Research on Red Culture Merging into Ideological Work in Colleges and Universities Under the Background of Integration of Culture and Tourism—Taking Red Culture Resources in Wuhan as an Example*

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The aim is how to integrate the Red Music Culture into the ideological and political work of colleges and universities and the sustainable development under the background of the integration of culture and tourism. The main content is the development of local red cultural resources, red cultural education around me, the development of local red cultural resources as the theme of cultural and creative products. The enlightenment is that the ideological and political work of colleges and universities should make full use of the red cultural resources around them to bring the ideological and political education of students into effect.

Keywords: combination of literature and travel, red culture, colleges and universities, ideological and political work

Introduction

The Minister of Culture and tourism, Luo Shugang, made specific demands on the integration of culture and tourism at the 2019 meeting of the directors of the National Bureau of Culture and tourism, its fusion path is “Idea fusion, function fusion, industry fusion, market fusion, service fusion, Communication Fusion” (2019). This integration approach is undoubtedly correct and instructive, and undoubtedly points out a new approach to the ideological work in colleges and universities.

In April 2020, the opinions of eight departments including the Ministry of Education on speeding up the construction of the ideological and political work system in colleges and universities put forward the idea of

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promoting the normalization and institutionalization of the education of ideals and beliefs, requirements for strengthening the education of the history of the party, the history of New China, the history of reform and opening-up, and the history of socialist development (2020).

So what is Red Culture Tourism? Red Culture tourism refers to taking the revolutionary memorial places and symbols formed by the generations of Chinese leadership during the revolutionary war as the carrier, and taking the red culture carried by them as the connotation, organizing the receiving tourists to visit and browse, mentioned a kind of tourist activity to realize the learning of revolutionary history, the memory of martyrs, the education of patriotism and the education of revolutionary tradition (Ni, & He, 2020).

Nowadays, the world is in the era of great change which has not been seen for a century. Under the New Situation of multi-cultural collision and integration, it is an inevitable trend to integrate the red cultural resources of local culture into the ideological and political work of colleges and universities.

How to Integrate Red Culture into Ideological and Political Work in Colleges and Universities Under the Background of Integration of Literature and Tourism

Development of Local Red Cultural Resources in Wuhan

Wuhan is rich in red cultural resources, there are the Historical Exhibition Hall of the Discipline Construction of the Communist Party of China, the meeting site of the 5th National Congress of the Communist Party of China, the meeting site of the 1987 conference, the Yellow Crane Tower, the Revolutionary Museum of Wuhan, the Memorial Hall of the 1911 Revolution, the site of the Wuchang Uprising Gate, and the central seminar on Peasant Movement.

First, the establishment of Hubei Red Culture Research Association. Drawing on the “Dong Biwu Research Association” established by the Central China Normal University and the Wuhan University of Science and Technology, the Wuhan Red Culture Research Association was established with the subject librarian as the main body and “Subject librarian + College Party member” as the main body, to the red tourist attractions and local museums, archives, libraries for the collection and collation of red cultural resources.

Second, the Research Association has put together a list of Wuhan’s red culture-based classics and red culture-based school textbooks, which are required reading for both teachers and students.

Launch “The Red Culture Around Me” Party History Theme Education Activity

Since 2017, Wuhan has held a number of concerts entitled “Millions of College Students See Wuhan”, a music festival with the theme of Qintai Culture. For example, the Central China Normal University 2021 school-wide “Sing a hundred red songs” campaign.

First, the College Party members and the Reading Promotion Department of the University Library Hold Special Party Day activities with the theme of the Red Culture around me, such as the drama performances and lectures on the theme of flowers in May, the songs of National Salvation in the period of Yellow River Cantata and the Second Sino-Japanese War culture, the performance with its deep sorrow and resentment to reflect the rich and deep lyrical atmosphere. Through the performance of the song will be every note, every emotion, every spirit to convey to the teachers and students. The lecture will show the historical scene of Guangwei who wrote these two salvation songs, and deepen the spirit of the first principle in Wuhan.

Second, Organize Party members and activists to visit the red cultural tourist attractions in Wuhan, and welcome Student Party members to do volunteer lecturers free service to the red cultural tourist attractions in Wuhan.
Develop the Cultural and Creative Products with the Theme of Red Cultural Resources in Wuhan

First, the development of Wuhan Red Culture Music Box, writing desk lamp, stationery bag and so on. First Spirit image design, red culture shirt and so on.

Second, draw lessons from the National Library on the integration of literature and travel exploration, give full play to the advanced model role of Party members, as well as the advantages of university libraries. Gradually explore a suitable university “Classics exhibition + non-legacy skills + research tourism + cultural creation derivatives” of the integration of the road. Set Up “University library local Red Cultural Creative Product Development Alliance”, together with the organization to produce local red cultural creative products into the market. It is also necessary to carefully study the real needs of tourists, build the integrated development of culture and tourism, multi-industry red cultural industry brand, to achieve high-quality integrated development of culture and tourism.

Cultural demand is an important motivation for tourism activities, cultural resources are the core resources for Tourism Development, cultural creativity is an important way to improve the quality of tourism products, and cultural production, dissemination and consumption are closely related to tourism activities.

It is well known that the State Council has consolidated the responsibilities of the Ministry of Culture and the China National Tourism Administration to form the Ministry of Culture and tourism. Therefore, the integration of literature and travel has become a realistic development direction. It will be more obvious to develop tourism with the idea of culture and spread culture by the way of tourism. The integration and collision of Culture and tourism will promote the market and internationalization of cultural products.

Conclusion

With the aid of the tourism department, colleges and universities have the main functions of marketing and development. To tap the local red cultural resources, jointly shape the red cultural brand, create a diversified business form of integrated development of culture and tourism, realize the high-quality integrated development of culture and tourism, and promote the healthy development of ideological and political work in colleges and universities. To make the intangible cultural heritage of local red culture sustainable.

Wuhan is the city of the first righteous and the birthplace of the first righteous spirit. Deep red material culture and red spiritual culture have been deposited in Wuhan. The resources of Wuhan’s Red Culture Melt the revolutionary spirit of daring to be the first, inheriting the Red Cultural Spirit of Wuhan is of far-reaching Educational Significance to the ideological and political work of college students.

References


