

Research on the Protection and Utilization of Liaoning Anti-Union Revolutionary Site from the Perspective of Red Education

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Abstract: Revolutionary sites refer to sites, relics and memorial buildings that have witnessed the long-term revolutionary struggle of people of all ethnic groups in China and the new-democratic revolution and socialist revolution led by the Communist Party of China since modern times, and reflect revolutionary culture. As an immovable revolutionary cultural relic, it witnessed the heroic struggle of Chinese people of all ethnic groups in the revolutionary course, and is the most historical representative and local characteristic component of revolutionary heritage.

1. Introduction

Up to now, no relevant literature has been retrieved when searching with "Research on the Protection and Utilization of Northeast Anti-Union Revolutionary Sites from the Perspective of Red Education" as the key word. According to "Research on the Protection and Utilization of Northeast Anti-Union Revolutionary Sites", no relevant literature can be retrieved. At present, the academic research results on the anti-Union sites in Northeast China are relatively thin, and there is no holistic and regional research on the protection and utilization of the anti-Union sites in Liaoning. As a kind of red cultural resource, the revolutionary site of Northeast Anti-Union embodies rich educational content and has the function of educating people by senior officials. The three northeastern provinces are the main battlefields of the Northeast Anti-Japanese Coalition forces, leaving nearly 1,000 remains. The revolutionary relics of Northeast Anti-Union belong to modern revolutionary history memorial facilities, It records the glorious history and fine tradition of the Communist Party of China, depicts the magnificent epic of the heroic struggle of the Chinese people, condenses the inspiring red tradition and red genes, and is an important place to stimulate people's patriotic enthusiasm, unite people's strength and cultivate immortal national spirit.

2. The significance and value of the research on the protection and utilization of Liaoning Anti-Union Revolutionary Site from the perspective of red education

2.1. Carry forward the excellent traditional Chinese culture and highlight the advanced socialist culture with Chinese characteristics

The history of Northeast Anti-Union has a lofty position in the history of Chinese revolution, which shows the indomitable and self-improving spirit of the Chinese nation and reflects the powerful appeal of the red revolutionary culture. Protecting and making good use of the revolutionary sites of Northeast Anti-Union will have a wide and far-reaching impact on further strengthening cultural self-confidence, fully demonstrating the lasting influence of Chinese excellent traditional culture, the strong appeal of revolutionary culture and the strong vitality of advanced socialist culture. Further enhance people's sense of identity and belonging to Chinese excellent traditional culture, enhance Chinese people's national pride and self-confidence, and make Chinese excellent traditional culture more enduring in generate in the new era.

2.2. Strengthen cultural self-confidence and inherit the revolutionary spirit

The spirit of Northeast Anti-Union is the precious spiritual wealth formed by the Northeast Anti-Japanese Coalition led by the Communist Party of China in resisting Japanese aggression, which occupies an important position in the history of China's Anti-Japanese War, and its lofty revolutionary spirit shines with the brilliance of the times. Northeast Anti-Union Spirit, Red Boat Spirit, Jinggang Shan Spirit, Yan'an Spirit, etc. together constitute a powerful spiritual force for our party to win new victories. Traditional culture and revolutionary culture flowing in Chinese blood and condensed in common memory can show eternal charm. With the rising influence of revolutionary culture in the whole society, it promotes the orderly and healthy development of advanced socialist culture with Chinese characteristics and further promotes the establishment of high cultural self-confidence.

2.3. Deeply study the history of Northeast Anti-Union and excavate the historical data of Northeast Anti-Union

Remains of Northeast Anti-Union Site, That is, from the September 18th Incident in 1931 to the surrender of Japan in 1945, The protection, utilization and inheritance of revolutionary historical and cultural heritage related to War of Resistance against Japan left over from China is the recorder and witness of War of Resistance against Japan, the materialized carrier of the history of Anti-Japanese War, the historical and cultural heritage of recording the history of Anti-Japanese War in Northeast China, an important cultural relic resource reflecting regional history and culture, and has high cultural relic research value. Anti-Union relics scattered in Heilongjiang, Jilin and Liaoning are precious immovable cultural relics resources, which record and witness the years of the Anti-Japanese War and heroic achievements, and provide essential historical research value for studying the history of Anti-Union, party history and local history.[1]

