

Construction of the Demonstration Area for the Inheritance and Development of Yimeng Red Culture Based on Digital Empowerment

MA Haiyang¹, WANG Hui², ZHANG Chuanxin², ZHANG Ying¹, LIU Xiaomei¹

(1. School of Tourism, Taishan University, Tai'an, Shandong 271021, China; 2. School of Sports, Taishan University, Tai'an, Shandong 271021, China)

Abstract Yimeng red culture is an important part of the excellent culture of the Chinese nation. It is of great practical significance and long-term strategic significance to build the demonstration area for the inheritance and development of Yimeng red culture. Combining digital empowerment with the inheritance and development of Yimeng red culture is a new idea that conforms to the development of the times. In this paper, on the basis of combing Yimeng red cultural resources and combining with the current situation of inheritance and development of Yimeng red culture, the strategic layout and implementation approach of the demonstration area for the inheritance and development of Yimeng red culture were put forward from the perspective of digital empowerment.

Keywords Digital empowerment, Yimeng, Red culture, Inheritance, Demonstration area

DOI 10.16785/j.issn 1943-989x.2024.5.017

Red culture is a kind of special culture that the Communist Party of China leads the people to condense together in the course of revolutionary history. Since the 18th National Congress of the Communist Party of China, the General Secretary Xi Jinping has made important instructions for the construction of Chinese culture, stressing the need to make good use of red culture and inherit red genes. In recent years, various types of cultural industry parks have emerged in China, and a number of national cultural demonstration parks have sprung up, accumulating a lot of successful development experience. For example, in March 2016, “Qufu Excellent traditional Culture Inheritance and Development Demonstration Zone” was included in the national “13th Five-Year Plan” outline, and in 2020 Shanxi Province started to build an excellent traditional culture inheritance and development demonstration zone, effectively inheriting and developing traditional Chinese culture and also providing effective experience. In the *Regulations on the Protection and Inheritance of Red Culture in Shandong Province*, which came into effect on January 1, 2021, it is emphasized that it is needed to make full use of red cultural resources to carry forward red traditional culture, and make detailed regulations on the inheritance and protection of red culture in Shandong Province^[1].

The red culture with Yimeng spirit as the core is the core and essence of red culture in Shandong. Yimeng red cultural resources are incomparable, and the high grade determines the lofty strategic position and times value of Yimeng red culture. The construction of Yimeng

red culture inheritance and development demonstration zone has important practical significance and long-term strategic significance. The new model of combining digital empowerment with the inheritance and development of Yimeng red culture and innovating the construction of Yimeng red culture inheritance and development demonstration zone is an inevitable way to conform to the development of the times.

1 General situation of Yimeng red cultural resources and their inheritance and development

Developing red tourism is the best way to inherit and develop red culture in modern times. Yimeng region has a large number of red cultural resources, and combining the development of tourism with cultural inheritance is a new idea to adapt to the development of the times.

1.1 Geographical definition of Yimeng old area

The word “Yimeng” is the product of revolutionary history, and “Yimeng” refers to the short name of Yimeng mountain area. In a broad sense, Yimeng mountain area is a human geography concept with Mengshan mountain system and Yishui River basin as regional coordinates. In a narrow sense, Yimeng mountain area is the southeast of Shandong Province with Linyi City as the main body, mainly including 12 counties and districts of Linyi City, with Yishui County and Mengyin County as the center.

1.2 General situation of Yimeng red cultural resources

Yimeng spirit is gradually formed by Yimeng

people in the long-term practice of revolution, construction and reform. It is a concrete carrier of the revolutionary spirit of the Chinese nation, and is in the same vein as Jinggangshan spirit, Xibaipo spirit, the spirit of the Long March, and Yan'an spirit. Yimeng mountain area is famous at home and abroad because of the great contributions made by the people to support the front during the War of Resistance against Japanese Aggression and the War of Liberation. Yimeng mountain area is one of the five old revolutionary base areas in China, where countless revolutionary heroes and daughters were born, and they continuously provided material support and selfless dedication, which is summarized by later generations as Yimeng spirit. After the founding of the People's Republic of China, advanced agricultural models such as Lijiazhai, Wangjiafangqian and Gaojialiugou emerged, and a new batch of red models such as Jiujianpeng, Shenquanzhuang and Luozhuangzhen attracted nationwide attention^[2]. As shown in Table 1, Yimeng red cultural resources are mainly divided into red material culture and red spiritual culture, including 8 and 5 subcategories, respectively.

