

Research on the Current Situation and Countermeasures of the Development and Utilization of Red Cultural Resources in Shenzhen

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Abstract: Shenzhen has formed rich red cultural resources in different development periods. Through the protection and development of red cultural resources, five main types have been formed: former sites of important institutions and meetings, relics of revolutionary struggles and important battles, sites or monuments of revolutionary martyrs, rich and colorful red cultural works, and carriers reflecting the spirit of reform and opening up and the special economic zone spirit. However, there are still problems, such as imperfect management mechanisms in the development of red resources, which need to be improved by strengthening the overall planning of protection and development.

Keywords: Red cultural resources; Current situation; Problems; Countermeasures

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1. Introduction

Red resources are a unique cultural form formed in the process of development and a precious treasure of the Chinese nation ^[1]. The development of red cultural resources has significant economic, educational, and cultural values ^[2]. The academic community has carried out research on the protection and utilization of red cultural resources from the perspectives of resource integration, protection, and inheritance ^[3]. For example, the organic combination of red resources and tourism, through the development of red tourism brands, can not only promote the development of tourism, but also help better inherit the spirit of red culture ^[4]; enhance the educational role of red cultural resources development, and use red cultural resources development to promote rural revitalization ^[5-6]. There have been many studies on red cultural resources, but compared with other relatively mature research fields, the history of red culture research is not long ^[7]. The development and utilization of red cultural resources should also be combined with regional development and regional

characteristics, adapting to local conditions. Shenzhen has a unique geographical location and a long history, leaving many precious red cultural resources in its magnificent development process. These red cultural resources are important historical witnesses of Shenzhen^[8]. Fully developing and utilizing these red cultural resources is conducive to drawing nutrients from red culture and vigorously inheriting and carrying forward the revolutionary spirit; conducive to protecting and developing red cultural resources, timely creative transformation, and enhancing Shenzhen's local cultural soft power^[9]; conducive to promoting the in-depth integration of red culture and tourism development, realizing the organic unity of social, educational and economic benefits. It is of great significance to strengthen the development and utilization of red resources^[10].

2. Basic situation of red cultural resources in Shenzhen

According to statistics, Shenzhen is rich in red cultural resources. There are 28 immovable revolutionary cultural relics approved and announced by cultural relics departments at all levels, 7 red culture-themed museums, and 63 sets of movable precious revolutionary cultural relics. In the process of protection, development and utilization, five main types of red cultural resources have been established: former sites of important institutions and important meetings, relics of revolutionary struggles and important battles, sites or monuments of revolutionary martyrs, rich and colorful red cultural works, and carriers reflecting the spirit of reform and opening up and the special economic zone spirit, as shown in **Table 1**. In the magnificent revolutionary history and socialist construction tide, Shenzhen has left these precious revolutionary sites, red cultural works, and spirits, which together constitute Shenzhen's red cultural resources.

Table 1. Overview of red cultural resources in Shenzhen

Type	Main Representatives
Former sites of important institutions and important meetings	Former site of the Peasant Association of the Second District of Bao'an County (Qiyun Private School), Former site of the First Congress of the Communist Party of China Bao'an County (Subai Chenggong Ancestral Hall), Former site of Dongbao Administrative Supervision Office, Former site of the Second Brigade of the East River Anti-Japanese Guerrillas, Former site of the Secret Traffic Station of the Anti-Japanese Guerrillas in Yangtai Mountain, Former site of the Secret Traffic Station of Wushiyan Ancient Temple, Former site of the Guangzhou Branch of China Democratic League, etc.
Relics of revolutionary struggles and important battles	Site of Huangtian Blocking Battle, Former site of the Raid on Shajing Battlefield, Former site of Jiaowo Village (Hidden Place for Rescuing Cultural Celebrities in Yangtai Mountain), Jiuwei Diaolou (Training Site of the Guangdong People's Anti-Japanese Guerrillas), Hidden Caves and Ammunition Storage Places of Guerrillas in Yangtai Mountain, Tonggupoxi Fortress, Hongtianwei Ancient Village Complex, etc.
Sites or monuments of revolutionary deeds	Hongtian Seven Martyrs Monument Park, Revolutionary Martyrs Tomb in Longyan Village, Yangtai Mountain, Xingwei Martyrs Monument, Mashu Martyrs Tomb, Wushiyan Revolutionary Martyrs Monument, Huangpu Hongtianwei, Jinglegong Private School, Longgang People's Revolutionary Martyrs Monument, Baihuadong Revolutionary Martyrs Monument, Chen Yu's Former Residence, etc.
Rich and colorful red cultural works	Documentary <i>Huang Xuezheng</i> , Comic <i>Tracing Red Genes—The Birth of the Communist Party of China Bao'an County Organization</i> , Micro-film <i>Bao'an 1928</i> , Original Cantonese Opera <i>Four Silver Dollars</i> in Bao'an, Red Comic <i>Bao'an Revolutionary Pioneers</i> , and other series of red cultural works.
Carriers reflecting the spirit of reform and opening up and the special economic zone spirit	Shenzhen (Bao'an) Labor Museum, Former Site of Fenshenwei Reclamation, Deng Xiaoping Bronze Statue Square in Lianhuashan Park, Qianhai Stone Park, Shenzhen International Trade Center Historical Exhibition Hall, Yuan Geng's Former Residence, etc.

