

# Research on the Significance of Red Culture Heritage on Rural Revitalization in the Revolutionary Old Liberated Area in the Northeast of Sichuan Province

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## Abstract

The revolutionary old liberated areas in the northeast of Sichuan Province, located in the heart of Sichuan-Shan'xi Soviet Area, made great contribution to the revolutionary cause. However, under the background of the rapid development of the socialist market economy, the development of revolutionary old liberated area are greatly left behind. Currently, Chinese government launches the policy of rural revitalization, which provides those places an opportunity to make full use of the advantage of their red culture heritage to develop local economy. It is necessary for those revolutionary old liberated areas to build their brand of red tourism, explore red intangible culture heritages to promote the development of film and television industry, label local produce of red brand, promote the integration of red, green and folk culture in order to drive the overall development of revolutionary old liberated areas in the northeast of Sichuan Province.

## Keywords

Northeast of Sichuan Province, red culture heritage, rural revitalization.

## 1. Introduction

Red culture is an important part of advanced socialist culture. Red culture in revolutionary years inspired countless people to fight for the victory of revolution. During the period of socialist construction, red culture spurred numerous Chinese to explore and innovate constantly, and strive for the realization of the rejuvenation of China. Red culture reflects the fighting spirit of masculinity. Red culture is not only a kind of spiritual power, but also an important way to unit Chinese together and conduct patriotic education. Red culture is the memory of Chinese communists, which has been gradually internalized into the nation, which is the embodiment of the educational significance of red culture. Red culture is still playing an active role in the new era. It has the important value of "historical verification, cultural inheritance, development and utilization, and economic boost". [1]

Red culture heritage is the carrier of red culture. "without the support of numerous red heritage, red culture will lose the foundation to survive. These heritages may exist in tangible form or intangible form." [2] As the second largest Soviet area in China, the northeast of Sichuan Province has plenty of red culture heritages, most of whom are in rural areas. This is mainly because Chinese communists carried out activities in remote rural areas when they establish the Sichuan-Shan'xi Soviet area in the early stage. Those revolutionary old liberated areas have made great contributions to the liberation of China. As an important places for Chinese Communists, this area is bound with a large number of revolutionary relics and also retain the spirit of Chinese communists. However, due to various factors such as geography, history, this revolutionary old liberated area is greatly left behind in socialist construction period. Therefore, this area can take advantage of its red culture heritages to develop local economy, ultimately realize the task of rural revitalization.

Chairman Xi Jinping points that rural revitalization strategy is a vital problem of citizens' well-being, the embodiment of the superiority of socialist system in the report of the 19th National Congress of the Communist Party of China. He also holds that only when farmers become rich, then China can be called a prosperous country. The development of the socialist is to make everyone rich in material, to make farmers experience the dividends of social development, so Chinese Communists put the development of rural areas as their priority, launching the policy of rural revitalization. In terms of rural revitalization, the central government has an overall top-level design and local governments have specific implementations. At present, the academic research on rural revitalization is carried in different region. For the rural areas in the northeast of Sichuan Province, it is bound with red culture heritage, that is why this area can use its red culture heritages to development local economy in order to realize their revitalization.

## **2. Problems in Rural Revitalization in the Northeast of Sichuan Province**

### **2.1. Located in Old, Remote and Poor Areas with Sluggish Economy**

Rural area in the northeast of Sichuan Province belongs to the Sichuan-Shaanxi Soviet area in revolutionary periods, located in DaBaShan District, away from city, with sluggish economy, "from the per capita GDP, it is 27825 yuan in the northeastern of Sichuan Province in 2017 to, equivalent to 62.3% of the average level of Sichuan Province, only 45.2% of Chengdu city. Four cities in the last five regions in Sichuan Province are in the northeast of Sichuan." [3] The reason for the low per capita GDP is the low farmer's income. A large number of farmers in the northeast of Sichuan Province are poor. From the point of industry layout, "the three industrial structure, three major industry specific gravity is 17.9: 41.8:40.3 in 2017; compared with the average in Sichuan Province, the proportion of primary industry is 6.3%, higher than the average; the proportion of secondary industry is 3.1%, higher than the average, while tertiary industry is 9.4%, lower than the average, together with sluggish economic development, and unbalance industry structure. In particular, the industrialization rate of this area is only 31.1%, which is not conducive to the upgrading and transformation of the industry." [3] The development of three industry are in line with the average level of Sichuan Province, together with quite sluggish economy and low level of industrialization. At the same time, it is difficult to drive the development of economy just by second industry. Meanwhile, large population with sparse land, farmers can make few money from planting, which make the rural revitalization more difficult.