1.3 Inheritance and development status of Yimeng red culture

Yimeng red cultural resources have a good reputation and brand effect. For instance, revolutionary historical event sites, exhibition venues, mausoleum areas, forest of steles, former residences of celebrities, etc. are all well known to the people of the whole country. Yimeng red culture has its own advantages, and the development and utilization of red

Received: September 8, 2024 Accepted: October 12, 2024

Sponsored by the Achievements of Social Science Planning Research Project of Shandong Province (22CYMJ11); Phased Achievements of the key project of the Party School of Shandong Provincial Committee of the Communist Party of China (Shandong Administration College).

cultural resources changes from a single political education mode to a market operation mode. Economy and trade are developed through culture, and convention and exhibition industry, cultural tourism projects, theme parks, film and television base projects, etc. are vigorously developed. The cultural brand has been successfully transformed into an industrial brand^[3]. Transforming cultural characteristics into economic advantages not only inherits revolutionary ideals and beliefs, but also energizes the cultural market, and the emerging cultural industry economy injects new vitality elements into regional economic growth.

At present, the inheritance of Yimeng red culture has made some achievements. For instance, the inheritance subject is more oriented, the inheritance scope is wider, and the inheritance method is more diversified. However, with the development of the times, problems in cultural inheritance have also been found, such as too administrative communication of red culture, insufficient attention to the communication mode of new media, too single form of inheritance, too dogmatic content of inheritance, etc. As a result, people's subjective impression of red culture has been biased, and red cultural education has failed to achieve the expected

effect. It is difficult for the public to empathize with and deeply understand revolutionary deeds and spirit. Through interviews and field research, it is found that there are the following problems: ① tourists do not stay for a long time, indicating that the development of Yimeng red cultural resources is simple, and the project is not attractive. For instance, the products of Yimeng red tourist attraction are mostly static, and the main activities are to visit memorial halls and exhibition halls. ② The explanation of red cultural venues and scenic spots is not lively and interesting. The commentary is monotonous and boring, and it is difficult to arouse the interest of listeners. Different groups of tourists use the same set of commentary, and the guide's explanation service is difficult to reflect the cultural connotation. ③ The participation of red culture project activities is low, and the educational function is difficult to be fully realized.

The development form of Yimeng red cultural resources is backward, and its cultural connotation is not fully explored. The proportion of red tourism carrying out in the way of unified organization of schools and units and regular visits is low, and people are more passively following schools and companies and

other collectives to participate it. In terms of digital experience design of red tourism, tourists have great enthusiasm for integrating modern elements and information technology, increasing stage performances to show history, setting up real-world experience tours, and using high-tech technologies such as VR. It can be seen that the deep integration of red tourism development and digital technology is the future development trend.

2 Strategic layout of Yimeng red culture inheritance and development demonstration area

According to the special status of Yimeng red culture in Shandong and even the whole country, as well as the cultural value of Yimeng red culture, the construction of Yimeng red culture inheritance and development demonstration area should highlight the leading role of culture on the revolutionary spirit and the promotion role of culture on the economy. It should not only have distinctive characteristics and highly summarize the red culture characteristics of Linyi and its surrounding areas, build the "Yimeng Spirit" red culture brand, promote the inheritance and development of Yimeng red culture, but also vigorously develop the red

