

# Research on the Introduction Strategy of Red Cultural Elements in Wenzhou Rural Revitalization Demonstration Sites

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## Abstract

In order to empower the rural revitalization with red cultural tourism, and strive to start a new journey of China's comprehensive construction of a modern socialist country, actively search for the red imprint to carry forward the red gene, and give full play to the great significance of the location of the red heritage. Based on the existing problems of Wenzhou's red culture construction, this paper proposes four solutions: integrating red culture into rural industry construction, leading the revitalization of rural industries with red culture ; integrating red culture into cultural mining , leading the revival of rural culture with red culture; integrating red culture Integrate into the shaping of rural landscapes, and lead the revitalization of rural ecology with red culture ; integrate red culture into rural memory, and lead the revitalization of rural skills with red culture. It is hoped that it will be able to guide it on the road of characteristic rural revitalization, and continuously strengthen the endogenous driving force for rural revitalization.

## Keywords

Red Gene; Cultural Integration; Red Culture; Rural Revitalization.

## 1. Context and Meaning

### 1.1. Research Background

Red cultural tourism empowers rural revitalization. In order to strive to start a new journey for China to build a modern socialist country in an all-round way, actively search for the red mark to carry forward the red gene, and give full play to the great significance of the location of the red heritage.

(1) 2021 is the 100th anniversary of the founding of the Party and the first year of the "14th Five-Year Plan", and red research has become a craze.

(2) The No. 1 Central Document in 2021 proposes to comprehensively promote rural revitalization and accelerate the modernization of agriculture and rural areas.

(3) Policy support (see Table 1).

**Table 1.** Relevant domestic policies

name	time	area	related information
The 19th National Congress of the Communist Party of China	2017 --	China	We must attach great importance to the living protection of material cultural relics and intangible cultural heritage, as well as the living protection and cultural heritage of village culture, as well as the living protection and inheritance of village culture from generation to generation, and we must thoroughly implement the principle of "promoting development through protection and protection through development".

"Opinions on Rural Revitalization Strategy"	2018 __	China	It is pointed out that we should adhere to the comprehensive revitalization of the countryside, adhere to the integrated development of urban and rural areas, adhere to the harmonious coexistence of man and nature, and adhere to adapting measures to local conditions and making gradual progress.
"Zhejiang Province Rural Revitalization Strategic Plan (2018-2022)"	2018 __	Zhejiang, China	Systematically promote rural industry revitalization, talent revitalization, cultural revitalization, ecological revitalization, and organizational revitalization, accelerate the construction of a demonstration province for rural revitalization, strive to take the lead in realizing the modernization of agriculture and rural areas, rank among the international advanced levels, and create a modern version of "Fuchun Mountain Residence".
"Guidelines for Compilation of Traditional Village Protection and Development Planning in Zhejiang Province"	2019 __	Zhejiang, China	Zhejiang has extremely rich red cultural heritage resources. Standardization is the starting point and driving force for the protection of traditional villages. It includes the inheritance, relevance and diversity of rural traditions and characteristic cultures.
"Opinions of the Central Committee of the Communist Party of China and the State Council on Comprehensively Promoting Rural Revitalization and Accelerating Agricultural and Rural Modernization"	2021 __	China	Promote rural revitalization in an all-round way, and accelerate the modernization of agriculture with the power of the whole party and the whole society

### 1.2. Research Significance

However, in the process of rural revitalization, the following problems will inevitably be encountered: (1) The development of rural development is stagnant and the industry is single, which is not conducive to promoting the industrial transformation and upgrading of agriculture. (2) At present, there are some deficiencies in the revolutionary historical relics, historic buildings, ancient towns and ancient villages at the physical level, and the revolutionary spirit, rural values, clan culture, folk ceremonies, customs and festivals, and lifestyles at the spiritual level. (3) The cultural memory of intangible cultural heritage involves forgetting and concealing, and forgetting and concealing lead to the disappearance and rupture of traditions. It makes the development of the status quo of "activation" of intangible cultural heritage difficult to develop. (4) The problem of economic development destroying rural ecology. (5) Due to the existence of the intergenerational gap, there are differences, estrangements and even conflicts between different generations in terms of values, principles of conduct, and lifestyles.

The red culture can effectively resolve many of the above complex problems.

(1) The red culture has a promoting effect on stimulating the rural economy and resolves the problem of rural industrial revitalization. Integrate red culture into the construction of rural industries, and lead the revitalization of rural industries with red culture.

