



## Connotation and Development Potential of Red Cultural Tourism Resources in Shanxi

*Li Jia*

College of music  
Shanxi Normal University, China

### ABSTRACT :

Shanxi is an important birthplace and strategic support for the Chinese revolution, and has rich red cultural tourism resources. These resources not only include numerous revolutionary historical sites and relics, but also have profound cultural connotations and historical values. In recent years, with the rise of cultural tourism, red tourism resources in Shanxi have received more and more attention and development, and become an important engine to promote local economic development.

**Keywords:** Shanxi, red culture

### Research Background :

However, how to better excavate and utilize these red cultural tourism resources, especially combining them with clean education in colleges and universities, has become an important topic facing at present. On the one hand, the development of red cultural tourism resources needs to pay attention to protection and inheritance to ensure that its historical value and educational significance are effectively transmitted. On the other hand, as a new type of education mode, the clean education in colleges and universities needs to constantly innovate and expand its educational content and form.

Therefore, this study aims to explore the possibilities and paths of the integration and development of red cultural tourism resources and clean education in colleges and universities in Shanxi, with a view to providing reference and reference for the formulation and implementation of relevant policies. Through in-depth research and analysis, this study will reveal the role and value of red cultural tourism resources in clean education in colleges and universities, and put forward corresponding strategies and suggestions to promote the organic combination and development of the two.

#### Purpose and significance of the study

This study aims to explore the possibility of the integration and development of red cultural tourism resources in Shanxi and clean education in colleges and universities, with a view to realizing the mutual benefits and common enhancement between the two. First, by studying the characteristics and distribution of red cultural tourism resources in Shanxi, it can provide colleges and universities with rich practical teaching bases, so that students can gain a deeper understanding of the party's history, revolutionary spirit and values during their visits and studies. Secondly, integrating clean education into red tourism resources can not only enhance the cultural connotation of tourism, but also strengthen the ideological and political education of students and cultivate their sense of cleanliness and responsibility. In addition, this study will explore the mode and path of integration and development of red tourism resources and incorruptibility education, provide feasible educational reform programs for colleges and universities, and at the same time provide new ideas and directions for the sustainable development of red tourism industry in Shanxi. In conclusion, the significance of this study is that it can not only promote the efficient utilization of red cultural tourism resources in Shanxi, but also promote the innovative development of clean education in colleges and universities, so as to contribute to the cultivation of socialist builders and successors with firm ideals and good moral qualities.

### Research Methods and Data Sources

This study adopts a mixed-method research design, combining qualitative analysis and quantitative analysis to take the red cultural tourism resources in Shanxi Province as the research object and explore the possibility and path of its integration and development with clean education in colleges and universities.

First, a literature review is conducted to understand the theories and studies related to red cultural tourism resources and clean education in colleges and universities to provide theoretical support for the subsequent research. Secondly, the field research method is used to conduct an in-depth research on the series of red tourism scenic spots in Shanxi Province, including the facility construction, tourism products, educational resources and other aspects of the scenic spots, as well as the perceptions and attitudes of tourists and local residents. At the same time, research was conducted on the practice of clean education in colleges and universities to understand their educational content, methods and effects.

In terms of data collection, questionnaires, in-depth interviews and document analysis are mainly used. The questionnaire survey mainly targets tourists and local residents to understand their perceptions and attitudes towards red tourism and clean education; in-depth interviews target the managers of scenic spots, college teachers and students to understand their perceptions and practices of the integrated development of red tourism and clean education; and document analysis collects relevant policies, plans, reports and other documents to understand the policies and practices of the integrated development of red tourism and clean education.

In terms of data analysis, descriptive statistical analysis, correlation analysis and regression analysis are used to process and analyze the research data in order to reveal the status quo, problems and possible influencing factors of the integration and development of red cultural tourism resources and clean education in colleges and universities. At the same time, the specific practices and effects of the integration of red tourism resources and clean education are studied in depth through case analysis in order to provide empirical support.

Finally, based on the results of the study, strategic suggestions for the integration and development of red cultural tourism resources and clean education in colleges and universities are put forward to provide reference for relevant practices.

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## Definition of Red Cultural Tourism Resources

Red cultural tourism resources refer to the tangible and intangible cultural heritage left behind during the course of the revolutionary struggle under the leadership of the Communist Party of China. These resources include, but are not limited to, revolutionary sites, memorial places, revolutionary cultural relics, red songs, stories and legends, etc., which carry the history, culture and spirit of the revolution, and are important carriers of revolutionary traditional education and patriotism education. Red cultural tourism resources have multiple values such as political, historical, cultural, educational and social values, which are of great significance to carry forward the revolutionary spirit, inherit the red culture and promote the development of cultural tourism industry.

In terms of political value, red cultural tourism resources are the valuable wealth of the Party and the country, and are an important position for educating young people about patriotism and revolutionary traditions. Through visiting, learning and experiencing, people can better understand the revolutionary history and deeply comprehend why the CPC is capable, why Marxism works, and why socialism with Chinese characteristics is good, so as to enhance the "four self-confidence".

In terms of historical value, red cultural tourism resources are witnesses of revolutionary history. They record the historical process of the CPC and the Chinese people in the revolutionary struggle, which is an important material for studying the revolutionary history and understanding the heroic deeds of the revolutionary forefathers.

Cultural value is another important aspect of red cultural tourism resources. These resources contain rich revolutionary cultural connotations, such as the spirit of sacrifice, the spirit of struggle, the spirit of unity, the spirit of creativity, etc., which is an important part of the excellent traditional culture of the Chinese nation, and has a positive effect on the cultivation and practice of socialist core values.