Table 1 Main types of Yimeng red cultural resources

| Category | Subcategory | Main distribution |
|-----------------------|--|--|
| Red material culture | Revolutionary ruins | Former site of the 115 division headquarters of the Eighth Route Army and the memorial site of the establishment of the Shandong Provincial Government, former site of the general office of <i>Dazhong Daily</i> , former site of the first branch of the Chinese People's anti-Japanese Military and Political University, birthplace of Shandong Xinhua Bookstore, former site of the Shandong Branch of the Central Committee of the Communist Party of China, former site of Shandong Branch of CPC Central Committee, former site of the New Fourth Army Military Headquarters and East China Military Region, former site of the Party School of Shandong Branch, ruins of Menglianggu Campaign, ruins of the Provincial Party Committee of the Jiangsu-Shandong-Henan-Anhui Border Area of the Communist Party of China, ruins of Daqingshan Battle, ruins of Daigu Defense Battle, ruins of Yuanziya Defense Battle, Cangshan uprising memorial site, Longxugu memorial site, and so on |
| | Former residence of famous people | Liu Shaoqi's Yimeng Former Residence, Chen Yi's Old Residence, Xu Qianqian's Old Residence, Zhang Yunyi's Old Residence, Luo Ronghuan's Memorial Hall, Li Yu's Memorial Hall |
| | Memorial hall of a revolutionary event | Memorial Hall of Menglianggu Campaign, Memorial Hall of East China Field Army Birthplace, Memorial Hall of Working Committee in Shandong Wartime in Qingtuo Town, Memorial Hall of Birthplace of Yimeng Mountain Ditty, Memorial Hall of Daqingshan Victory Breakout, Zhanyou Memorial Hall, Memorial Hall of Qingtuo War Union, and Memorial Hall of establishment of Shandong Provincial Government |
| | Tomb of a revolutionary martyr | Tomb of Luo Binghui, Tomb of Wang Lushui, Tomb of Zhang Yuanshou, Tomb of Liu Yan, Tomb of Chang Siduo, Tomb of Chen Ming, Tomb of Xin Rui, Tomb of Hans Sieber, Tomb of Liu Yimeng, Tomb of Liu Xiaopu, and Tomb of Guo Yunfang |
| | Monument | Menglianggu Campaign Monument, Xinrui Martyr's Sacrifice Place Monument, and "Yinchang Massacre" Monument |
| | Martyrs cemetery | East China Revolutionary Martyrs Cemetery, Lunan Martyrs Cemetery, Menglianggu Revolutionary Martyrs Cemetery, Binhai Revolutionary Martyrs Cemetery, Daqingshan Martyrs Cemetery, Feixian Martyrs Cemetery, Mengyin Martyrs Cemetery, and so on |
| | Modern building | Yimeng Red Culture Museum, Yimeng Red Culture Folk Street, Jiujiapeng, Shenquanzhuang, and Luozhuangzhen |
| Red spiritual culture | Revolutionary relic | Wooden candlestick (used by Luo Ronghuan during the anti-Japanese period), mimeograph plate (used in the founding of <i>Dazhong Daily</i>), guillotine knife (used in the Yuanziya Defense Battle), Luo Binghui's diary, wheelbarrow, ladle, military shoes, insole, front trolley, door panel bridge, study book, bugles, horse lamps, military hats, gun shafts, etc. |
| | Red figure | Hongsao of Yimeng, six sisters of Yimeng, Yimeng mother, etc. |
| | Red literature | Novels <i>Red Sun</i> , <i>Hongsao</i> , <i>Story of the Yimeng Mountain</i> , and <i>Yimeng Feihu</i> |
| | Red film and television | Movies <i>Red Sun</i> , <i>Fighting North And South</i> , <i>Hero Meng Lianggu</i> , <i>Wheel Rolling</i> , <i>Story of the Yimeng Mountain</i> , and <i>Six Sisters of Yimeng</i> , as well as TV series <i>Yimeng</i> |
| | Red ballad | <i>Hongsao</i> , <i>Who Doesn't Say My Hometown is Good</i> , <i>Yimeng Mountain Ditty</i> , and <i>Singing Hometown Yimeng Mountain</i> |
| | Red dance | Dances <i>Making Military Shoes</i> and <i>Red Tasselled Guns</i> , ballet <i>Ode to Yimeng</i> , and large-scale water scene song and dance <i>Mengshan Yishui</i> |

Note: The relevant contents in the table are compiled by the author according to literature and field research.

tourism industry and related industries with red culture as the carrier, so as to achieve the improvement of economic benefits.

