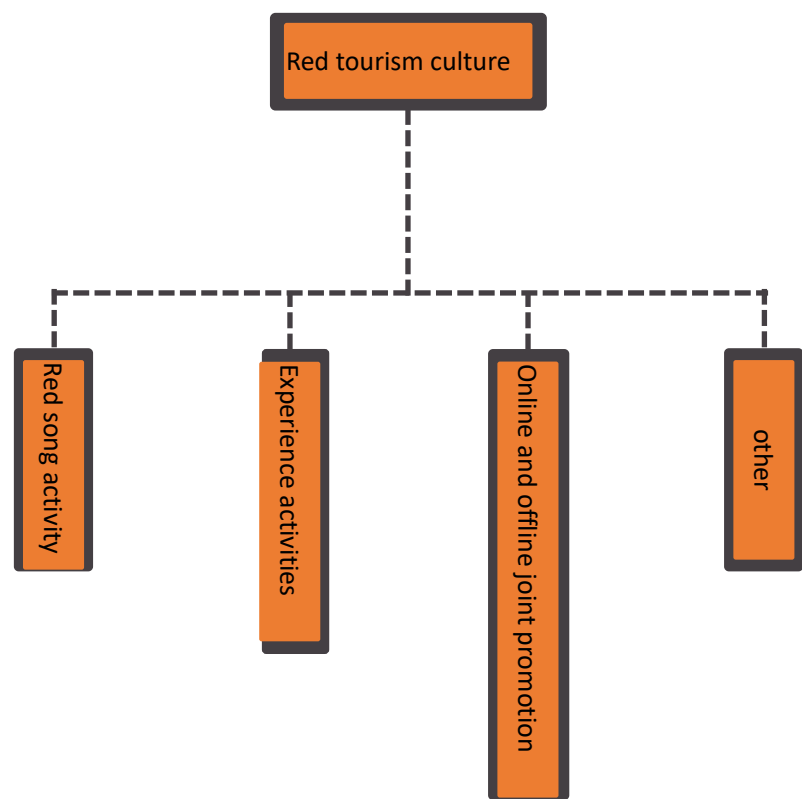


Figure 3-1 build a red tourism brand

Conclusion

Red culture is an important part of the history and culture of the Chinese nation. The spiritual outlook, cultural attainment and ideological connotation of the revolutionary martyrs are all needed for the current cultural construction as well as the economic construction. In other words, we should not only understand the red culture, but also inherit the red culture, make the red culture and spirit internalized and externalized in the heart, effectively promote the development of people's mental outlook.

Reference

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