### **2.2. The Rural Economy Is Backward Due to Inadequate Infrastructure Construction**

Located in mountainous area, the cost of transportation construction is high in the northeast of Sichuan Province, coupled with insufficient investment and old waterways, highways and railways, which has become an important factor restricting the development of this region. The construction of railway traffic has increased in recent years, and a plan for high-speed railway has been passed recently. However, compared with other economic zones in Sichuan Province, the network of road traffic is still inadequate, let alone in remote area, which seriously restricts the development of rural economy.

### **2.3. Empty Nest Phenomenon in Rural Areas Are Becoming Increasingly Serious**

As China's urbanization rate continues to accelerate, the phenomenon of empty nest in rural areas has become a national problem, especially in Sichuan Province, which is a major labor exporter with a large number of rural residents migrating to cities for work every year. As a densely populated area, more and more people go to big cities for work in this region. Meanwhile, it is becoming more difficult to attract and retain talents in rural area, which has

became an important factor restricting the rural development in this area. Relying on its red culture heritages, this area can find its own way to improve the living standard, attract talents and retain talents.

### **3. The Situation of Red Cultural Heritages in the Northeast of Sichuan Province**

The northeast of Sichuan Province is both a geographical concept and a cultural concept. From geography, it is located in the northeastern of Sichuan Province ; from the administrative divisions , it includes Nanchong, Dazhou, Bazhong,Guangan, and Guangyuan;from the cultural point of view, the history this area belongs to Ba Culture. Besides, it is the center of the second largest Soviet Area, the Sichuan-Shan'xi revolutionary area, and the hometown of revolutionaries as Zhu De, Deng Xiaoping, Liu Bocheng and Zhang Aiping. The GDP of this area accounts for 16 percent of that of Sichuan Province (in 2015, the GDP of the area reached 497.903 billion yuan, accounting for 16.54% of Sichuan Province.) [4] It is a relatively backward area, and the economic and social development of certain place is seriously lagging behind. Relying on its red cultural heritages, it can build its red culture industry, enhance its economy and form its own special development way. From the way of utilizing red culture heritages, there are several characteristics:

#### **3.1. The Unequal Development of Red Cultural Heritages in Those Cities**

The red cultural heritages in the northeast of Sichuan Province include the following categories: stone carving, red army relics, documents, sites, former residences, memorials and intangible material. These red culture heritages carry the red memories of China's revolutionary era. Chairman Xi said that Chinese should remember history and forge ahead. Without the sacrifice and dedication of those revolutionaries, Chinese can not enjoy the prosperity today. Therefore, protect those red culture heritages is not only to memorize the martyrs, but also to look forward to the future and an important way to help the development of this area. The red cultural heritages are scattered in different places in this area with unequal development. There are the former residence of Deng Xiaoping and Zhu De, as well as undeveloped red army stone carvings, battle sites and red stories and so on.

Currently, the former residence and memorial hall have been developed sufficiently. For example, former residence of Deng Xiaoping's in Guang'an covers an area of 3.19 square kilometers. In October 2013, it was approved as the national AAAAA tourist attraction. Former residence of Zhu De in Nanchong covers an area of about 1.8 square kilometers. In 2016 , it was approved as national AAAAA tourist attraction. The red army martyrs cemetery (formerly known as Wang Ping) in Bazhong is the earliest and largest tomb of the red army. With 25048 red army martyrs, and "Liberate Sichuan Province" carved stone at its edge, it is the national AAAA level scenic area, the patriotism education base, the national hundred excellent red tourist attractions. In addition, there are relatively small former residence and memorial hall, such as the former residence of Zhang Aiping, Wang Weizhou memorial in Dazhou in Nanchong, Luo Ruijin and Zhang Side memorial hall in Nanchong, Liu Bojian memorial hall in Bazhong and etc. Meanwhile, there are a lot of the red army memorial site and combat sites, which need further development. On the whole, although there are many red culture heritages in this region, but scattered in remote mountainous areas. In short, the development of red cultural heritages in this region are unequal.