2.1 Spiritual aspect of “the Holy Land of Chinese Red Culture”

Linyi and its surrounding areas are the important birthplace of Chinese red culture and the condensation of the national spirit during the Chinese revolution, having distinct representativeness and uniqueness. The construction of Yimeng red culture inheritance and development demonstration area should fully reflect the profound connotation and essential characteristics of Yimeng red culture, carry forward the patriotic spirit and national integrity of revolutionary forefathers, and build the holy land of Chinese red culture and revolutionary spiritual home, so that Chinese sons and daughters can understand the revolutionary history, learn the patriotic sentiments of revolutionary forefathers, and pass on Yimeng red culture from generation to generation. At the same time, it is needed to build a brand of Yimeng red culture with unique Chinese characteristics, and with the help of the construction of the red culture demonstration area, the Yimeng spirit of “blending water and milk, and sharing life and death” will go to the world, and get due inheritance and development on the international stage.

2.2 Economic aspect of “integrated development of culture and economy”

The integrated development of culture and economy is a significant trend in today's world, and the integration of culture and economy can form a lasting competitive advantage. The construction of Yimeng red culture inheritance and development demonstration area should be positioned as “cultural and economic integration and development demonstration zone” and “international red tourism destination”^[4]. Red tourism is one of the emerging highlights of tourism, not only meets the spiritual and cultural needs of contemporary tourists, but also introduces new vitality into old revolutionary areas and promotes the development of local industrial economy in the new era. Besides, it is necessary to vigorously develop red tourism, actively explore and coordinate the standardized development of red cultural industry, promote the integrated development of culture and the first, second and third industries, and build an innovation demonstration area for the integrated development of Yimeng culture and economy.

2.3 Functional partition of Yimeng red cultural inheritance and tourism development function zone

Based on the theory of point-axis system

in the development of regional economy, as well as the analysis of tourism resources, the function layout of “point-line-region” is constructed. “Point” refers to the location of valuable red tourism resources. “Axis” refers to the formation of distinctive tourism routes according to different theme lines, and the planning and development of red tourism areas according to the enrichment of red tourism resources in a region.

2.3.1 Identifying six core tourist attractions. According to the current development pattern of Yimeng red tourism, the research group believes that six core scenic spots with distinctive characteristics and high visibility have been formed, including the former site of the 115 division headquarters of the Eighth Route Army, the ruins of Daqingshan Battle, the hometown of the six sisters of Yimeng, the tourist area of Jiujiapeng Village, the former site of the New Fourth Army, and East China Revolutionary Martyrs Cemetery. Meanwhile, it is needed to further excavate the connotation of Yimeng red cultural tourism resources, make full use of location, transportation, infrastructure and other advantages, rely on the ruins of Menglianggu Campaign and other core red tourist attractions to further build core tourist attractions.

2.3.2 Determining four theme tour routes. According to the development background and cultural connotation of Yimeng red cultural resources, four themes of red cultural resources are selected to design four tourism “axis” lines. ① War theme line: the activity track of the 115th Division of the Eighth Route Army in Yimeng area during the war is taken as a link, the surrounding red tourist attractions are extended, expanded and developed to form a complete red war culture theme line in series. ② Supporting front-line theme route: the Hongsao of Yimeng, Six Sisters of Yimeng and other scenic spots are as nodes, and the Yimeng people's activities supporting front-line are as links to form the cultural tourism route with Yimeng characteristics. ③ Regime theme line: the former site of the military headquarters of the New Fourth Army, the former site of the Shandong Branch of the Communist Party of China, the former site of the first branch of the Chinese People's anti-Japanese Military and Political University, and the Memorial Hall of the Special Committee of the Jiangsu-Shandong-Henan-Anhui Border Area are as the core, and the development track of Yimeng red regime is as a clue to form a cultural theme line related to the construction of red regime from the first Party branch and

the war trade union to the birthplace of the Shandong Branch of Xinhua News Agency, the former site of the first branch of the Chinese People's anti-Japanese Military and Political University, etc. ④ Community construction route: led by Lijiazhai and Jiujiapeng, the style of hard work in Yimeng area during the socialist construction period should be shown, and the main line of red culture construction home in the new era should be formed with the theme of building a beautiful home.

