

A Survey on the Historical Development and Status of Sichuan Red Culture

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Abstract: *As a featured-culture in China, red culture records the process of revolution and construction of Chinese Communist Party. With the development of the times, as China moves towards prosperity and strength, the current development of red culture, a cultural treasure, is also in line with the trend of the times. Sichuan Province has endowed with rich resources in red culture. thus it's of great realistic value to analyze the historical development of it and its challenges faced in current context. By identifying the characteristics and vantage points of red culture, strengthening the protection and inheritance of red resources, and expanding the breadth and depth of red culture to enhance the influence of red culture,so as to promote the regional cultural prosperity and national cultural confidence.*

Keywords: Red Culture; Development; Status; Sichuan.

1. INTRODUCTION

Red culture, originated from the revolution and developed along with the growth of Communist Party of China, is an unique cultural product of New China, which is also a precious spiritual wealth of the Chinese nation. With an early start in Sichuan, countless heroic figures emerged during Revolutionary period, thus numerous revolutionary sites were preserved, possessing abundant red cultural resources. In the new era, deeply excavating stories of red culture, carrying forward the great revolutionary spirit, is of great significance for establishing national consciousness and strengthening cultural self-confidence. A thorough understanding of the red cultural resources in various regions of Sichuan, attaches importance to their value and role. Considering the current deficiencies om various aspects,constructive strategies should be put forward to solve the current dilemmas and future development, so as to truly achieve the inheritance and innovative development of Sichuan's red cultural resources.

2. HISTORICAL EVOLUTION OF SICHUAN RED CULTURE

As early as the Democratic Revolution period, red culture in Sichuan areas emerged and established. The historical stages of the development of Sichuan's red culture can be divided into three phases: embryonic period (1949-1978), cultivation and growth period (1978-2015), and sustainable and healthy development period (2016-present) [1].

Sichuan's red cultural resources are extremely rich and it is one of the important places of origin for red culture. A few household revolutionary figures: Deng Xiaoping, Zhu De, Liu Bocheng, Zhang Side, Huang Jiguang,etc were born and started their career in Sichuan. At the same time, many famous revolutionary events took place in Sichuan, such as: Protecting the Railways Movement, Capturing Luding Bridge by Force, Forced Crossing of the Jinsha River, Yi Hai Alliance and Third Front Construction, etc. Sichuan's red cultural resources are large in volume and full in variety, covering all periods of CPC history, such as early propagation of Marxism in Sichuan, large contiguous red cultural resources in Shaanxi-Sichuan Soviet area, the ruins of the Red Army's Long March in Sichuan, the hometowns of generals and heroes, etc.,which bred a strong red cultural gene in Sichuan and condensed the noble spirit of Sichuan's red culture [2].

3. CHARACTERISTICS AND VALUES OF SICHUAN RED CULTURE

Sichuan red cultural resources have a wide distribution, existing in all 17 prefecture-level cities and 3 autonomous prefectures of Sichuan Province. Red culture is the inheritance and development of revolutionary culture, which is also the foundational spirit of People's Republic of China. By inheriting Sichuan red culture, it is effective to nurture red culture successors, helping the young generation to establish correct world outlook, outlook on life and values in the new era, so as to enhance cultural confidence and cultural identity. At the same time, Sichuan red culture has an early origin and long development time, which is of great significance for studying and researching

Party history, national history, history of Reform and Opening up, and history of Socialist development.

“Sichuan Province Red Resources Protection List (First Batch)” issued by Sichuan Provincial Government includes 136 red resources, involving 40 important red sites, ruins, relics, memorials and venues, as well as 96 archives, literature and manuscripts. Red resources are categorized as national patriotic education demonstration bases, national martyr memorial facilities, and national key cultural relics protection units, etc. The “Regulations on Protection and Inheritance of Sichuan Province's Red Resources” adopted at the 13th Sichuan Provincial People's Congress Standing Committee Convention are implemented to scientifically and effectively manage red resources in a refined manner with the law and regulation.

