

Guangdong Red Cultural Resources to the New Era of College Inheritance Utilize Innovative Research

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Abstract: Red culture has the function of political education and value orientation, which is helpful for colleges and universities to innovate its form and content in inheritance, and train and guide college students to establish correct world outlook, outlook on life and values. As Guangdong attaches great importance to the construction of red culture, improving the development and utilization of red cultural resources has a very important basic and supportive role in carrying forward and inheriting red culture, and giving students more ideological and political education resources. Based on the brief analysis of Guangdong red cultural resources, this paper focuses on the innovative utilization of Guangdong red cultural resources in the inheritance of colleges and universities, and puts forward optimization countermeasures on how to promote the effective innovative utilization of Guangdong red cultural resources.

Keywords: Guangdong; Red culture; Inheritance and utilization; Innovative research

1 Introduction

Guangdong Province, named after Lingnan East Road and Guangnan East Road, is referred to as "Yue". Guangzhou, the capital of Guangdong, is a coastal province in the southern tip of China, located in the south of Nanling and on the coast of the South China Sea, bordering Hong Kong, Macao, Guangxi, Hunan, Jiangxi and Fujian, and facing Hainan across the sea. It is divided into the Pearl River Delta, East Guangdong, West Guangdong and North Guangdong. It has 21 prefecture-level cities (including 2 sub-provincial cities) and 119 county-level administrative regions (60 municipal districts, 20 county-level cities, 36 counties and 3 autonomous counties).

Before the Qin Dynasty, Guangdong Province, as the ancestors of the Chinese nation, had been engaged in agricultural activities, which was one of the earliest areas in the development of commercial agriculture in Chinese history, and one of the earliest provinces in China where the capitalist mode of production appeared. Guangdong Red culture was born around the May 4th Movement in 1919, formed in the arduous struggle for national independence and people's liberation, is the guidance of Marxism and the leadership of the Communist Party of China, in the era of Chinese revolution and construction practice, the integration of Guangdong culture and formed a unique cultural form. The red culture of Guangdong is the revolutionary spirit and its total carrier in different periods. At present, with the development and needs of social practice, red culture presents new characteristics of The Times and spiritual connotation, and

releases new national spirit and local characteristics. This continuous spiritual bond connects China's yesterday and today. [1]

2 Basic situation of red cultural resources in Guangdong

Red culture is an advanced culture with Chinese characteristics co-created by Chinese Communists, advanced elements and the people during the Revolutionary War, which contains rich revolutionary spirit and heavy historical and cultural connotation. Guangdong has rich red cultural resources, mainly including ideological education resources, red tourism resources and human resources, which have a strong basic role in carrying forward and inheriting red culture. Guangdong witnessed the whole process of the Communist Party of China's revolutionary struggle from the new birth to the Great Revolution, the agrarian revolution, and then to the War of Resistance against Japanese Aggression and the War of Liberation. From the perspective of ideological education resources, we have the liberation spirit of loving democracy, the spirit of unremitting self-improvement, the patriotic feelings of serving the country faithfully, the spirit of sacrifice, the innovative thinking of reforming the solid and renewing the new, the consciousness of merit and virtue that are not afraid of difficulties, and the spirit of taking responsibility. From the spirit of Jinggangshan, the spirit of the Long March, the spirit of Yan 'an, the spirit of Xibaipo, the spirit of Lei Feng, the spirit of Daqing, the spirit of two bombs and one star to the spirit of aerospace, the spirit of the Olympic Games, the spirit of the War of resistance and disaster relief, these spiritual wealth with the characteristics of The Times and national characteristics are inherited from the great traditional culture and are the spiritual strength of the Chinese nation to forge ahead. These red cultures are of great educational significance and can give full play to the positive role of the revolutionary spirit of actively leading unity and upward movement. Guangdong's ideological education resources are very rich, and they are also an important part of ideological and political education in colleges and universities in the new era. The mining and integration of red culture resources plays an important role in promoting the effectiveness of ideological education. Red culture is the "root" and "soul" of red tourism development, and red tourism is the platform and carrier of red culture development. Since the 19th National Congress of the CPC, the CPC Central Committee has attached great importance to the protection and utilization of red resources and the inheritance and promotion of red culture, which has set off a boom of red tourism in many places across the country. As one of the sources of China's modern revolution, Guangdong has very rich red resources. From the perspective of red tourism resources, There are 13 national red tourist attractions in the province. 10 national 4A level or above red tourist attractions, 13 national patriotism education bases, 9 national defense education demonstration bases, 2 National Hong Kong and Macao youth study tour bases, 26 upgraded red tourism demonstration bases, 104 upgraded patriotism education bases, 26 Guangdong National defense education bases, And a host of red tourism museums and memorials. Guangdong Reform and Opening Up Memorial Hall was built in Shenzhen. [2]