2.3.3 Building six red cultural tourism zones. Areas rich in red tourism resources, or areas well combined with other types of tourism resources should be developed by taking the well-known tourist attractions with distinctive characteristics in these areas as the center, so as to fully drive the development of surrounding scenic spots. Therefore, on the basis of the above research and analysis, six core tourism areas can be built on the basis of administrative division. ① The Tourism Area of Menglianggu Campaign mainly includes the ruins of Menglianggu Campaign, the Memorial Hall of Menglianggu Campaign, Menglianggu Campaign Monument, Menglianggu Revolutionary Martyrs Cemetery, the tourism area of six sisters of Yimeng, the revolutionary ruins of Nanbei Daigu, Daigu Landform of China Military Cultural Park, etc. ② The Ruin Tourism Area of Daqingshan Battle include the ruins of Daqingshan Battle, Daqingshan Revolutionary Martyrs Cemetery, the Memorial Hall of the Special Committee of the Jiangsu-Shandong-Henan-Anhui Border Area, Feixian Martyrs Cemetery, the main peak of Daqingshan and other red tourism areas. ③ Yimeng Hongdu Tourism Area includes the birthplace of the Shandong Provincial Government and the former site of the 115 division headquarters of the Eighth Route Army, Yuanziya anti-Japanese Martyrs Tower, the former site of Yuanziya Defense War, Chairman Mao's Handwritten Memorial Site, Wangjiafangqian Exhibition Hall, the former site of Jingouguanzhuang Youth League Branch, Gaojialugou Exhibition Hall, Yuanziya Red Ecological Culture Park, etc. ④ Yinan Hongshao Tourist Area includes Yimeng Red Film and Television Base, the former site of Shandong Branch of the Communist Party of China, Yimeng Mountain Base Tourist Area, Yimeng Hongshao Memorial Hall, Qingtuo War Trade Union Memorial Hall, the former site of Provincial War Trade Union, the former site of Tangwangshan Counterattack War, the former residence of Hongsao in Taokezi Village, Yishui, the former site of the General Office of Dazhong Daily, the former

site of Shandong Hui People's anti-Japanese Association, the Memorial Hall of Six Sisters of Yimeng, Yishui Revolutionary Martyrs Cemetery, etc. ⑤ Huanye Chuanqi Tourism Area includes the former site of the New Fourth Army, East China Revolutionary Martyrs Cemetery, 111 Division Martyrs Cemetery, the former site of the Shandong Branch and East China Branch of the Communist Party of China, the ruins of the founding place of Dazhong Daily, and Zhulaoda red culture. ⑥ Jiujianpeng Red Tourism Area mainly includes Jiujianpeng Tourism Area, the former site of Runan Banknote Printing Factory of North Sea Bank, Sujiagu anti-Japanese Martyrs Cemetery, the ruins of Tianbaoshan Battle, the former site of Taoyu Gaogan Meeting, etc.

3 Construction paths of Yimeng red culture inheritance and development demonstration area based on digital empowerment

3.1 Digital empowerment promotes the construction of red culture exhibition halls

Digital technology can reproduce and restore historical relics and cultural scenes that no longer exist in reality, and can be widely used in museums, memorial halls, exhibition halls, education bases, cultural science popularization, red tourism and other fields^[5]. First, an offline intelligent exhibition hall should be built. It is needed to make full use of stereo imaging technology and holographic projection technology to create historical scenes similar to the real situation and restore historical heroes, and restore the historical events that occurred at that time. Secondly, an online "cloud" exhibition hall should be built. At present, the online exhibition hall simply presents photos, text stories, combat weapons, etc., and holographic projection technology can be used to build a "three-dimensional" display of corresponding scenes. Virtual activities can also be set up to guide visitors to gradually understand the revolutionary historical events. Thirdly, the construction of digital venue platform should be strengthened. A red culture public account should be set up, and develop a wechat mini program, etc. can be developed to introduce the tour routes and visit projects of the on-site venues. Meanwhile, it is needed to strengthen the information construction of venue ticketing, parking, public toilets, etc., improve the quality of public services of venues, and set up two-dimensional codes to

obtain corresponding online explanations.

