

# Exploration and Display of the Red Cultural Value of the Yellow River Estuary Under the Perspective of Cultural and Tourism Integration

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**Abstract:** In the red culture and Dongying tourism industry development of the Yellow River modern culture industry chain, spread the Yellow River red culture, explore the significance and value of the red culture, with the perspective of the red culture, development and the development prospects, and explore the red estuary of the modern value and future development.

**Keywords:** Culture and tourism integration; Red culture; Excavation

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In 1855, the Yellow River was diverted from Lijin, Dongying, Shandong province<sup>[1]</sup>For thousands of years, the Yellow River has been covered with 1.6 billion tons of sediment every year, and 400 million tons of sediment have been deposited in the Yellow River estuary, forming a vast alluvial plain, creating a revolutionary land. Located here, Dongying city has become one of the important bases for the development and dissemination of red culture since the new democratic revolution. It is of great significance to the socialist economic development and socialist construction of new China. The Yellow River Estuary has a history of 5,500 years, thus forming a red history and culture with regional cultural characteristics<sup>[2]</sup>The development of the red culture in the Yellow River Estuary is not only the wide spread of Marxist theory, which arouses the people's struggle and morale, revolution and construction, civilization and humanity, spirit and wealth, but also shows the connotation of the red cultural value of the Yellow River Estuary. Excavating the connotation of the red culture in the Yellow Estuary is not only a substantive material form, but also a precious spiritual wealth for carrying forward the red culture.

## 1. The concept of red culture development under the integration of culture and tourism

In November 1993, The General Office of the State Council forwarded the document "Opinions on the Active Development of Domestic Tourism" of the National Tourism Administration, which for the first time clearly pointed out from the national level that tourism and cultural undertakings should have integrated development and make common progress. On the one hand, red culture can promote the local economic development and drive the spread and development of culture; on the other hand, red culture can meet people's growing material and cultural needs. In December 2004, the Outline of the 2004-2010 National Red Tourism Development Plan was issued, which pointed out the overall thinking and measures of developing red tourism, and advocated the development of red tourism from the national level for the first time, which is of milestone significance. In the 2011-2015 National Red Tourism Development Plan Outline and the 2016-2020 National Red Tourism Development Plan Outline, it is mentioned that through the integration of tourism and red culture, enrich the red tourism products, enhance the appeal and influence, and create high-quality red tourism products.

## 2. The spread of red culture in the Yellow River Estuary

When Chen Wangdao translated and printed it in secret and released the Communist Manifesto in Shanghai, the advanced red culture spread at the Yellow River Estuary The red cultural movement occurring in the Yellow River Estuary region is not only a wide spread of advanced Marxist educational theory and culture, but also the cultural crystallization left by the mutual exchange of advanced red culture thoughts and regional cultural thoughts in China, Since the New Democratic Revolution, The Communist Manifesto has inspired the children of the Chinese people in the Yellow River Estuary region, Make their advanced ideas spread

widely on the Yellow River estuary land, In particular, the great feat of the May 4th Movement has affected a large number of young Chinese students who have laid a very solid and solid foundation for the correct belief in Marxism-Leninism for the struggle of the early rural revolutionary movement of the Communist Party of China and the consolidation and development of the early Party organizations.

### **3. Exploration and display of the red culture in the Yellow River Estuary**

In 1926, the first translation of the Communist Manifesto was introduced into Guangrao, shaping the red belief of the people of the Yellow Estuary, Farmers in Guangrao County carried out struggles such as “finding Han to increase capital” and “eating slope”, which stimulated the awakening of people’s culture in the Yellow Estuary After that, big production, restore industrial and agricultural revival stage, the national rejuvenation and personal living standards closely together, improve the national economic lifeline and people’s quality of life, the Yellow River people rushed, has the deep revolutionary foundation of the old people, affected by the profound influence of red culture, highly realize the value of the red culture, embodies the Yellow River red culture of the Yellow River people’s appeal and cohesion.

#### **3.1 Integrated development of culture and tourism drives social and economic benefits**

No text, no surprise, no travel, difficult text. As early as 2,500 years ago, Confucius discussed the concept of “not far away from nothing”. The integration of culture and tourism fundamentally drives or satisfies the culture-driven working people to display technology, craft, art, culture or food. The demonstration of historical ancient culture, ancient products, ancient sites and ancient art, combined with the combination of modern culture and tourism, its connotation value shows a certain humanistic spirit, but also can enhance cultural innovation, reflects the integration of culture and tourism in the development of everyone to create a safety industry, improve social benefits. The unique historical relics, the combination of historical buildings and red culture is undoubtedly an important carrier of ethnic customs in cultural tourism, and can better establish the national image.

