

Research on the Optimization and Practical Innovation of Sichuan's Red Cultural Tourism Pathway for Soul-building and Education

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Abstract: Sichuan Province possesses abundant and unique red cultural tourism resources, which serve as invaluable assets for inheriting the red gene and nurturing new generations of the times. These resources hold irreplaceable significance in the realm of soul-forging and education. This paper aims to explore effective pathways and innovative practical models for soul-forging and talent cultivation through red cultural tourism in Sichuan. Using literature review, field research, and case analysis methods, the paper analyzes the current state of red cultural tourism in Sichuan, identifies existing issues, proposes strategies for pathway optimization and innovative practical models, and draws relevant conclusions and policy recommendations. The research findings hold significant theoretical and practical value for enhancing the effectiveness of red cultural tourism in Sichuan and preserving the red gene.

Keywords: Sichuan red tourism, soul-forging and education, practical innovation

1. Introduction

In recent years, red tourism has attracted widespread attention from all sectors of society and has become an important vehicle for inheriting red culture and nurturing new generations. Sichuan, as a province rich in red resources, has many red tourism resources of great historical significance, such as the remains of the Long March of the Red Army and revolutionary bases. In the context of the new era, how to give full play to the role of these resources in shaping the spirit and educating people is an important issue that needs to be addressed urgently.

This study employs a literature review method to examine relevant theories and literature, gaining an understanding of concepts and theoretical foundations related to red tourism and soul-nurturing education; a field research method, visiting major red tourism sites in Sichuan Province, such as the Zhu De Memorial Hall, the Deng Xiaoping Hometown Tourism Area, and the Red Army Long March Qionglai Memorial Hall, and engaging in discussions with site staff, tourists, and local residents to understand actual conditions; case analysis method, selecting typical red tourism projects for in-depth analysis to summarize their successful experiences and existing issues in soul-cultivating education. The research approach is as follows: first, analyze the current state of soul-cultivating education in Sichuan's red tourism sector and identify existing issues; then explore optimization pathways; next, propose practical innovation models; finally, formulate comprehensive research conclusions and policy recommendations.

2. Analysis of the current status of red cultural tourism in Sichuan Province for soul-building and education

2.1 Overview of red cultural tourism resources in Sichuan Province

Sichuan Province has extremely rich and diverse red cultural tourism resources. In terms of resource types, these include revolutionary history museums, such as the Chengdu Campaign Memorial Museum, which houses a large collection of historical artifacts and photographs documenting the Chengdu Campaign, vividly illustrating the entire course of the battle; red tourism sites, such as the Anshun Field Red Army's Forced Crossing of the Dadu River Memorial Site in Shiyang County, which not only features a memorial museum but also the actual site where the Red Army crossed the Dadu River, allowing visitors to personally experience the heroic deeds of the Red Army; there are also numerous revolutionary martyrs' cemeteries, such as the Sichuan-Shaanxi Revolutionary Base Area Red Army Martyrs' Cemetery, which houses the remains of thousands of Red Army martyrs, serving as an important site for commemorating the martyrs and passing on the red spirit.

In terms of distribution, Sichuan's red cultural tourism resources are spread throughout the province. In eastern Sichuan, there are red resources related to the Sichuan-Shaanxi Revolutionary Base Area; in western Sichuan, there are relics left behind by the Red Army's Long March; and in southern Sichuan, there are also many red tourist attractions of great significance. These resources have distinctive characteristics and are closely related to major events and important figures in China's revolutionary history, carrying a profound red cultural heritage and revolutionary spirit.

2.2 Current measures for cultivating spirit and educating people through red cultural tourism in Sichuan

2.2.1 Promotion and publicity

Hosting red culture festivals, such as the annual "Red Culture Tourism Festival" held in Guang'an, attracts a large number of tourists through activities such as cultural performances and red story lectures, effectively spreading red culture^[1]. Traditional media such as television and newspapers, as well as new media platforms such as WeChat and Weibo, are used to promote red cultural tourism resources and red stories.

2.2.2 Educational activities

Many schools organize study tours to red cultural tourism sites, allowing students to receive red education through visits and learning^[2]. Former Red Army soldiers and veterans are invited to schools and communities to tell stories of the revolution and pass on the red spirit. Red-themed exhibitions are held, such as the "Red Sichuan" exhibition at the Sichuan Provincial Museum, which allows visitors to gain a deeper understanding of Sichuan's red history through the display and explanation of artifacts.

2.2.3 Resource integration

Integrate some red cultural tourism resources to create red tourism routes, such as the "Retracing the Long March" red tourism route, which connects multiple Red Army Long March relics in Sichuan, allowing tourists to systematically experience the spirit of the Long March. Strengthen cooperation with neighboring provinces to jointly promote red cultural tourism resources and form a regional synergy effect.

2.3 Issues with Sichuan's red cultural tourism in soul-building and education

2.3.1 Insufficient depth of resource development

Some red cultural tourism resources are only superficially displayed, lacking in-depth exploration of the connotations of red culture^[3]. Some red tourist attractions simply display artifacts, pictures, and written materials without providing an in-depth interpretation of the spiritual values and historical significance behind the red stories, resulting in visitors not gaining a deep understanding of red culture after their visit.

2.3.2 Monotonous educational methods

They mainly consist of traditional lectures and tours, which lack interactivity and experiential elements, making it difficult to stimulate the interest of the audience. Visitors are often in a passive state of receiving information during the tour, lacking a sense of participation, which greatly reduces the educational effect. For example, the content and format of some red memorial halls are fixed and monotonous, unable to meet the needs of visitors of different ages and knowledge levels.

