

Research on the Coordinated Development of the Red Cultural Heritage Protection and Tourism Development in Xi'an

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Abstract: The red cultural heritage is an important carrier of Chinese national spirit, which is of great significance and must be protected scientifically, and its value should be maximized through reasonable development and utilization. Through the combing of the main red cultural heritage in Xi'an, this paper analyzes the problems existing in its protection and tourism development, and puts forward some scientific countermeasures for the protection and utilization, so as to provide reference for the protection of red cultural heritage.

1. Introduction

The red culture is not only an important part of the advanced culture of the Chinese nation, but also the concentrated embodiment of the indomitable struggle spirit of the Chinese nation. The tangible and intangible cultural heritage retained during the revolution is the most direct embodiment of the red culture, and they are also the precious wealth of the Chinese nation. Xi'an is the ancient capital of 13 dynasties with a long history and culture and meanwhile, it is a city with a long history and revolutionary tradition, which has abundant red cultural resources. Under the new situation, the scientific protection and rational use of the red cultural heritage is one of the important contents of the current cultural construction.

2. Relationship of coordinated development of the red cultural heritage protection and tourism development

For the protection of heritage, academic research is also divided into three stages. First, the protection of heritage is a simple static protection, that is, it cannot be exploited; second, scholars believed that the protection of heritage should be dynamic, that is, the combination of static protection and dynamic development and to the present, the protection of heritage has reached a consensus that the heritage is not only combined with static protection and dynamic development, but also extends to the protection and development of the region for simple core objects. It can be seen that the protection and development of heritage is a dialectical unity and the protection and development of the red cultural heritage is no exception as well.

2.1. The protection of the red cultural heritage is the basis of tourism development.

The red cultural heritage is the beginning and foundation of the whole tourism development. If there is no effective protection of the red cultural heritage, it is impossible to carry out tourism development. Therefore, it is necessary to strengthen the protection of the red cultural heritage.

2.2. The development of the red cultural heritage can provide guarantee for its protection.

The tourism development of the red cultural heritage can bring more tourist sources, so that it brings more social and economic benefits. The promotion of social benefits can make the red cultural heritage have a higher popularity, so as to arouse the attention and research of all sectors of society, and to play the greater role in its social and cultural values. And the increase of economic benefits will provide a more solid economic foundation for the development of the red cultural heritage, so that its protection is more scientific, and it is also conducive to the further development.

3. Existing problems in protection and development of the red cultural heritage in Xi'an

Xi'an made important contributions during the New Democratic Revolution, the anti-Japanese War and the war of resistance against Japan. Thus, it left a rich red cultural heritage, had three major tourism sites of the red culture of Xi'an Office Memorial for the Eighth Route Army, the Long March crossing Xi'an and Xi'an Incident Memorial, and revolutionary park which reflects Xi'an military and civilian defend Xi'an. These sites are generally of high grade, like that Xi'an Office for the Eighth Route Army and Xi'an Incident Memorial are not only important heritage sites under state protection, but also a well-known patriotic education base. Various provinces and cities attach great importance to them and prepare relevant special plans for protection and tourism development, and in the intangible cultural heritage, the quantity is relatively low, and it lacks of typicality. The intensity of protection and development is also relatively small. In reality, there are more problems in protection and development of the red cultural heritage in Xi'an.

3.1. The poor protection of the red cultural heritage

Since the site groups of Xi'an Incident Memorial and Office for the Eighth Route Army have higher popularity and the core site is in the central position of the city, the protection of the core site is relatively good, but other areas that form the site group, like that Xi'an Information Site and the refuge of Xuan Xiafu were completely destroyed, and the site group of the Long March crossing Xi'an and Xi'an is distributed in Lantian, Chang'an, E'yi District, and Zhouzhi County. Many sites have not been well protected because of the restriction of some factors. Parts of sites have completely disappeared and only the Red Army Station Site Monument in Jixian Town is on exist. At current stage, Party History Research Centre in Xi'an is commissioning the university to carry out corresponding researches, aimed at the status quo of the site to fully investigate and laying the foundation for the later protection and development.

3.2. The inadequate tourism development of the red cultural heritage

First, the development and utilization for the red cultural heritage in Xi'an is very superficial. The protection on the red cultural site is only stayed in the simple static protection all the time, and the so-called tourism development is also stayed in the main low level of visiting. Whether the Office for the Eighth Route Army or Xi'an Incident Memorial, they are mainly static visiting currently, which are mainly pictures, text and simple records or video data broadcast. The

experience effect of tourists is not good and the satisfaction is relatively low, which affects the social education value, especially the site group of Long March crossing Xi'an. Because the sites preserved are very little, few tourists will deliberately visit the line tour in addition to professional researchers. The social education value in the whole site group cannot be conducted properly and it is even more impossible to carry out effective tourism development.