#### **3.2. A Lot of Red Cultural Heritages Needs Further Development**

Daba Mountain at the northeast of Sichuan Province is at the heart of Sichuan-Shaanxi Soviet Area, rich with red culture heritages. Although those red culture heritages have been developed to a certain point, there are plenty of red culture heritages needs further

development, especially those hidden deep in the mountains, such as revolutionary relics and sites, distinctive red stone carving, the red army stories and so on in Bazhong and Dazhou. Due to the inconvenient transportation, it is difficult to attract tourist. If those red culture heritages are developed as a whole, they will drive the development of local economy

### **3.3. There is Great Room to Build the Brand of Red Culture Heritages**

Red tourism "bring economic spur into the poor-stricken rural area in China" [5] The most direct economic benefits of developing red cultural heritages is that it can drive the development of local economy. However, the current situation of red culture tourism has a long way to go. For example, all red culture heritages are not integrated into a whole, lacking of overall planning. In addition, new modes and concepts of tourism have not been applied, such as experiential tourism, red story preaching, themed party day and so on. Meanwhile, local government can apply those red culture heritages to local produces, and try to use those "red" Factors to attract customer's interest in those produces from revolutionary old liberated areas.

## **4. Strategies for the Development of Red Cultural Resources in Rural Revitalization**

The northeast of Sichuan Province is located in the heart of old revolutionary area of Sichuan-Shan'xi Soviet Area, which is greatly left behind in this new times due to its geography. But the local government of those area can make use of their rich red culture heritages to form their own path of development, such as red culture tourism and related byproduct, in this way, those poor remote places can realize rural revitalization in the future.

### **4.1. Explore the Developing Mode of Red Culture Heritages Among Cities**

As the second largest Soviet Area in revolutionary year, the northeast of Sichuan Province falls behind compared with the development of central Soviet Area. Although there are numerous red culture heritages in the northeast of Sichuan Province, but most of heritages is under development. Then it is necessary for those five cities to cooperate to build the brand of red culture tourism in order to drive local economy. According to overall planning of Sichuan government, five core cities should work with villages and towns around to create the economic zone in the northeast of Sichuan Province, which requires them form an overall planning when building red culture tourism. Besides, local governments in those places should put priority to the construction of infrastructure to attract more tourists.

### **4.2. Build Special Red Culture Tourism**

Village and towns with Red with red culture heritages are popular with tourists in recent years. It is reported that the many tourists wants to take a visit to village with red culture heritages, while few places can provide such service. This area can take this chance to provide the service that tourism market needs. Those special touristic product can make visitors experience that period personally and enhance the feeling of patriotism, while it is a change for poor revolutionary liberate area get rid of poverty.

### **4.3. Adapt Intangible Culture Heritage to Film and Television Series**

There are plenty of ballad stories, poetry, dance about revolutionary years in the northeast of Sichuan Province, which need classification and protection. Local government can assign related workers to undertake this task, especially the oral history from elderly. Nowadays, many elderly still can remember many unknown historical stories in Sichuan-Shan'xi Soviet Area.[6] Those elderly are getting older and older, that is why it is very urgent to make those unknown stories on record. On the other hand, those stories can be adapted to film and TV series. Those film and TV series can increase the publicity of this area, which can attract more visitors and ultimately drive the development of local economy.

#### 4.4. Build Produce with “Red” Brand

Based on the former residence of revolutionaries as well as the famous revolutionary sites build produce with “red” brand, that is to say, put the red culture heritage into local produce. For example, label “General” on the produce from the former residence of Zhang Aiping in Dazhou, and label “great man hometown” on the produce from the former residence of Deng Xiaoping, which can give culture connotation to those produces. The culture connotation can make those produces stand out in peer competition. At the same time, put those produces on line to increase sales channels and increase publicity.

#### 4.5. The Integration of Red, Green and Folk Culture

The northeast of Sichuan Province is an important ecological preservation area, whose charming natural scenery is attracting a large number of tourists each year. To further develop green and red culture simultaneously is an important way to make this area form its developing mode. There are a lot of natural scenery in Daba mountain to be developed, such as Guangwu mountain, Nuoshui river in Bazhong, Grand Canyon of Bashan, Qiongren Valley, Batai Mountain in Dazhou. Combining red, green, and folk culture to form a special developing mode, will bring vitality to rural revitalization .

To sum up, on the background of national policy of rural revitalization, the local governments in the northeast of Sichuan Province can utilize its red culture heritages to drive local economy, transform rural condition, increase farmers' income, and finally get out of poverty.

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