#### **3.2 Integration of culture and tourism to enhance social and economic benefits**

The combined development of cultural and tourism integration will definitely promote the generation of new culture. High-connotation advanced culture will continuously improve the cultural taste and aesthetic value, and the design of high-quality cultural products will have a certain art of innovative culture and tourism, and the new art of beauty will have a certain adsorption ability. Entering red culture into the tourism market can promote the organic combination of culture and tourism, and realize new cultural products and cultural brands. In the combination of red culture activities and cultural tourism management activities, people can be directly through the local architectural customs and traditional folk culture to feel the red culture education, to enhance the local red culture spirit of local people’s psychological deep edification, on the other hand can strengthen red culture spread as an important activity platform form and an important way, can greatly strengthen the local red culture brand social propaganda, deepen the depth of the local red culture influence spread, the higher the demand for it, the social benefits and economic benefits will be higher.

### **4. SWOT analysis of the Yellow Estuary red cultural resources and**

#### **4.1 Self-Own advantages**

The advantage of the red cultural resources, first, the Yellow River ecological tourism area is the warm temperate zone the most complete, the most extensive, the youngest wetland ecosystem, has high scientific research value, has “river intersection, new wetland, wild birds” famous sea world-class characteristic tourism resources, so the scenery of the Yellow River has unique and not replicable Can attract visitors tourism, and the Yellow River people attaches great importance to the protection and development of red cultural resources and the people of the Yellow River culture museum and grandson culture museum, such as the construction of red liu tourism scenic spot allows us can feel the field of how the Chinese revolution is to save China in crisis. These red cultural industries can give full play to the red historical and cultural resources to bring economic benefits to the Yellow Estuary area. Second, the Yellow River Estuary area is the largest siltation plain in China, and the soil contains rich in elements, which can plant a variety of crops to build the characteristic cultural brand of the Yellow River Estuary area, promote the economic development of the Yellow River Estuary area, and improve the social and economic benefits.

#### **4.2 Deficiencies exist**

First of all, the Yellow River scenic area “single line” problem, not to travel to the Yellow River area provide convenient tourist channel, it will make passengers walk more trouble, reduce the fun of tourists travel, to guangrao district grandson culture park bus only one and the car relative to other bus number is less, which increases the difficulty of not road to visit, secondly, tourist service supply, tourism to bring their own food and water more cannot provide accommodation conditions, meet the basic needs of tourists,

this will reduce the economic income of the Yellow River tourist area.

## **5. Development prospect of red culture in the Yellow River Estuary under the integration of culture and tourism**

In order to inherit the red culture gene and promote rural revitalization with red culture, the Provincial Department of Culture and Tourism has organized the cultivation and creation of villages with characteristic red culture in Shandong Province. Among them, Dongying has three companies on the list. Including Guangrao County Dawang Town Liujihou Village, Lijin County Mingji Township izhang Village, Kenli District Yongan Town Shengli Village. Red culture characteristic village can not only revitalize the development of agriculture and rural areas, but also promote the creation of industrial technology.

### **5.1 Traffic drives the development of red countryside**

In recent years, under the guidance of the Communist Party of China's policy to enrich the people, rural construction has skyrocketed, especially in the development of rural roads. The transportation network of "town to town" and "every village" has brought revolutionary progress to rural agriculture. The rapid development of rural transportation has brought a positive impact on the rural construction. The development of transportation can drive the spread of red culture and characteristic village culture, and tourism can drive the economic benefits of rural agriculture. Rural transportation brings convenience, can make the red culture characteristic village become rich into a variety of management mode and is no longer a single economic development by crops and tourism resources, but also to culture, tourism, folk customs pull economic and social economic benefits, to show the red culture of the Chinese nation, and support the construction of the rural modern culture spirit, rural nature scenery of the galaxy organic tourism, leisure integration, promote agriculture as the main body to improve basic science management, agriculture combined with the development of socialist countryside.

### **5.2 Agricultural products drive the development of red countryside**

In the national large modern industrial city planning and construction, beautiful rural scenery more attract tourists, according to the party put forward the national urban and rural economic and social development planning comprehensive layout policy, explore tourism beautiful countryside, the construction of green rural increase rural tourism development, red rural "rural ecological garden" "rural picking garden" project construction, to develop crop market economy drive red rural construction area economic development, efforts to complete a new round of poverty engines, to promote Dongying city into a high level of modern industry.

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