Educational value is reflected in the educational impact of red cultural tourism resources on different groups. For party members and cadres, these resources are an important basis for carrying out the construction of party spirit and anti-corruption work; for young students, they are an important place to receive education on patriotism and revolutionary traditions; for the general public, they are an important way to improve the quality of ideology and morality and cultural literacy.

In terms of social value, red cultural tourism resources have a positive role in promoting local economic and social development. Through rational development and utilization, it can drive the development of tourism and related industries, create employment opportunities and promote economic diversification. At the same time, red cultural tourism is also an important means to carry forward the national spirit, enhance national cohesion, and improve national soft power.

In summary, red cultural tourism resources are not only a cultural phenomenon, but also a social phenomenon with multiple values and functions. In the context of the new era, it is of great significance to deeply excavate and fully utilize these resources to promote the great development and prosperity of socialist culture and realize the Chinese dream of the great rejuvenation of the Chinese nation.

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## Characteristics of red cultural tourism resources in Shanxi

As one of the important birthplaces of China's revolutionary history, Shanxi Province has rich red cultural tourism resources. These resources have the following significant features:

First of all, Shanxi has a wide variety of red cultural tourism resources, including numerous revolutionary sites, museums, memorial halls and former residences of revolutionary historical figures. These resources cover various stages from the period of the Land Revolution, the War of Resistance Against Japanese Aggression to the War of Liberation, reflecting the struggles of the Communist Party of China (CPC) and the Chinese people at different stages of history.

Secondly, the red cultural sites in Shanxi retain a high degree of historical authenticity. Many sites, such as the former headquarters of the Eighth Route Army and military facilities during the Anti-Japanese War, have been well protected and restored, and tourists can visualize the historical atmosphere of that era.

Furthermore, the red tourism resources in Shanxi have a strong educational function. Through visiting and learning, tourists can deeply understand the noble spirit and great deeds of revolutionary martyrs, thus stimulating patriotic feelings and strengthening socialist core values.

In addition, Shanxi red cultural tourism resources are closely linked to local economic development. The development of red tourism has led to the improvement of local infrastructure, the upgrading of tourism industry and the increase of villagers' income, realizing the benign interaction between culture and economy [1].

Finally, Shanxi is constantly innovating in the utilization of red tourism resources. By carrying out red-themed educational activities, creating red tourism brands, and organizing red cultural festivals, the popularity and attractiveness of red tourism have been enhanced, so that red culture is combined with modern tourism, which not only retains the traditional educational significance, but also meets the needs of modern tourism. To summarize, the red cultural tourism resources in Shanxi have become an important carrier for inheriting red culture, promoting social education and promoting local economic development with its diverse forms, real historical background, profound educational connotations, economic promotion and innovative operation methods.

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### **Shanxi red culture tourism resources distribution**

As an important birthplace of Chinese red culture, Shanxi Province possesses rich red cultural tourism resources. These resources are widely distributed throughout the province, forming a unique historical and cultural landscape.

The red culture tourism resources in Shanxi Province are mainly concentrated in the two mountain range areas of Taihang Mountain and Lvliang Mountain. The Taihang Mountains region was an important strategic base during the War of Resistance against Japan and the War of Liberation, and boasts numerous revolutionary sites and memorial buildings. For example, the Changzhi Red Tourism Series scenic spots, including the former site of the Eighth Route Army Headquarters in Wuxiang County and the Taihang Mountain Martyrs' Cemetery in Changzhi City, are important red education bases. The Lvliang Mountain region is also an important arena of revolutionary struggle, with rich red cultural sites. For example, the former site of the forward headquarters of the Eighth Route Army in Mastian, Zuoquan County, Jinzhong City, was an important command center during the War of Resistance Against Japanese Aggression.

In addition, the red cultural sites in Shanxi Province are also located in the cities of Taiyuan, Datong, Xinzhou and Luliang. The red tourism series scenic spots in Taiyuan, such as the former site of Shanxi National Teacher Training Center and Taiyuan Liberation Memorial Hall, carry a rich revolutionary history. Datong City red tourism series scenic spots, such as Lingqiu County Pingxingguan Great Victory Site, Datong City Red Education Base, etc., are important red tourism destinations. Red tourism series scenic spots in Xinzhou City, such as Wutai Mountain Red Education Base and the former site of Jinchaji Military Region in Jingle County, are important sites of revolutionary struggle. The red tourism series scenic spots in Luliang City, such as Xingxian Revolutionary Memorial Hall and the former site of the Jinsui Border Region Government in Linxian County, are important sites for passing on the red gene.

The red cultural tourism resources in Shanxi Province are characterized by large stock, many types and high grade. These resources include not only revolutionary sites and memorial buildings, but also red attractions, red tourism routes and other forms. By protecting and utilizing these resources, Shanxi Province is committed to building red cultural tourism brands and promoting the development of red tourism industry. At the same time, through the development of red tourism resources, Shanxi Province also inherits the red gene, carries forward the red spirit, and cultivates a new generation of socialist builders.

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### **Conclusion :**

In conclusion, the red cultural tourism resources in Shanxi Province are widely distributed and have rich historical and cultural connotations. By developing and utilizing these resources, Shanxi Province is not only able to promote the development of the red tourism industry, but also realize the inheritance and promotion of the red culture, contributing to the construction of socialism.

This study is the stage results of the special topic of clean education of Shanxi Normal University in 2022: research on the integration and development of Shanxi red cultural tourism resources and clean education in universities (QLJY2010).

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