2.3.3 Insufficient promotion and publicity efforts

The lack of diversity in promotional channels and the unappealing nature of promotional content have limited the influence of red tourism. Currently, the promotion of red tourism in Sichuan mainly relies on traditional media and some new media platforms, but the promotional content is mostly serious and rigid, lacking innovation and appeal, making it difficult to attract the attention of younger audiences^[4]. Additionally, the scope of promotion is also limited, and its national recognition and influence still need to be enhanced.

3. Optimizing the path of red cultural tourism in Sichuan for soul-building and education

3.1 Deepening resource development and exploring the inner meaning of red culture

Strengthen historical research on red cultural tourism resources and sort out the spiritual values behind red stories. Organize professional research teams to conduct comprehensive and in-depth investigations and research on Sichuan's red cultural tourism resources, uncover the details and historical background behind red stories, analyze the spiritual values contained therein, such as revolutionary spirit, patriotism, and hard work, and combine these spiritual values with the needs of the times to give them new contemporary significance.

By integrating modern technological tools such as virtual reality and augmented reality, immersive red cultural experience projects can be created to allow audiences to more intuitively experience red culture ^[5]. For example, virtual reality technology can be used to recreate key scenes from the Long March of the Red Army, allowing visitors to experience the hardships of the Long March firsthand; augmented reality technology can enable visitors to interact with virtual revolutionary figures while touring red cultural sites, listen to their stories, and enhance their sense of participation and immersion.

3.2 Innovate educational methods to enhance the effectiveness of education

Conduct diverse educational activities, such as red-themed speeches, situational drama performances, and red knowledge competitions, to enhance the fun and participation of education. Organize red-themed speech contests to allow participants to share red stories they know and their understanding of the red spirit; encourage visitors to participate in red situational drama performances, playing the roles of revolutionary figures and experiencing revolutionary historical scenes firsthand; hold red knowledge competitions to stimulate visitors' enthusiasm for learning about red culture.

Tailor educational programs to the specific characteristics of different age groups and demographics to enhance the effectiveness of education. For teenage students, educational programs centered on the themes of learning about revolutionary stories and inheriting revolutionary spirit can be designed, incorporating elements such as games and interactive activities to allow them to receive education in a relaxed and enjoyable atmosphere. For corporate employees, red-themed training activities focused on team collaboration and perseverance can be organized, utilizing experiential learning to enhance employees' professional competence and team cohesion. For the elderly, red cultural nostalgia activities can be organized to enable them to revisit revolutionary history and experience the changes of the times.

3.3 Expand publicity channels to enhance the influence of red tourism

Utilize new media platforms such as WeChat, Weibo, and Douyin to create high-quality red tourism promotional content for widespread dissemination. Produce short videos featuring red stories, live streams introducing red tourism attractions, and educational articles on red culture. Leverage the dissemination advantages of new media platforms to attract more user attention. For example, post short videos on Douyin themed around the Long March of the Red Army, using vivid visuals and touching stories to evoke emotional resonance among users and enhance the visibility of red tourism.

Strengthen cooperation with mainstream media to promote Sichuan's red tourism resources and achievements in nurturing the spirit through news reports, special programs, and other formats^[6]. Invite mainstream media journalists to conduct interviews and reports at red tourism sites, and produce special programs to introduce the unique features and educational outcomes of Sichuan's red tourism. Leverage the authority and influence of mainstream media to expand the social impact of red tourism.

4. Sichuan's innovative practices in red cultural tourism for soul-building and education

4.1 Innovative "red cultural tourism + study tour" model

Design specialized study-travel courses that integrate red tourism resources with subject-specific knowledge, organizing students to participate in study-travel activities to receive red education through practical experience. For example, for history courses, a study tour program titled "Retracing the Long March: Exploring Historical Footprints" was

designed. Students visited sites related to the Red Army's Long March and, by integrating knowledge points from history textbooks, gained a deeper understanding of the historical background, significant events, and historical significance of the Long March. For Chinese language courses, activities such as "Reading and Creating Red Stories" were conducted, where students recited classic red works at red tourism sites and created red-themed essays, poems, and other works.

4.2 Innovation in the "red cultural tourism + digital technology" model

Develop red cultural tourism apps, online virtual museums, and other tools to use digital technology to expand the reach and educational methods of red cultural tourism, allowing audiences to engage with red culture anytime, anywhere. Red cultural tourism apps can include features such as red cultural tourism site introductions, red story narrations, red knowledge quizzes, and online reservations. Users can use the app to access information about red cultural tourism resources and participate in online interactive activities.

4.3 Innovation in the "red tourism + cultural and creative products" model

Develop cultural and creative products with the distinctive characteristics of Sichuan's red culture, such as red-themed souvenirs, books, and audiovisual works. Utilize these cultural and creative products to disseminate red culture, thereby enhancing the appeal and influence of red tourism. Red-themed souvenirs can be designed in the shapes of weapons and daily necessities from the Long March of the Red Army, featuring red slogans and images of revolutionary figures. Red-themed books can include collections of red stories and scholarly works on revolutionary history, enabling readers to gain a deeper understanding of Sichuan's red history and red culture.

5. Conclusions

This paper analyzes the current state of red tourism in Sichuan Province and identifies issues such as insufficient depth in resource development, limited educational methods, inadequate promotional efforts, and insufficient coordination among stakeholders. In response to these challenges, the paper proposes optimization strategies including deepening resource development, innovating educational methods, expanding promotional channels, and strengthening multi-party collaboration. It also introduces practical innovative models such as "red tourism + study tours," "red tourism + digital technology," and "red tourism + cultural and creative products." Research indicates that the implementation of these measures and models can effectively enhance the effectiveness of Sichuan's red tourism in nurturing the spirit and educating the younger generation, thereby better leveraging the role of red tourism resources in inheriting the red gene and cultivating new generations for the times.

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