Shenzhen's red cultural resources have distinct characteristics. First, rich red cultural resources have been formed. From the historical and cultural development of Shenzhen, it can be seen that Bao'an came first, then Shenzhen. Before the reform and opening up, Shenzhen was Bao'an County, and the Party history of Bao'an before the reform and opening up was the Party history of Shenzhen. It can even be said that the red resources before the reform and opening up are inseparably related to Bao'an. Since the reform and opening up, the red cultural resources as carriers of the spirit of reform and opening up and the special economic zone spirit are distributed in various districts. In addition to Bao'an, Luohu, Futian, and Nanshan Districts are relatively concentrated. Second, revolutionary sites are important red resources, including former sites of important institutions, former sites of important battles, and various memorial halls. From the perspective of the types of red resources, these buildings and facilities account for the main part of the red resources. Revolutionary sites contain the spiritual gene of the Chinese nation's constant self-improvement, accumulate the strong spiritual force for the progress and development of the country and nation, and are a precious revolutionary historical and cultural heritage and important spiritual wealth for the great rejuvenation of the Chinese nation. Third, the functional role of red resources is increasingly prominent. In the process of inheriting red genes, red resources have political guidance, ideological position, historical reference, and publicity and education functions. For example, Shenzhen has launched 6 red tourism routes: "Reform and Opening Up Start Again", "The Story of Spring", "The Glorious Years of the East River Column", "Sincere Original Aspiration", "Emancipate the Mind and Stand at the Forefront", and "Red Footprints", and has intensified the development of red cultural resources.

3. Problems existing in the development and utilization of red cultural resources in Shenzhen

3.1. Imperfect management mechanism of red cultural resources

Red resources include movable and immovable resources. There are 28 immovable revolutionary cultural relics approved and announced in Shenzhen, but 1,102 have preservation value, including 3 national key cultural relics protection units, 11 provincial key cultural relics protection units, 37 municipal key cultural relics protection units, and 91 district-level key cultural relics protection units. There are 54 registered museums in the city, including 18 state-owned museums and 36 non-state-owned museums, with a large number. The development and inheritance of red resources is a systematic project involving many departments, and the overlapping administrative powers at all levels lead to a lack of systematicness in the development and utilization of red resources. For example, there are 38 red resources in Bao'an District, and the management departments involve the Bao'an District Bureau of Culture, Radio, Television, Tourism, and Sports, Yanluo Sub-district Office, and other units. Movable red resources are mainly museums, involving management departments such as the Bao'an District Bureau of Culture, Radio, Television, Tourism, and Sports.

3.2. Insufficient excavation of red cultural resources

At present, the protection and development of many red resources in Shenzhen are not in-depth, still staying in the traditional "three old items" model: a bronze statue, a former residence, and a memorial hall. The excavation of cultural resources basically stays at the level of sightseeing tourism, of looking at pictures, listening to explanations, and taking photos. Their educational and economic values have not been fully

released, which cannot meet the current people's needs for a rich spiritual culture. The supporting facilities related to red tourism are also imperfect. At present, the construction of the East River Column Memorial Hall area lacks overall planning, the development and excavation of red resources are insufficient, catering and other facilities cannot adapt to the development trend of modern cultural tourism, and lack local "cultural flavor" and youth creative formats. Most of Shenzhen's red tourism projects have little influence and incomplete facilities.