3.2 Digital empowerment promotes the innovation of communication channels of red culture

According to the *Statistical Report on the Development of the Internet in China* released in August 2023, by June 2022, the number of Internet users in China reached 1.051 billion, and the penetration rate of the national Internet was up to 74.4%; the number of short video users reached 962 million, and the number of network news users was 788 million, while the number of network live broadcast users reached 716 million^[6]. It can be seen that the current dissemination breadth and validity of new media technology cannot be ignored, and the inheritance and development of red culture in Yimeng region pay more and more attention to the application of new media technology. At first, a variety of new media channels should be combined and used to strengthen the publicity and dissemination of red culture. The government's official red culture website is authentic and authoritative, and wechat mini programs and public accounts release information with text, pictures, videos, etc. to achieve accurate push and dynamic timeliness. The way of network broadcast is integrated into people's daily life, and it is a more direct and vivid communication channel. Network broadcast should be fully used, and the public will have a deeper experience of red culture. Secondly, the role of network performance should be given full play to. The design of online digital cultural products should be innovated, and products with a sense of science and technology and diversification are more attractive and timely. New network performance completely different from offline performance will be more and more popular with the public, and become an important way of red culture communication.

3.3 Digital empowerment promotes the in-depth development of cultural and tourism industry

Digital ecology can be used to break the local circle limitation, promote the integrated development of red cultural resources and other tourism resources in the region, enrich the types of tourism products, and improve the benefits of red tourism industry in Yimeng region. Firstly, a red tourism demonstration area should be created. Through the application of digital technology, relying on the well-known red resources, surrounding scattered red tourism resources should be combined to create a red

tourism demonstration area by cooperating with other types of local scenic spots. Secondly, the influence of red tourism brand can be enhanced. With the help of the design and promotion of digital technology, guided by the current more mature tourism brands such as "Yimeng Family", "Yimeng Homesickness" and "Kinship Yimeng", the hot areas related to red culture should be explored to build a tourism brand system with Yimeng characteristics.

3.4 Digital empowerment helps the innovation management of scenic spots

For tourist attractions, paying attention to the needs of tourists is a key factor in the success of scenic spots. Digital technology can be used to obtain relevant data of scenic spots through big data analysis. Firstly, by means of various network platforms, data related to Yimeng red tourism is collected from travel websites such as Ctrip and Feizhu by using software technology, and online comments and hot attractions are identified and evaluated to analyze tourists' demand preferences, understand tourists' evaluation of scenic spots, and discuss existing problems in scenic spots for optimization. Secondly, a tourism resource database should be established with the help of digital technology, and an evaluation system of Yimeng red tourism resource value should be constructed to evaluate tourism resources objectively and scientifically, so as to develop tourism products that are in line with market demand.

References

- [1] Regulations of Shandong Province on the protection and Inheritance of Red Culture. Bulletin of the Standing Committee of Shandong Provincial People's Congress, 2020(6), 1158-1164.
- [2] Wei, B. Q., Ji, G. Y. (2014). *Research on Yimeng red cultural resources*. Jinan: Shandong People's Publishing House, 57-62.
- [3] Ji, G. Y. (2018). *Research on the regional cultural origin of Yimeng spirit*. Jinan: Shandong People's Publishing House.
- [4] Guo, S. (2021). Analysis of the industrialization development of Yimeng red cultural resources. *JinGu Creative Literature*, (9), 67-68.
- [5] Chen, H. B., Zhuo, X. Z. (2019). Review of digital empowerment. *Library Tribune*, 39(6), 53-60, 132.
- [6] Zhang, H. P. (2019). Communication strategy of Yimeng red tourism in the context of media society. *Youth Journalist*, (11), 29-30.