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Application and Popularization of Red Cultural Resource Management in Hainan

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Abstract: Under the overall framework of building a free trade port with Chinese characteristics in Hainan, red culture is the foundation that needs to be explored and promoted. The red culture of CPC (the Communist Party of China) contains the brilliant achievements of the Communist Party of China with distinctive characteristics in Hainan Island, and records the revolutionary martyrs and ancestors of Hainan. In order to uphold the lofty ideals of the Party and the “original aspiration” of unremitting struggle for the revolutionary cause, they bravely shouldered their mission, followed one after another, and they were not afraid of sacrifice and worked hard, creating a revolutionary historical legend of “23 years of fighting alone on islands without a falling red flag”. They have left a rich red cultural heritage, becoming a valuable resource for people to study the history of the revolution in Hainan, inherit the red genes, and carry out patriotic education, revolutionary glorious tradition education, and ideal and belief education. Exploring a new development path for the construction and promotion of Hainan Red Culture Practice Base has certain theoretical and practical significance for promoting the innovative development of the use and promotion of Hainan Red Cultural resource management in the context of building Hainan Free Trade Zone (Port).

Keywords: Hainan’s Red Cultural resource management; Application; Popularization

1. Distribution of Red Cultural Resource Management in Hainan

Hainan is an old revolutionary base, and revolutionary martyrs have left behind many precious historical and revolutionary sites of unyielding resistance. These touching and tearful histories are precious red cultural treasures of Hainan. At present, there are a total of 598 revolutionary and other sites in Hainan Province, of which 501 are revolutionary sites and 208 have been developed and utilized. They are mostly distributed on Hainan Island and concentrated in the Wuzhishan area, forming a red cultural area centered around Wuzhishan. In this area, there are a large number of red scenic spots and sites that mainly reflect the revolutionary red cultural resource management of Hainan. Other representative revolutionary sites in cities and counties include the site of the First Party Congress of the Communist Party of China in Qiongya, the site of the establishment of the First Soviet regime in Lingshui County, the site of the revolutionary battle in Wuzhishan, the site of the Yunlong reorganization of the Red Army of Workers and Peasants in Qiongya, the site of the Baisha Uprising, the site of nine battlefields, the site of the founding conference of the Red Detachment of Women, the site of the Revolutionary base area in Muruishan, and the site of the Liberation of Hainan Island’s Duhai Landing Battle. Hainan is rich in red cultural resource management, many of which are unique. A revolutionary site can be a red monument. With the continuous development of Hainan’s international tourism island construction, many revolutionary sites have become tourist attractions in Hainan, forming a model of ecological tourism+cultural tourism, which includes the content of Hainan’s red culture.

2. Significance of the Application and Popularization of Red Cultural resource management in Hainan

2.1 Being conducive to promoting the integrated development of red cultural resource management and tourism

Due to the long history of the revolution in Hainan, which was located in remote rural and mountainous areas, areas with dense red resources are first-class natural scenery and ethnic customs tourist attractions. The distribution of natural and cultural heritage is also

relatively concentrated, with most of the red resource areas in Hainan. The red resources there coexist and blend with natural and cultural resources, forming a comprehensive resource of diversity, uniqueness, and locality. For example, in recent years, the local government has integrated the Revolutionary base area of Wuzhishan with green resources, folk customs and cultural resource management, not only making the Revolutionary base area an important base for revolutionary traditional education and patriotism education, but also making Wuzhishan an ideal resort for summer tourism, further extending the red resource construction chain.

2.2 Being conducive to the development of red tourism and the development of local economy

Promoting the development of red resources in the local area can promote the improvement of the local environment and the enhancement of the overall external image, thereby increasing the visibility and reputation of the region and forming a developing brand. The development of the local economy and social environment has brought about intensive economic growth, harmonious social relations, and the natural and cultural environment of unity of heaven and humanity, which will form a beautiful landscape of red resources. Cultural resource management are the core attraction and selling point of tourism products. Red culture is the spiritual wealth left by our revolutionary ancestors, which can make people have emotional resonance, national mission and sense of honor. The development of cultural resource management, especially the red cultural resource management tourism can enhance the external recognition of the region. Therefore, the combination of red cultural resource management with local characteristics, eco-tourism and folk cultural resource management is of great significance to the building and upgrading of Hainan's tourism industry.

2.3 Being conducive to promoting the participation of old areas, mobilizing the enthusiasm of the masses, and generating a virtuous cycle effect

People are the foundation of governance and the source of strength. The development of revolutionary red cultural resource management in the old liberated areas can enable the local people to improve their recognition of the old liberated areas and consciously participate in the construction of the old liberated areas. Once they actively participate in the construction of the old liberated areas and face tourists with a new and unique spirit, it will be a virtuous circle. They will continuously promote each other, develop together, and ultimately achieve mutual benefit and win-win results, with both financial and reputational benefits.