(2) Red cultural resources have artistic charm that directly touches the hearts of the people, and resolves the demand for red culture by villagers' literacy. Integrate red culture into cultural mining, and lead the revival of rural culture with red culture.

(3) Red culture can restore the beauty of the countryside and resolve the problem of ecological damage. Integrate red culture into rural landscape shaping, and lead rural ecological revitalization with red culture.

(4) Rural modernization, which can be fed back by red culture, resolves the contemporary reconstruction of cultural memory and the problem of intergenerational inheritance. Red culture can revive intangible cultural heritage skills and resolve the fault problem of skill inheritance.

## 2. Research Proposal

(1) Analyze and summarize the methods of rural revitalization to provide an important reference for the introduction of rural red cultural elements. In the context of rural revitalization, research on the theory of rural revitalization methods at home and abroad. This topic will conduct on-the-spot research on the Wenzhou Rural Revitalization Demonstration Belt and supporting villages, obtain first-hand information related to red culture, conduct in-depth analysis of its needs, and summarize its success factors and actual conditions based on the review of relevant literature or on-the-spot research. shortcomings in the application. The method of extracting, importing and applying the elements of establishing a more reasonable red culture is put forward. It provides an important reference for the introduction of other rural red cultural elements.

(2) Starting from the current situation of the Wenzhou Rural Revitalization Demonstration Belt, grasp the crux of the problem of rural development in Wenzhou.

Finding out the current bottleneck in the development of Wenzhou's rural revitalization demonstration belt is the premise and key to accurately grasp the method of introducing red cultural elements in Wenzhou, and it is also the basis for the specific design and implementation in the next step. This project clarifies the development points needed by the Wenzhou Rural Revitalization Demonstration Belt, as well as the policy orientation and support. This project will adopt a combination of theoretical and normative research and empirical analysis methods: such as using literature research, small-scale interviews, questionnaire surveys, etc. , to lay a solid foundation for subsequent work.

(3) Based on the research on the introduction of red cultural elements in Wenzhou's rural revitalization demonstration, explore the scope and implementation plan of red cultural introduction.

## 3. R&D Content and Key Technologies

References are cited in the text just by square brackets [1]. (If square brackets are not available, slashes may be used instead, e.g. /2/.)

### 3.1. Research Content

(1) Integrate red culture into the construction of rural industries, and lead the revitalization of rural industries with red culture.

Promote the integration of red culture and tourism, and stimulate rural economic power. The integration of red cultural tourism can fully mobilize the rural economic power. If the red heritage is to play a role, it needs to inject vitality into the red cultural industry. The integration of culture and tourism provides a new direction and a broader platform for the development of the red cause. In the integration of culture and tourism, it is necessary to create a more historical cultural brand with the "Wenzhou Red Spirit" as the core. Red culture and green natural resources can be used as a new rural revitalization and development strategy. Development of rural economy: ① Formulate scientific and perfect rural red cultural tourism

development policies. ② Establish a market-oriented model with enterprises as the main body in rural areas.

(2) Integrate red culture into cultural mining , and lead the revival of rural culture with red culture .

To realize the revitalization of culture, we can enrich the connotation of rural culture from various perspectives, such as the depth of history, the thickness of culture, and the strength of inheritance, by digging out the red cultural heritage, and strengthen the foundation of rural culture. Revitalization of the countryside. The specific ways can be carried out from the following aspects: ①Research on red heritage in the form of scientific research and project research; ②Classify and rank existing cultural resources, and formulate research and protection policies at different levels. ③ Establish a database of rural red cultural heritage resources. The database expresses the essence of red culture in an artistic form to improve readability, understandability and interest . ④ It is necessary to give full play to the value and role of rural cultural institutions and talents, to revise and improve rural family culture, township history, village history, etc. in combination with red culture, publicize red songs and red stories in various ways, and constantly condense rural revitalization endogenous driving force to achieve rural revitalization.

(3) Integrate red culture into rural landscape shaping, and lead rural ecological revitalization with red culture. With the fighting spirit of revolutionaries, we will transform and renovate the rural environment, innovate industrial production methods, continuously increase farmers' income, and improve the level of civilization in old areas. Give full play to the guiding role, cohesion ability, shaping function and incentive effect of red culture, and create an excellent old area ecosystem with respect for nature , historical heritage and local characteristics .

(4) Integrate red culture into rural memory and lead the revitalization of rural skills with red culture. Historically, rural forces drove the founding of New China. Now, red culture can feed back into the modernization of rural areas and resolve the problems of contemporary reconstruction of cultural memory and intergenerational inheritance. In the context of re-protecting and revitalizing intangible cultural heritage, red culture can revive intangible cultural heritage skills and resolve the fault problem of skill inheritance. The " craftsman spirit " attaches importance to cultural inheritance and innovation and creativity, which is conducive to the "activation" of intangible cultural heritage culture.