3 The utilization value of Guangdong red cultural resources

3.1 Enriching the construction of campus cultural connotation

Guangdong red cultural resources are very rich, vividly reflect our party's struggle history, exploration history and construction history, is a precious spiritual wealth. Through the effective protection and use of red cultural resources, educate and guide the majority of students, cherish and be proud of the history created by the Party and the people, strengthen the Party's ideals and beliefs, the responsibility and responsibility of young students in colleges and universities, consciously establish the "four consciousness", "four self-confidence", and resolutely achieve "two maintenance", and strive to walk the Long March of the new era. In order to further promote the practice of Party history education and help college students and young Party members better understand the glorious history and struggle of the Party, colleges and universities make full use of red cultural resources, innovate the ways and methods of party spirit education, integrate party history learning and education into daily education and teaching, actively guide young Party members, cadres and students to cherish the memory of revolutionary martyrs, and fully draw the power of struggle and belief from the Party history. By vigorously promoting Guangdong red culture, enriching the connotation construction of campus culture, and effectively combining the four consciousness, four self-confidence and two maintenance with Guangdong red culture, people can further deepen their understanding and knowledge of the Communist Party of China, adhere to the leadership of the Communist Party of China, cultivate the integration of "theory + practice", improve political standing, and cultivate political awareness. Colleges and universities can carry out campus cultural activities with Guangdong red cultural resources to carry out red joint construction and pairing activities, that is, the excavation, utilization and publicity of red culture, and can make red culture go deep into the campus, the classroom, the brain and the heart.

3.2 Building a "six in one" ideological and political education system

Red blood is the source of spiritual strength for Chinese Communists in the new era. In the process of ideological and political education in the new era, colleges and universities effectively combine Guangdong red culture with party history education. For example, Party history learning and education in colleges and universities use 5 minutes during the break to watch red movies, cherish the memory of revolutionary predecessors, and carry forward the red revolutionary spirit. College classes read for 30 minutes in the morning before class to learn traditional Chinese culture. Pictures and videos are presented in college classes, and college classes have become a platform for disseminating red culture. Using red cultural resources as vivid teaching materials, students can understand their original mission in the red culture with "depth, height, breadth and grounding" and give full play to the advantages of red resources. Strengthen ideological and political education of college students, promote the sustainable and healthy development of red culture, change students' concepts from "I want to learn" to "I want to learn", and build a "six in one" ideological and political education system for students from the dimensions of classroom - practice - characteristic culture - group development - management services - network new media. Strengthen the main channel of classroom education, innovate the new mode of practical education, adapt to the new requirements of cultural education, expand the new way of value leading, occupy the new

position of ideology, and improve the new standard of management and service education, and carry out ideological and political education throughout the whole process of education and teaching, with full participation and all-round implementation. The red culture education runs through the "six in one", which is of great significance to improve the ideological consciousness of college students, strengthen the ideal and faith, inherit the red culture and carry forward the fine tradition.

3.3 Promoting the development of red tourism resources in Guangdong

From the perspective of red tourism resources, Guangdong is the largest province in the country with a permanent population of 126 million. [3] Guangdong has deep red culture and rich tourism resources, so as to further develop and effectively utilize Guangdong red culture and tourism resource products, and promote the combination of red education and red culture development in colleges and universities. From 2016 to 2018, the province arranged a total of about 20 million yuan of tourism poverty alleviation funds to support the former central Soviet counties and the revolutionary old areas of East and northwest Guangdong to develop red tourism, carry out the "toilet revolution", and improve the local basic conditions. [4] For example, students majoring in design in colleges and universities are invited to participate in red culture drawing, design characteristic galleries, and regularly carry out a series of red culture activities.

