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Research on the Strategy of the Coordinated Development of Red Culture Resources and Green Tourism Resources to Empower the Rural Revitalization of Yancheng

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Abstract: *During the 14th Five-Year Plan period, Yancheng will fully protect and make good use of red cultural resources, integrate green wetland world heritage resources, integrate red and green tourism, empower rural revitalization in Yancheng, and strive to make a good demonstration in accelerating the high-quality development of rural revitalization in the old liberated area.*

Keywords: *Yancheng; Red cultural resources; Ecological resources; World Natural Heritage Site; Rural revitalization*

Introduction

In 2020, General Secretary Xi made an important speech, emphasizing that we should build the old revolutionary base areas better and ensure people there to live a better life. Yancheng, as the N4A reconstruction,gave birth to the spirit of the tough army across time and space and left a large number of classic red stories, 248 red remains, 128 towns and villages named after martyrs. During the 14th Five-Year Plan period, Yancheng will fully protect and utilize the red cultural resources, integrate the heritage resources of green wetland, integrate red and green tourism and cultivate new momentum of rural revitalization, strive to accelerate the high-quality development of rural revitalization.

Review of the Research on Collaboration of Red Culture and Green Wetland and Rural Revitalization

The rural revitalization strategy is a major decision and deployment made at the 19th CPC National Congress. No.1 Central Document in 2021 further defines that *giving priority to developing agriculture and rural areas and comprehensively promoting rural revitalization* as an important part of the 14th Five-Year Plan for national economic and social development and the long-term goal of 2035.

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Review of Foreign Studies

Currently, Eight foreign countries have relatively mature successful rural revitalization models. Japanese village-making movement forming the world-famous *one village, one product*, which takes measures to local conditions and mining local resources and respecting local characteristics as the typical characteristics. It has promoted the process of agricultural modernization in Japan. Autonomous and collaborative type of South Korean New Village movement effectively increased farmers' income by creating a low cost to promote rural leapfrog development as a typical characteristic. South Korea has achieved the goal of agricultural modernization. Progressive German village renewal promoted the orderly development of rural society by adjusting laws and regulations. Thin and economical Dutch agricultural land consolidation leads to ecological and environmental-oriented Swiss rural construction. And also, the Comprehensive development-type of rural development and reform, construction of small urban and rural American towns and Partner Collaborative Rural Canada Program show that the road of rural revitalization in western developed countries has gone through a long process with different characteristics.

Review of Domestic Research

In the most recent years, Chinese Party and the state attach more and more attention to the development of the combination of red culture and green wetlands tourism resources in the old revolutionary base areas. The development of it has also increasingly attracted more academic attention. The representative study on the *Collaborative Development Mode of Red Culture and Green Wetlands Tourism Resources in Luliang* (2019) mainly explores the possibility, path and mode of the coordinated development of red culture and green wetlands tourism resources; *Investigation on Investigation and Evaluation of Red and Green Tourism Resources in Luoxiao Mountain Area, Hunan Province* (2018) takes Luoxiao Mountain Area of Hunan Province as a single case, An evaluation standard for red and green tourism resources has been established; *Yangzhuang Township, Wuyi Mountain: City + Deputies to the National People's Congress Out of the New Way of Red and Green Tourism* (2018) introduced the achievements of developing red and green tourism in Yangzhuang Township; The study above emphasizes the view that red culture and green wetlands synergy empowered rural revitalization and inspires the academic decree of the research of red culture and green wetlands integration.

The Value of *Red and Green Coordination* to Revitalize Rural Construction

1. Academic Value: Promoting the red and green coordinated rural revitalization is conducive to the research on the high-quality development of red tourism in the old areas and inspires relevant departments to rethink the coordinated development of red tourism and world heritage green resources.

2. Application Value: Research on *Red and Green Collaborative* starts from the successful domestic experience. It discusses the new plan of red and green integration in Yancheng, which will help to promote the transformation of red tourism from *scenic spots* to *regional* tourism in Yancheng. Based on the actual industry of Yancheng, it will promote new business forms of tourism and enrich the supply system of the cultural and tourism industry and realize the transformation from a single tourism economy to a three-

dimensional economy.