2.4. Carry forward the spirit of Northeast Anti-Union and practice the mission of patriotic education

With Chinese excellent traditional culture and revolutionary tradition, students should not only learn textbook knowledge in school classroom, but also practice and explore in traditional cultural bases and revolutionary holy places on the basis of theoretical study. Through the activity

experience of patriotic practice bases, theory and practice are combined to enhance innovative thinking and enhance practical inquiry ability. The three north-eastern provinces are the main activity areas of the Northeast Anti-Union Army, which are vivid reflections of the Chinese nation's 14-year War of Resistance, whether it is the riddled holes left by bullets in the war sites or the monuments erected in martyrs' martyrdom and memorial sites. This period of history has left a rich number of revolutionary historical and cultural heritages with different types in Northeast China. Their historical humanistic value, economic value and educational value have important practical significance for continuing the historical context of Northeast China and strengthening patriotism education. Protect and utilize the revolutionary sites of Northeast Anti-Union, deepen the excavation of cultural values, carry forward the revolutionary spirit of Anti-Union, vividly show the red genes and ideological connotations of revolutionary cultural relics, strengthen the cultural self-confidence of the people, and build the right to speak of socialist core values. Integrate social consciousness and maintain social order. From the cultural level, it is generally recognized by the people, recognized by emotions and theories, internalized in the heart and externalized into actions, and becomes the value belief and behavior compliance of the people for daily use without realizing it. It leads the social trend of thought with the revolutionary spirit of Anti-Union and plays the educational guiding role of social public opinion.

3. Implementation strategy of protection and utilization of Liaoning Anti-Union Revolutionary Site from the perspective of red education

3.1. Integrate resources and draw a map of Liaoning Anti-Union Revolutionary Site

Due to the existing relics, the status of the geographical dispersion factors of the exhibition hall. First, it is urgent to integrate the existing resources of red cultural sites. Break the regional restrictions, carry out regional cooperation with unified planning and layout, and connect the relics, scenic spots, exhibition halls, learning bases, tourism, transportation, catering, accommodation and supporting surroundings in series by time or events with the help of "re-taking the Anti-Union Road" as the main line, so as to draw an integrated map of red relics, form a regional brand and promote development. Second, in addition to spatial integration, it is necessary to take the market industry as the guide, drive individuals as a whole, use big data or blockchain technology, collect and analyze the data of population mobility in local areas, achieve resource sharing, information opening, exchange of needed goods, scientific allocation, and build a collaborative and interconnected business service platform to form a linkage effect. Third, the government manages a game of chess. Through the government's attention and support to red tourism, we should strengthen the unified coordination, management and supervision of red tourism, make use of national policies and financial input, promote construction through development, and plan the relics of anti-Union cultural sites in Liaoning Province in a unified way, so as to achieve rational utilization and outstanding development.

3.2. Integrate into culture and build a red education position for the remains of Liaoning Anti-Union Site

For the public, effectively attracting and obtaining a good sense of experience is the key to the development and design of products for the protection of red educational sites, which requires employees to tell the story of anti-Union, make immersive experience products, design individually for different groups of people, develop peripheral products and expand the red tourism mode.

First, tell the story of Anti-Union well. The promotion of red ruins culture should handle the relationship between ideological and political education and cultural communication function. To