Combining with the characteristics of festivals, we carry out activities from time to time, such as red story competition, red works collection, red book recitation competition, etc., through activities to promote development, create a special route of red culture tourism, form a fine line of red tourism in the Pearl River Delta, optimize red resources, and shape a new image of red culture in Guangdong. According to the characteristics of different regions, inviting all walks of life to make outstanding contributions to the country, influential typical representatives as the spokesperson of red cultural image ambassadors, with red sites as the carrier, red culture as the core, with "red people" as the publicity media, to promote the combination of red tourism, research tourism and cultural tourism, red tourism continues to heat up, and red industry gradually formed. Open a "Red tourism column" on the official website, and the mainstream media promote the provincial red tourism resources, key routes, and red memories (including pictures, people, videos, songs). [5] It has a good development trend for the tourism industry. Through effective publicity and communication, the red scenic spots with greater influence are built, and red culture is combined with patriotic education.

4 Innovative strategies for colleges and universities to inherit and utilize Guangdong red cultural resources in the new era

Red culture is a valuable spiritual wealth formed by our Party in the course of revolutionary construction and reform. In the new era, colleges and universities should establish the concept of "culture +", take red culture as the basic red scenic spot, adhere to the combination of "going out" and "introducing", bring the red cultural resources of the patriotic education base into the college campus, and create "campus activities + red culture" as a brand activity. [6]

4.1 Improve the use of red cultural resources awareness

Guangdong is rich in red resources, and important red scenic spots increase the publicity of red cultural resources and promote the revolution through online and offline. The museum's planning guidance, protection measures, cultural elements display, red cultural works, books, crafts and souvenirs are fully displayed. Combine red culture with beautiful natural scenery, integrate red culture with folk culture characteristics, open display and broadcast the historical background of red culture, guide the curiosity of the masses about red culture, and mutually promote cultural development. The government should strengthen overall planning and overall protection and utilization to further enhance the Guangdong red culture brand. It is necessary to constantly innovate and excavate the treasures of red culture, use the red culture volunteer service team to become a beautiful landscape of Guangdong red culture, innovate the technology and way of displaying red culture, seize the opportunity to develop more red culture cultural and creative products, and let red culture release its light on the new era and new journey. Colleges and universities should carefully integrate into the red culture to build a teaching ideological and political curriculum system to enhance the effect of education. For example, the memorial hall of the old site of the peasant movement should do a good job of "four in place" work, such as updating the site facilities, investing funds to improve the environment, improving the use of functions, and explaining the history of personnel. With colleges and universities as publicity platforms, local media should be integrated to publicize Guangdong red culture resources in an all-round way, the joint construction of "media + universities + localities" should be strengthened, and online and offline publicity should be intensified to continuously expand the appeal and influence of Guangdong red culture. To promote advanced culture, improve the awareness of the use of red culture, promote the protection and utilization of red cultural resources, reach a consensus on the development of red tourism, and enhance the sense of experience, mission and responsibility of red culture.

4.2 Improve the mechanism for utilizing red resources

Colleges and universities establish learning power, Guangdong education and Guangdong Red mini program as resource platforms, and make full use of Guangdong red cultural resources to promote in-depth learning from six levels: government - universities - secondary colleges - classes - dormitories - students. As the authoritative department to formulate the red culture learning mechanism, the overall work idea of Guangdong Party history learning education "1+10+N", give play to the guiding role of the government, rely on Guangdong red resources, improve the supporting facilities of red cultural attractions, build the construction of Guangdong red landscape, and improve the influence. The school takes Guangdong red culture as the project level design, makes decisions on red resources, is responsible for the overall design and planning of red culture, and coordinates and supervises the training and management of the comprehensive quality of red culture for college students. For the promotion level, the secondary college formulates the management system of red culture learning in each college, and is responsible for the implementation of red culture into classrooms and dormitories. As the executive level, the student staff of the university is responsible for guiding the series of activities of red culture and implementing the effect of the college's utilization of red cultural resources. As the liaison layer, the student cadres of colleges and universities are responsible for contacting and urging the students in their classes to complete the red culture learning project, and carry out the form of the points system to

urge the students to study independently, self-management and actively forge ahead. Revolutionary culture, as the main content of red culture, regulates the spiritual core and development direction of red culture. For example, the communist ideals and beliefs of Red culture and the principles of the mass line style of work are derived from the political beliefs and value paradigms of revolutionary culture. Red culture carries the excellent genes and glorious traditions of revolutionary culture, always adheres to the determined direction of Marxism in the development and evolution, takes the Party's original mission and revolutionary spirit as the value dimension, and has an outstanding temperament consistent with the Party's spiritual lineage. [7]