Red culture plays an important role in nurturing and practicing socialist core values, which is the key to realizing the great rejuvenation of the Chinese nation in the current stage, and is the latest research result of localization of Marxism in China, representing the development direction of advanced socialist culture. It has important guiding significance for China's political, economic, cultural and other undertakings. Red culture development must keep pace with the times and constantly integrate with the development of the times. On the way to achieving the China's second centenary goal, inheriting red culture is particularly important for carrying forward socialist core values. Protecting and developing red culture is of great realistic, political and historical significance for building Sichuan's unique red cultural identity and strengthening Sichuan's overall cultural level construction. It is necessary to protect red culture, carry forward red traditions, inherit red genes, and continue red bloodlines. Make full use of Sichuan's abundant red culture to excavate and demonstrate its rich connotations, which is conducive to building Sichuan's unique red cultural resource brand. Therefore, promoting red culture is the key to enriching the connotation of socialist core values and promoting cultural development, innovation, and prosperity in the new era[3].

4. STATUS OF SICHUAN RED CULTURE DEVELOPMENT

From 2019 to 2021, Sichuan's finance invested over 50 million yuan in cultural tourism resource census, 87 million yuan in protecting red cultural relics, and 332 million yuan in free opening of red museums and memorial halls. In terms of laws and regulations, Sichuan Province introduced the Regulations on Protection and Inheritance of Sichuan Province's Red Resources in July 2021 and the Implementing Measures for Regulations on Protection and Inheritance of Sichuan Province's Red Resources in May 2022 to improve relevant laws and regulations based on actual conditions. Following are some detailed findings on the current situation.

4.1 The Construction of Red Culture Scenic Spots and Sites

The “Sichuan Province Red Resources Protection List (First Batch)” includes 7 martyrs' cemeteries, 9 former residences of revolutionary martyrs, 7 revolutionary sites and 40 other important red sites, ruins, relics, memorials and venues. Sichuan Province is currently reviewing the second batch of revolutionary cultural relics list, with 126 red sites and ruins and 2,026 red cultural relics included. According to 2021 statistics, Sichuan has over 1,900 immovable cultural relics, including 22 national key protected units; 132 revolutionary themed memorial halls with over 50,000 collections. The results of protecting red cultural relics are remarkable. However, the situation of protecting red resources is still urgent, especially for immovable cultural relics. Many red cultural relics suffer from disrepair due to age and the sites are deteriorating. Therefore, establishing scenic spots and protection areas is especially important. Responsibilities should be clarified and refined management should be implemented to protect and utilize immovable cultural relics.

4.2 Development of Red Culture Education

There are a total of 20 sites, ruins and memorial venues in the “List”, among which the commemorative sites are listed as national patriotic education demonstration bases, where allow the young generation to learn, understand and identify with red culture, and inherit the red spirit. It is necessary to guide young people and children to establish correct outlook on life, worldview and values, while strengthening publicity and education of the “Four Histories”, namely the Party's History, the Nationality History, the History of Reform and Opening up, and the History of Socialist Development. Sichuan Province has effectively utilized abundant red resources to carry out red education activities and organized meaningful, characteristic research and visiting activities. For example, the martyrs memorial activities during Qingming Festival initiated by Li Xiannian Red Army Primary School in Bazhong, Sichuan Province; and “Eight Ones” Red Research Activities organized by Wanyuan City, etc. However, publicity and education work still needs to go further, making students' red culture learning activities become a

conscious behavior.

4.3 Development of Red Culture Industry

The modern cultural industry in China can be divided into four major categories: audio-visual cultural industry, stage-performance cultural industry, publishing cultural industry and fashion cultural industry. These four categories jointly form China's modern cultural industry, which penetrate each other, intersect with each other, and present the diverse and varied overall characteristics of China's modern cultural industry history [4]. In order to tell the red stories well, Sichuan continues to create high-quality red tourism routes and build the five major tourism routes of "Snow Mountains and Grasslands, Long March Monuments", "Legendary Pursuit, Hometowns of Great Figures", "Red Inheritance, Shaanxi-Sichuan Soviet Area", "Great Love, Miracles of China", and "Third Front Construction, Charm of the Times". It has also launched three featured tourism routes, including "Staying True to Founding Mission, Retracing the Long March". Red tourism has developed rapidly in recent years and has been highly sought after.