3. Innovative Ideas on the Application and Popularization of Red Cultural Resource Management in Hainan

3.1 Further improving supporting facilities and improving the overall development level of red Cultural resource management

With the implementation of the strategy of Hainan Free Trade Port and Hainan International Tourism Island, Hainan's tourism industry has developed rapidly. Combining Hainan's own advantages, it has constantly improved supporting facilities to give full play to the comprehensive functions of red resources and improve the development level of red cultural resource management.

(1) Improving the infrastructure construction of red cultural resource management

The government can increase investment and attract investment. On the one hand, the existing buildings on the old site should be restored as old as possible, and the original and simple nature of the site should be maintained as much as possible. The restored and rebuilt parts should be consistent with the original building in terms of construction style. On the other hand, software construction can be strengthened to promote the multimedia intelligent exhibition hall of the provincial red practice base, showcasing the process, revolutionary figures, revolutionary stories, etc., of Hainan's red revolution through video and audio, columns, images, etc. The product grade can also be improved, combining the seriousness of the traditional in room cultural exposition system explanation with the liveliness of the outdoor scenic spot tour guide explanation, and touching the visitors with vivid, detailed and fresh historical facts.

(2) Further strengthening training and improving the management and service level of red cultural resource management

The first impression that the red culture practice base gives visitors actually starts from the moment of service. If the service personnel allow visitors to experience professional and high standard service quality, it will promote the further development and upgrading of the practice base, and form a good reputation, so service personnel should continuously improve their professional abilities and comprehensive qualities, form high standard service standards, and make visitors feel at home. At the same time, the construction of a professional talent team for red culture propaganda can be carried out, continuously improving the talent training system for red culture propaganda, so as to cultivate and establish a group of typical examples, strengthen propaganda and learning, and promote the overall improvement of the construction level of the red culture propaganda team.

3.2 Increasing the intensity of red themed activities and constantly introducing new ideas

(1) Increasing the promotion of red cultural products

Publicity efforts can be increased, including creating “Hainan Red Culture” themed activities and beautiful scenic spots, guiding islanders to actively participate in the construction of red culture, and organizing the preparation and printing of a series of promotional materials such as “Hainan Red Culture Guide” and “23 years of fighting alone on islands without a falling red flag” brochures, tour guide speeches, multimedia CDs, traffic diagrams, red culture guides, and media advertisements. A red culture website and an official account can also be created, and a Tiktok account can be launched, connecting with other red tourism websites across the country. Not only can it be promoted in newspapers, magazines, radio, television, and the Internet, but large outdoor red cultural advertising billboards can also be added at bus stops and highways, giving people a strong visual impact. In addition, the promotion can also enter communities, campuses, and other areas to conduct face-to-face promotional activities with citizens. Propaganda departments at all levels should do a good job of red culture publicity with Hainan Travel Channel, and vigorously promote red culture by opening special pages, columns, special topics and other forms.

(2) Increasing digital promotion of red culture

While focusing on traditional media promotion, new channels for promotion such as the internet and digital television can be actively expanded. Through in-depth cooperation with Hainan Travel Channel and Hainan Mobile Communication Co., Ltd., “Hainan Red Culture” can be jointly promoted to provide high-quality communication network support and SMS information communication platform, and online “Red Flag for 23 Years” and “Digital Memorial Hall” can be launched. In Hainan tourism website, WeChat official account platform, Tiktok platform, Red Smart Tourism APP and other network ways, the tourism resources in the province can be displayed, and the regional history and culture, revolutionary history, events, heroes, Qiongya historical records, folk customs, folk crafts, featured food, painting and photography, and local characteristics can be highlighted. Hainan’s red Cultural resource management can be spread from different communication platforms, so that more people can learn about these special red cultural resource management from more channels.

(3) Developing a digital system for red culture

In the process of protecting and utilizing red cultural resource management, new ways, new models and new methods that are consistent with the development of the times and science and technology should be constantly explored. Only in this way can the precious red cultural resource management be effectively used, making them maintain and play their social values for a long time. Rational use of red cultural resource management in Hainan Province should be made, and the scope of red cultural resource management should be expanded. A “digital system of Hainan red culture” can also be designed. This allows tourists to self guide within the scenic area, and by scanning their mobile QR codes, they can watch relevant historical events, revolutionary character introductions, and other related videos. This allows each visitor to have a direct understanding of the geographical location, scenic spot distribution, revolutionary historical events, and related revolutionary characters of the entire scenic area. Through their mobile phones, visitors can learn and master Hainan’s red culture in real time.

Conclusions:

To sum up, Hainan Province has rich red cultural resource management, which witness the historical contribution made by the Communist Party to the liberation of Hainan, and is a precious historical culture of Hainan. The construction and promotion of Hainan red culture practice base is conducive to a deeper understanding of Hainan red culture, and it is also clear that the full and effective development of local red cultural resource management will certainly greatly promote the national spirit, and will certainly drive the development of Hainan tourism and local economic development.

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