4.3 Innovate the mode of red resource utilization

Colleges and universities should fully tap the local red cultural resources, carry out revolutionary traditional education, guide the majority of students to draw the strength of innovation from the revolutionary traditional red gene, and promote the high-quality development of Guangdong red culture. The red culture will be effectively integrated through special lectures on ideological and political education, national defense education, and situation education. Build a red culture education position, strengthen publicity and other ways to really make Guangdong red culture learning and education "live", "hot", "tide", "real" up. Colleges and universities should organize the majority of students to study and personally feel the patriotic feelings and lofty thoughts of revolutionary martyrs, organize and carry out special propaganda activities on red stories and advanced deeds, and vigorously carry out situation policy education and warning publicity. Colleges and universities should do a full, whole process, all-round top-down learning, inherit and carry forward the red cultural spirit, give full play to the role of the national patriotic education demonstration base, and carry out red training and red research. At the same time, the use of the Internet, new media and other means to carry out a series of themed activities combining online and offline, such as Guangdong Learning Party, Guangdong Love Party VR punch card and field punch card, colleges and universities to tell good red culture stories, micro party class competition and punch red education base, continue to set off a wave of red culture education, pay attention to the sense of experience and participation, enhance attraction and appeal. Let history come alive, and combine learning red culture with practical work for the people. All Party members must enhance their awareness of potential dangers, and with the firm and persistent determination to always stay on the road, comprehensively and deeply promote strict Party governance, strictly adhere to the law, constantly improve their political judgment, political understanding, and political execution, and always become qualified Communist Party members to make due efforts to build the Party even stronger.

4.4 The integration of red resources into the whole process of social practice

Colleges and universities should give full play to the guiding role of red resources in personnel training, innovation consciousness, practical service, cultural inheritance, team building and so on. In March 2023, Guangdong issued the "Guangdong Youth return to the countryside to help the" High-quality Development Project of Hundreds of counties, towns and Villages "three-year action, in order to further study and implement the Party's 20 major spirits, promote the" high-quality development project of hundreds of counties, towns and villages ", focus on the revitalization of industry, talent, culture, organization and ecology, pay attention to young

entrepreneurs, and vigorously promote the advanced deeds of young entrepreneurs. We will help rural areas revitalize high-quality development, mobilize young college students to actively participate in summer social practice activities, and accelerate the enthusiasm of young people to return home and start businesses. With red resources as the carrier, industry as the revitalization, to build a "four-in-one" co-organizer system, that is, "school - enterprise - government - cooperatives", give full play to the advantages of talents to integrate social resources, scientific arrangements, universities and local governments attach great importance to the implementation of hundreds of millions of projects, improve the ability of young college students to participate in social practice, and help promote high-quality development of Guangdong. Formulate a sound mechanism and system, such as the government to lead the signing of service agreements between schools and enterprises, hold a youth home symposium, in order to complete high-quality service tasks, clarify needs, find solutions, answer questions, introduce leading enterprises to help the smooth implementation of hundreds of millions of project practice activities, the government clearly defines the policies and support projects for young people to return home and encourage young people with entrepreneurial dreams to return home. Always maintain the service concept, positioning, high standards, strict requirements.

The purpose of innovation education in colleges and universities is to train college students to establish the correct innovation ability, the ability to find opportunities and create value, and the ability to solve problems, to train young teachers and students to integrate theoretical knowledge into the whole process of social practice, and to improve students' comprehensive quality, including innovation consciousness, teamwork ability, communication ability and leadership ability. Inspire young college students to train entrepreneurial spirit, encourage students to be innovative and brave to challenge, cultivate college students' entrepreneurial ability, rely on talents for rural revitalization, lead talents to promote scientific and technological innovation, and provide talents support for social economic development and scientific and technological innovation projects.