At the same time, Sichuan's performing arts and film industries have also made great strides, with large-scale stage plays such as *Heroes* and *On the Banks of Jinsha River* appearing one after another, and films like *Cheng Shanmou*, *Earth Fire* and *Chasing and Seeking* have received extensive attention and acclaim.

Sichuan's cultural industry has developed rapidly, but still needs to improve the quality, strengthen publicity, and encourage more people to participate in the red culture industry during future development process, so as to accelerate transformation and upgrading of the red culture industry.

5. PROBLEMS AND CHALLENGES FACED WITH RED CULTURE

5.1. Balancing Protection and Development of Red Cultural Resources

Sichuan's red cultural resources, especially immovable red resources like sites and relics, face great challenges in balancing development and protection. On the one hand, red culture needs to better play its role through in-depth development, requiring more extensive publicity to attract more tourists to get close to and be nurtured by red culture. On the other hand, with the increase of tourists and depth of development, many cultural relics will inevitably suffer varying degrees of damage. Therefore, how to balance protection and development of red cultural resources is an issue that must be considered for further development of red culture.

Firstly, many red cultural relics are inadequately protected. During holidays and other peak seasons, large numbers of tourists have close contact with relics and cause particularly serious damage: littering, random touching, and using flash photography can all cause damage to cultural relics. Secondly, the surrounding environment of many red heritage sites is relatively harsh, especially in the red landscape located in urban areas, surrounded by dense high-rises and subject to severe noise and air pollution. Finally, the fundamental problem is insufficient protection technology, management and unclear responsibilities, as well as inadequate capital investment in cultural relics.

5.2 Effectiveness of Red Culture Publicity and Education

Publicity and education is crucial for sustainable and effective development of red culture. Sichuan's various schools, colleges, government agencies, enterprises and institutions have also held relevant promotional and education activities. For example: research, lectures, speech and recitation competitions, etc. Overall, cultural propaganda work is showing a steady and improving trend. In recent years, with the development of the Internet, the level of attention to red culture has also increased year by year. However, there are still many problems in red culture publicity and education. First to be mentioned, many red publicity activities do not have special funds, and implementation of cultural activities relies on unsteady social resources. The activities lack funding guarantees despite being carried out, resulting in uneven quality and insufficient content. Secondly, Many government agencies, enterprises and institutions do not have dedicated facilities for cultural publicity. Existing venues cannot meet the growing cultural activity needs of the people. At the same time, there are many deficiencies in online publicity, and the influence of Internet platforms still needs further expansion, and management needs to be more standardized. At the meantime, there is a lack of professional publicity and education personnel, and many personnel mainly work part-time. Their insufficient understanding of red culture and limited professional capabilities are unfavorable for guiding the public to strengthen understanding of the spirit and connotations of red culture.

5.3 Sustainable Development of Red Culture Industry

Cultural industry is one of the fastest growing industries in the 21st century. Cultural resources are the core of cultural industry and sustainable development concerns the core competitiveness of culture. However, red culture still has three main problems in sustainable development.

First, the government needs to improve its governance in cultural industry development. China's cultural management system has many deficiencies compared to some developed countries, including operation methods, talent cultivation, and technology introduction. The government's guidance has not played its maximum role and its functions have not been fully leveraged. At the same time, cultural industry lacks overall planning and has imbalanced, insufficient and imperfect development structure, with serious homogenization.

Second, innovation capability is relatively weak. Sichuan's red culture industry is mostly in traditional forms. Cultural industry particularly emphasizes innovation, while red culture forms are outdated and integration with new technologies is inadequate. This is reflected in the low-technology-added and low-value-added cultural products, resulting in weak appeal to the younger generation. In addition, talent shortage and low management and development capabilities hinder cultural industry innovation. Overall, the low innovation level leads to inability to provide consumers with diverse, multi-layered and multi-typed cultural content and products, posing significant obstacles to the overall profitability of red culture industry.