Second, the type of tourism product development is little and it fails to form a good product system. At present, the types of red cultural tourism products are relatively single. In the tourist routes, they are mainly one-day tour, or as a supplement to the classic line, like that the most of red education is to the Office Memorial for the Eighth Route Army, and the visiting of five halls in site group of Xi'an Incident is mostly reflected in one-day tour of east line. In the development of the series of products, only the Office Memorial for the Eighth Route Army was developed for youth education in 2006, but it is also relatively simple and it is impossible to meet the needs of visitors.

Third, the foreign tourism cooperation is insufficient. As early in 2015, Xiangtan in Hunan and Chongzuo in Guangxi were awarded as *National Red Tourism International Cooperation Zone* by National Tourism Administration and carried out the national red cultural tourism cooperation with Russia for the first time. Later, the old red revolution Linyi actively participated in the red culture tourism cooperation between China and Russia, but Xi'an did not actively join in that, which affected the promotion of international popularity of the red cultural heritage in Xi'an, and it is not beneficial to carry out the regional and international red tourism cooperation.

4. Countermeasures for the coordinated development on protection and tourism development of the red cultural heritage in Xi'an

4.1. Strengthen the protection of the red-cultural heritage resources

The red cultural heritage belongs to non-renewable resource. Once destroyed, it is impossible to renovate it. Therefore, various measures must be taken to strengthen the protection of the red cultural heritage. The premise of resource protection is to get the specific information. Therefore, first of all, a comprehensive survey should be carried out for the red cultural sites. For the resources of the sites, a comprehensive survey should be conducted to its quantity, location and carried events and in record. Secondly, it is necessary to be protected and repaired. For the intangible cultural heritage resources, it is necessary to interview and record the intangible cultural heritage resources with the help of modern information technology to preserve the materials. Finally, all the sites resources should be scanned and preserved with the help of AR, VR and other technological means. The ruined sites can also be restored with the help of technological means, so that the contemporary people can have a better understanding of the situation at that time.

4.2. Conduct tourism development by modern means.

Informatization and big data changed people's life and learning style, and also changed the way of the red cultural heritage tourism development. At the present age, people attach great importance in the tourism experience, and they not only experience the hardware facilities, also experience the culture behind the site resources. And the intangible culture must be effectively represented by means of tourism development and it can make tourists have a profound experience. For heritage resources, they can be restored the story behind by using modern technology, such as 3D and VR. The tourists will be better indulged in revolution of the past with the aid of hardware facilities and obtain more realistic experience, so as to accept better red education, like that the site group of Xi'an Incident Memorial is mined for the historical culture and the scene can be restored through the VR. The story behind the site was present in the tourist sight and let tourist experience the

severe situation, feel the sacrifice of revolutionary martyrs, accept the most profound revolution education, so as to cherish today's happy life.

4.3. Deeply delve the content of the red culture site and develop various tourism products

In the development of red tourism heritage, attention should be paid to digging into the social and cultural values behind the heritage and it is presented in a way that is popular with modern people, that is, to develop various types of tourism products on the basis of following the truth. On the one hand, use the modern technology to develop products, like that Xi'an Incident will be shown next to the main sites by 3D technology to let tourists visit and feel the tense moment. On the other hand, a scene is restored through immersion forms of performing arts, like that for many of the Long March Crossing Sites which have gone, can arrange the repertoire for the understanding of the situation for about half an hour of the scene and let tourists to participate in the actor, reproduce the optimistic spirit for the Red Army in difficulties and hardships and staunch revolutionary belief, promote the tourism experience of sites group, and give full play to the social education function of the sites.

4.4. Actively discuss exchange and cooperation of foreign red culture to promote popularity

As the departure city of the Silk Road and node city for important construction of international tourism, Xi'an undertakes important task which shows the national image. Meanwhile, it's also an important city of international cultural exchange and the red culture will have the international exchange as the excellent culture of the Chinese nation. Therefore, the red culture sites in Xi'an must strengthen cooperation. Meanwhile, they should have the red culture exchange and cooperation with counties and regions along the Belt and Road Initiative. By joining the international red cultural cooperation between China and Russia and holding high-end forum of related events, plan cultural tourism activities to enhance the international popularity.

5. Conclusion

For the red culture sites bearing the excellent culture of the Chinese nation, its protection and tourism development is not divided and it should be complementary to each other. Upholding the principle of first to protect and second to tourism development and with the help of modern information technology, the effective development should be made, which makes the red cultural sites get scientific protection and reasonable development. At the same time, the cultural self-confidence should be established and strengthen the red cultural exchanges with countries of the world, promote the red tourism resources of our country and other countries and promote the results of the red tourism development, deepen the friendship between countries, and also enhance the social value of the red cultural heritage.

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