3.3. Lack of professional talents for red cultural resources

Professional talents play a crucial role in the protection and inheritance of red cultural resources. The lack of professional talents for the protection and inheritance of red cultural resources is reflected not only in quantity but also in quality. In the protection and utilization of revolutionary sites, there is a general lack of corresponding talents. There is a shortage of high-quality professional talents in cultural relics management and Party history research. Some red resource management units have insufficient guarantee funds and serious brain drain. There are no authorized establishments for the protection of cultural relics (including red resource categories) and the management of sub-district venues. In the relevant work, the professional level of relevant staff needs to be improved, and the lack of high-quality talents results in the low professional level of the existing team, which is unable to form a coordinated talent echelon and professional institutions. This further increases the difficulty of the protection and inheritance of red culture, and the development and utilization of red cultural resources lack depth and breadth, making it difficult to form a red cultural brand with local characteristics and influence.

4. Suggestions for promoting the development and utilization of red cultural resources in Shenzhen

4.1. Strengthen the overall planning of protection and development

The development of red resources is a systematic project, and the main responsibility for protection and development should be clarified. An expert committee for the protection and utilization of red resources should be established to demonstrate red resources, issue relevant standards and operating rules, comprehensively sort out the red resources in the region, find out the base number of red resources, compile a directory of red resources, and file and build a database. Compile the *Overall Plan for the Protection, Development and Utilization of Red Cultural Resources in Shenzhen*, and organically combine the protection and utilization of red resources with the planning of red tourism industry and cultural industry development. Combined with the overall plan for the protection and development of red resources, increase policy support, such as funds for the protection and development of red resources. For key and urgently rescued red resources, it is recommended to set up special funds for protection and utilization; at the same time, actively strive for central special funds, and actively encourage and guide social forces and private capital to integrate into the protection and utilization of red resources.

4.2. Deeply excavate red cultural resources

Conduct a comprehensive census of red resources, classify and sort them out, and print and publish the *Catalogue of Red Resources in Shenzhen*. Carry out rescue excavation of red resources, and newly discovered red resources should be included in the directory in a timely manner. Organize experts to research

and discuss places where historical materials related to red resources are inconsistent or controversial. Use various methods, such as words and images, and modern information technology, to record and preserve the protection and utilization of various red resources in detail, and establish a complete source file database and basic information database. In addition, realize resource mutual benefit, information sharing, and joint development of red resources.

4.3. Vigorously develop the red tourism industry

Strengthen the construction of red tourist attractions. In accordance with the principle of highlighting key points and cultivating high-quality products, carefully build key scenic spots (spots). Focus on the whole industrial chain of red tourism. The development of red tourism cannot be separated from the systematic support of the six tourism elements of “food, housing, transportation, travel, shopping, and entertainment”. Extend the red tourism industry chain through element aggregation. For example, to improve “food”, efforts can be made in the decoration style and dish culture of red-themed restaurants; to improve “transportation”, such as opening a free red education bus line equipped with Party member volunteer commentators to provide voluntary commentary services for passengers. Actively create a red tourism atmosphere. Strengthen regional tourism cooperation, relevant districts in Shenzhen jointly build red resource culture, strengthen the internal connection of each red resource point, improve infrastructure supporting facilities, and plan several classic themed red tourism routes. Focusing on the theme of red culture, build an external publicity platform, make full use of traditional and new media to tell red stories such as the great rescue of cultural celebrities, and build a Bao'an red tourism cultural brand. Realize the industrial integration of “red +.” To realize the sustainable development of red tourism, integrate and optimize tourism resources, and take the development path of “tourism +.” Vigorously develop red tourism cultural products. Use Shenzhen's characteristic products and “intangible cultural heritage” products to develop red tourism cultural products.

5. Conclusion

Red resources are witnesses to our arduous yet glorious struggle, embodying the red genes and red culture, and represent invaluable treasures. Shenzhen has developed rich red cultural resources during the New Democratic Revolution and socialist construction periods. Through the protection and development of these resources, a diverse range of red cultural assets have emerged, primarily including sites of significant institutions and important historical meetings, a wide variety of red cultural works, and carriers reflecting the spirit of reform and opening-up, as well as the special economic zone spirit. However, challenges remain in the development of red resources, necessitating enhanced efforts in their preservation and utilization.

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