The Strategy of *Red and Green Coordinated* and Rural Revitalization

The existing research in the academic circle has fully realized the necessity and significance of the coordinated development of red culture and green wetlands resources in the old areas, and they can show the various types of rural governance models. However, there are still deficiencies in the above research to be further explored. First, the path and significance of the coordinated development of red culture and green wetlands are not deeply explored for rural revitalization. Secondly, there is a lack of in-depth research on industrial revitalization, talent revitalization, cultural revitalization, ecological revitalization and organizational revitalization.

Based on the above, the following strategies are put forward from the perspective of paying attention to the important value of red culture and green wetlands integrated tourism to carrying forward the revolutionary spirit, implementing the overall development of Yancheng tourism, promoting industrial integration and helping rural revitalization.

First strategy: we puts the problem of *coordinated development of red culture and green wetlands resources* in the background of rural revitalization and follows the demonstration logic of *discovering the important problems in Yancheng by → from the national strategic needs, and proposes → to practice*. To be specific and we conclude from the history that standing at the high level of The Times, analyzing the value of the New Fourth Army (N4A) spirit of the Iron Army. From the internal logical relationship between *Iron Army Spirit* and *Four New Yancheng Development*, It leads to the coordinated development of red culture and green wetlands to empower the rural revitalization of Yancheng.

Second strategy: We clarify the relationship between the *Iron Army Spirit* and *rural revitalization* and the relationship between *red and green relations* and *urban and rural relations*. We take this as the logical starting point of the red and green coordinated development strategy. From the perspective of making full use of red cultural resources degree, characteristics, commentator team, market operation mode and influence, the current situation of Yancheng red tourism is sorted out. At the same time, we determined the coordinated development of *red and green resources* and implement the important value of the overall development of tourism to the rural revitalization of Yancheng. Mainly combined with the actual situation of Yancheng, to discuss the relationship between red cultural resources and green wetlands resources in Yancheng, advocating that red tourism as the main axis and green world heritage tourism products as the backing, so that red culture and green wetlands tourism resources coordinated development, integration, to realize the transformation of Yancheng red tourism from *scenic spot* to *regional* tourism.

Third Strategy, based on the local Yancheng, we explored the specific path of red and green coordinated development to promote the rural industrial integration of Yancheng. In the future, Yancheng's all-region tourism will focus on rural areas, hot spots, difficulties in the countryside, and potential in the countryside. Green ecological civilization must and can only grow from the countryside, which is the logical starting

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point to discuss the problem of rural revitalization in Yancheng. Based on the local area, it will help to form a set of practical and feasible "methods and measures to boost the rural revitalization of Yancheng through red cultural tourism", and further explore the Yancheng plan of realizing "beautiful village ecology", "new industrialization of town" and "urban integration into rural areas".Advocate, for example, build the development of boutique home stay industry, red training base, large live performance multiple formats as an important gripper for the development of Yancheng red tourism, effectively break through the world tourism seasonal dilemma, promote Yancheng seasonal tourism to full time tourism, realize the transformation from a single tourism economy to three-dimensional economy, form many thematic, compound red tourism routes, meet the needs of tourists.

Forth strategy: Pay attention to the analysis of successful cases at home and abroad and strive to build the coordinated development of *red and green resources* in an all-round, multi-level and multi-field to help the rural revitalization of Yancheng plan.We can show a new picture of rural revitalization in the old areas shown by the integration of red and green tourism resources.

Fifth Strategy: Make full use of the world natural heritage, lake swing wetland and other ecological advantages, cooperation development characteristic cultural tourism products, form red tourism and the city tourism system to promote each other and complement each other, build the national red tourism which is called *Yancheng model* to build yancheng into China red tourism development model which is the country's most attractive red tourism destination.

Sixth strategy: Use the emotional ethnic method and aesthetic analysis to reference each other and finally form a theoretical judgment of the local tourism and rural revitalization mode of Yancheng.

In conclusion, in the old revolutionary base areas, to open *red and green collaborative development mode* means to restart the traditional process with natural wisdom, *red and green resources coordinated development* is Yancheng old revolutionary base area rural revitalization to promote farmers' income, retain talents. Improve the degree of rural social civilization, solid implementation of rural living environment improvement, not only help to highlight Yancheng’s unique rural governance advantages, more empower activate Yancheng rural life.

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