6. DEVELOPMENT STRATEGIES FOR SICHUAN RED CULTURE

6.1 Strengthening Protection and Inheritance of Red Cultural Resources

To strengthen protection of red culture, red cultural relics must first be well preserved as historical evidence and cultural treasures. The "List" includes 96 key archives, documents, manuscripts and objects. Preserving cultural relics requires improving scientific and technological levels, strengthening repair and protection, and ensuring completeness. In the process of repairing relics, human, material and financial resources should be increased to improve scientific and technological standards for relics protection and nurture professional talents. Secondly, protection of cultural venues needs to be enhanced. Relevant institutions need to carry out scientific management. Red venues should be well managed during holidays and other peak times to avoid damage to relics. Publicity and education efforts should be strengthened by adding signs for relics protection in scenic spots to avoid man-made damage. Finally, it is crucial to seize new opportunities for integrated development of culture and tourism, clarify responsibilities, establish cultural relic management and tourism industry consultation mechanisms, and extensively leverage social forces to integrate local characteristics for a breakthrough in red resource development.

6.2 Improving Quality and Influence of Red Culture Education

To improve red culture education quality and influence, more relevant funding should be invested to build consensus in the whole society and pay attention to red culture industry development. On one hand, extensive social resources should be mobilized to pool manpower, material and financial resources in society and form a joint force to promote improvement of red culture industry quality. At the same time, special funds should be set up to encourage publicity and education of red culture and ensure its orderly and efficient development. Secondly, extensive publicity and education platforms spanning multiple fields should be established. Relevant facilities should be improved to meet people's needs for red culture activities, so as to enhance their experience in cultural activities and increase the influence of red culture activities. Thirdly, the building of red culture education and publicity teams should be improved. Professional talents are the most important force in cultural publicity and education. Improving the professionalism and rigor of the teams can effectively enhance the quality of cultural publicity and education. Improving the treatment of practitioners, training them, and deepening their understanding of the spiritual connotations of red culture are also important. Meanwhile, keeping up with the times, the use of Internet platforms should be leveraged to provide more interesting cultural activities and attract extensive participation from all walks of life.

6.3 Expanding Breadth and Depth of Red Culture Industry

Red culture industry needs new rounds of industrial transformation and upgrading with scientific and technological development. The top priority is improving the superstructure, breaking institutional mechanisms hindering cultural industry development, and providing legal protection for red culture industry. Laws and

regulations should keep pace with the times and effectively solve new problems arising in the new era, unblock industrial development paths. Meanwhile, the government should streamline functions and remove "shackles" impeding cultural industry development, while unifying planning and improving industrial structure to prevent exacerbated homogenization. While improving the superstructure, China's innovation capabilities in cultural industry should be enhanced. Scientific and technological research and development should be encouraged, and science and technology should be integrated into cultural products to increase their technological content and added value. Better treatment should be provided for scientific researchers, and profit distribution mechanisms should be established to stimulate their motivation for innovation. At the same time, research achievements should be well protected and an atmosphere of encouraging innovation should be formed across society. Scientific research institutions should effectively combine research achievements with industrial upgrading. Science and technology can promote further transformation and upgrading of cultural industry. Innovation should also be made in traditional red culture activities to enrich their content and diversify cultural activities to attract more consumers.

7. CONCLUSION

Sichuan has developed local characteristic cultural industries while inheriting traditions and making innovations in red culture development. To better develop and utilize red resources, cultural development must adapt to social development and grasp the era characteristics of culture in the new era. Combining protection and development, while paying attention to cultural uniqueness, making good use of new media communication, is crucial for high-quality red culture development. Thoroughly tapping the contemporary value of Sichuan red cultural resources, accelerating expansion of the educational functions of Sichuan red cultural resources, has extensive and profound theoretical and practical significance for broadening the historical connotations of Sichuan red cultural resources, strengthening confidence in Sichuan's characteristic red culture, and promoting local economic development and regional cultural prosperity to achieve shared development of culture and economy.

Acknowledgments

This work was financially supported by Undergraduate Innovation and Entrepreneurship Training Program of Chengdu University of Information Technology: Research on the Inheritance of Sichuan Red Culture under the Background of New Era: A Case Study of New Youth Generation in the 21st Century (202310621263).

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