### 3.2. Key Technologies

(1) Use visual communication design technology to investigate the red culture related to the Wenzhou rural revitalization demonstration belt , extract information, and develop the visual communication system design ( the design of the red culture visual system of the Wenzhou rural revitalization demonstration belt , the design of the agricultural product brand system, etc. ) , as well as the surrounding cultural and creative products design . Trying to integrate the red spirit with popular culture , making it easier to understand and more accessible to the hearts of the younger generation . Let citizens feel the positive role of the red spirit in rural industry, cultural protection, rural ecology, and rural memory revitalization.



**Figure 1.** Wenzhou Rural Revitalization Demonstration Belt Cultural and Creative Product Design



**Figure 2.** Souvenir design scheme of Wenzhou Rural Revitalization Demonstration Tourism Belt

#### 4. Application Prospects

rural revitalization and has a strong guiding value. Red cultural resources have a role in promoting rural revitalization, and the introduction of red cultural elements can additionally promote the spread of rural traditional culture. With the policy ahead, Wenzhou's rural revitalization has made some progress. However, at present, the villages under the Wenzhou Rural Revitalization Demonstration Zone generally have the same problem of homogenization of tourism marketing, the embarrassing problems of agricultural products and souvenirs, and a more systematic brand visual image has not yet been formed. As a feature of regional culture, red culture can be extracted accurately and imported into tourism and cultural and creative products.

(1) The mining and application of red cultural resources is conducive to realizing the prosperity of the Wenzhou rural revitalization demonstration belt and other rural industries. Use design methods to develop cultural and creative products in cooperation with universities to empower scenic spots and agricultural and sideline products. From the point of view of material civilization, the prosperity of industry can affect the prosperity of a city or village. If a village's industry is prosperous, it will attract labor, attract business, increase employment, and then achieve economic income. Therefore, the full use of red cultural resources can allow villages to develop additional industries in the form of "tourism and tourism", and use this as the main line to connect other industries to achieve industrial prosperity. Specifically:

- ① Drive the sales of local agricultural products, increase operating income, lead the innovation and reform of rural industries, and develop in the direction of "tourism", "leisure and entertainment", and "innovation and creativity";
- ② Be able to produce red craft products with unique regional characteristics with unique red culture, and realize the production and development of additional industries with "craft products" as the main line;
- ③ It can link the development of other forms of employment and entrepreneurship, such as food, transportation, Internet, business and trade, etc.

The mining and application of red resources can realize the prosperity of the industry, and can use the industry to increase the income of the rural economy and help realize the revitalization of the countryside.

(2) The mining and application of red cultural resources is conducive to promoting the civilization construction of Wenzhou countryside. The Wenzhou Rural Revitalization Demonstration Belt has established a visual communication system to enhance the identification of the demonstration belt. The prosperity of a village requires not only material production, but also spiritual civilization. Only when the two perfectly and organically fit

together can real innovation and creation be realized. The red culture has unparalleled, unique and far-reaching positive energy, and the proportion of spiritual civilization attached to it is very large, so it can lead the village to gradually enrich the spirit and culture, and make the village show a kind of "red" and "positive". energy" appearance and atmosphere.

(3) The mining and application of red resources can restore the beauty of the countryside and speed up ecological construction. It not only empowers the rural tourism industry, but also provides a good vacation spot for Wenzhou's rural revitalization demonstration to bring surrounding citizens, relax their spirits, and better devote themselves to work.

(4) The mining and application of red resources can revive intangible cultural heritage skills and protect rural culture. Make the villagers feel the profound historical and cultural connotation of their hometown and enhance their cultural self-confidence. It not only protects rural cultural skills, but also feeds back and promotes the modernization of rural development.

## 5. Conclusion

This project intends to investigate the most urgent needs of rural development, villagers and citizens on the basis of grasping the current situation of Wenzhou's rural revitalization demonstration belt through a detailed current situation investigation, and use advanced visual communication design technology and product design technology to develop red culture. A multifaceted design implementation of element mining and application. Continue to make adjustments in future applications.

## Acknowledgments

This paper proposes four methods: integrating red culture into rural industry construction, integrating red culture into cultural mining, integrating red culture into rural landscape shaping, and integrating red culture into rural memory to continuously strengthen the endogenous driving force for rural revitalization.

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