At present, local governments pay attention to excavating local characteristic red resources, creating highlights and characteristics, and establishing a village and a brand. To inject fresh blood into the local construction of rural revitalization, most of the data industry agricultural product sales model is presented in a combination of "offline + online". A large number of e-commerce anchors are needed to help sales, school-enterprise cooperation plays a key role, and colleges and universities can provide local talents, technologies and services to the countryside. The research project introduced by Red Resources has greatly increased the sales volume of local industries, and college students' assistance to agriculture has become a popular practical activity today. College students can use online sales channels such as video number, Douyin, Little Red Book, watermelon video, Bilibili and wechat Moments. Break the traditional sales model and take practical actions to help rural revitalization and high-quality development.

Colleges and universities should make full use of red resources to lead college students to combine the "Ten million Project", "Three to the countryside" social practice activities with the "Challenge Cup" Guangdong College students extracurricular academic science and technology works competition red special competition, condensing the results of red resources, college students pay attention to the learning project background, product service and technology, market analysis and research, product sales model and so on. Cultivate young

students' awareness of innovation and entrepreneurship, and make adequate preparation for the reserve of talents for rural revitalization.

4.5 From ideological and political classes to the field to learn red culture

Ideological and political classes in colleges and universities should adopt various forms and ways, so that students in the process of learning red culture and revolutionary traditions, not only limited to classroom teaching, but also include field visits, experience and personal practice, such as planting rice, harvesting rice, opening rice transplanter, driving rake machine. In the ideological and political class, students can be guided to understand and understand the connotation and value of red culture by teaching the theoretical knowledge of red culture, revolutionary history, red spirit and other contents, and stimulate students' patriotic feelings and social responsibility. To learn red culture in the fields is to visit revolutionary historical sites, red culture venues, visit old revolutionary areas, participate in revolutionary traditional education bases, and personally experience and feel the charm of red culture. In this way, students can have a deeper understanding of red culture, strengthen their understanding of revolutionary history, enhance their admiration for revolutionary martyrs, and also help cultivate students' patriotism and sense of social responsibility.

Through the combination of ideological and political classes and field learning of red culture, students can have both theoretical guidance and field experience in the process of learning red culture and revolutionary tradition, comprehensively improve students' cognition and perception of red culture, and cultivate students' feelings of home and country and sense of social responsibility.

The revolutionary traditional education and red resources (such as revolutionary history, red culture, etc.) are integrated into all aspects of social practice activities, including activity planning, implementation process and achievement display. In the event planning stage, the integration of red resources into social practice can be reflected in the selection and design of themes, such as the selection of themes related to revolutionary traditions and the design of practical activities related to red resources. In the implementation process, red resources can be integrated into social practice activities by visiting revolutionary historical sites, holding lectures on red culture, and carrying out patriotic education activities, so that participants can personally feel the charm of red resources. In the stage of results display, the results of social practice activities can be displayed through exhibitions, performances, publishing commemorative books and other forms.

By integrating red resources into the whole process of social practice, we can better inherit and carry forward the revolutionary tradition, enhance patriotism, and cultivate young students' feelings of home and country and social responsibility. At the same time, education and red resources also helps to enhance the educational effect and social influence of social practice activities. Landscape degradation and loss of biodiversity occurring on local to global scales also drives loss of cultural elements of human societies. When species become rare or extinct, there is also a corresponding loss of cultural practices and linguistic elements associated with that species.[8]

So, let's take a look at foreign studies with similar case results. For example, In Norway, the instrumental values from agricultural products (such as wool or meat), and relational values of sense of place and cultural heritage are deeply connected in western Norway (Cusens et al.,

2022). A loss of these semi-natural vegetation types within cultural landscapes through abandonment will likely have a negative impact on human values, ES and biodiversity (Cusens et al., 2022, Johansen et al., 2019, Wehn et al., 2018).[9]

5 Conclusion

In short, Guangdong red cultural resources deep-rooted, a long history, the influence of red figures, red scenic spots party building + cultural tourism service innovation to drive the high-quality development of local economy, make full use of the advantages of local + universities into the ideological and political education of colleges and universities, to achieve three comprehensive education. In the new era, colleges and universities inherit red culture, build a new model of talent training, construct a diversified practical education system, excavate the characteristics of local red culture, enrich the carrier of party building education from content, form and method, take the media as a platform, realize the effectiveness of red culture on college students' education, and integrate red cultural resources into the whole process of colleges and universities.

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