create attractive cultural products that people are willing to buy at their own expense, it is necessary to take the story of red cultural integration cultural products as the breakthrough point. Tell the story of Anti-Union well, make the story grounded and affinity, and replace preaching with story. We can tell history by people, see the big from the small, dig out the stories of historical figures in the resources of the Anti-Union, and make heroes close to life and the public with vivid, lively and interesting heroic stories. It is necessary to show the role played by leaders and heroes in history, and to reflect the living conditions of the people at that time with the experiences of small people. Invite experts and scholars in the industry to polish the content of the story, so as to make the history of the Anti-Union full and vivid, truly achieve the goal of combining education with travel and emotion with scenery, and make the public mind resonate with the spirit of the Anti-Union. Second, participate in immersive experience. [3]Modern scientific and technological means such as multimedia, panoramic VR technology, light, shadow and sound fusion can be used to reproduce the historical reality, break through the traditional exhibition and explanation methods, and mobilize the senses to create an immersive atmosphere. "When you get it on paper, you will feel shallow, and you will never know how to practice it." Develop participatory experience products, such as incarnating liaison officers to arrange joint tasks for the public, jungle actual combat and other games, so that the public seems to cross back to history, become a member of the anti-Union revolutionary team at that time, and gain a sense of experience in fighting wits and bravely to overcome difficulties and resist foreign enemies. Third, do a good job in personalized design for different groups. At present, most of the groups involved in the investigation of red cultural sites are party and government organs or aging people. How to let the mainstream, especially young people, participate in it and expand the target scope and population number of red culture survey, it is necessary to analyze the needs of different groups, do a good job of research to understand the preferences and interests of the public, and design personalized and diversified cultural derivative products of anti-Union ruins in a targeted manner. For example, the elderly are suitable for visiting the Anti-Union base and enjoying the anti-Union cultural performances and other ornamental activities; Young people tend to have original juice, bitter before sweet, dynamic and experiential products. "Wear anti-union clothes, sing anti-union songs, eat anti-union meals and take anti-union roads", ride horses in spring, climb mountains in summer, enjoy maple in autumn and ski in winter, and make products with projects in four seasons and selling points for all groups of people. Fourth, develop peripheral products. Only by developing good peripheral products and enhancing their attractiveness can we stimulate consumption and increase the economic benefits of ruins protection areas. Excavate and develop peripheral products with red background of Anti-Union, such as special anti-Union souvenirs, native products of Liaoning, unique handicrafts of Northeast folk, etc. Huanren Anti-Union Pancake became popular because of its anti-Union background and food characteristics. The best-selling peripheral products gradually extend the tourism industry chain and provide economic assistance for the sustainable development of anti-Union red tourism. Fifth, expand diversified tourism modes. Relying on the superior resources of anti-union culture and beautiful mountains and rivers in Liaoning, we can expand tourism modes, such as anti-union red + ecological villages, red culture + green tourism, build anti-union theme parks, film and television bases, Northeast Manchu and Korean folk culture tours and other rich elements and diversified forms, so as to increase the attraction and competitiveness of anti-union red ruins culture.[2]

3.3. Strengthen supporting facilities and enhance the soft power of protection and utilization of Liaoning Anti-Union Site

At present, the supporting infrastructure construction of some relics lags behind and the industrial base is weak. First, it is necessary to strengthen the construction of basic hardware

facilities of the site, such as hotel accommodation, catering environment, large parking lots, etc., to improve the deficiencies in the development of scenic spots and enhance the reception capacity. Second, we should take transportation as a part of the protection and development of red ruins, improve scenic roads, plan routes according to the needs of the public, and set up an anti-union theme bus "Anti-Union" connecting ruins and exhibition halls in series to facilitate public travel. Third, develop the construction of information facilities, such as anti-Union site play APP, network communication WIFI, video surveillance global coverage, information service platform, surrounding shopping platform, etc., and build a comprehensive tourism service system for food, housing, travel, entertainment and learning. Fourth, enhance the soft power of employees' service. It is necessary to attract and employ high-quality and professional talents for the promotion and protection of ruins, continuously train and learn, and enhance service capabilities.[4]

3.4. Strengthen marketing and highlight the role of red culture in the utilization of the remains of the Anti-Union site

Strengthening publicity and marketing plays an important role in the development of red ruins and the establishment of regional cultural brands. Around the spiritual and cultural resources of the Anti-Union, Liaoning's beautiful mountains and rivers and outstanding people are fascinating, creating a communication effect for the audience. First, increase the propaganda of traditional media. Through advertisements and special reports of provincial and local radio stations, television stations and paper media, visits, training and study of administrative units of enterprises and institutions, advertisements are put in airports, railway stations and subway stations, so as to promote the protection and utilization of red ruins and enhance awareness and influence.[5] Second, use new media means to break through tradition and expand customers. Invite influential We Media people such as Weibo V and Internet platform online celebrity to visit and interview the scenic spot. Using various new media software such as Vibrato, Tencent, WeChat official account, Xiaohongshu and other platforms to make small videos or live broadcasts, aiming at the mainstream and young people, Liaoning Anti-Union Red Tourism became popular. Third, cooperate with tourism and life software such as Flying Pig, Ctrip, Meituan and Qunar, and promote it online and offline with the influence of third-party platforms.

4. Conclusions

Protect and utilize the revolutionary sites of the Northeast Anti-Federation Resistance, deepen the excavation of cultural values, carry forward the revolutionary spirit of the Anti-Resistance Federation, vividly display the red genes and ideological connotations of revolutionary cultural relics, strengthen the cultural self-confidence of the people, and build the right to speak on the core socialist values. Integrate social consciousness and maintain social order. From the cultural level, it has been universally recognized by the people, recognized by emotions and theories, internalized in the heart and externalized into action, and has become the values, beliefs and behaviors that the people use every day without realizing it, leading the social trend of thought with the spirit of resisting the alliance revolution, and giving play to the educational and guiding role of public opinion.

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