

# Feasibility Study on the Integration and Development of VR Technology with the Spirit of Yimeng

Xiaochen Chen<sup>1,\*</sup>

<sup>1</sup>Shandong Management University, Jinan, Shandong Province, China

\*Corresponding author

**Abstract:** With the continuous development of VR technology, its application in the field of red tourism has begun to make preliminary progress. However, how to integrate this high-tech tool with the spirit of Yimeng, which represents the core spirit of China's revolutionary struggle, to achieve deeper cultural transmission and emotional resonance, still has broad research and development potential. The integration and development of VR technology with the Yimeng spirit has broad prospects and is expected to inject new vitality into China's red tourism industry, while inheriting and promoting the cultural heritage of the Yimeng spirit. This paper aims to study the feasibility of integrating and developing VR technology with the Yimeng spirit, and to explore how to combine the two to promote cultural heritage and development.

**Keywords:** VR Technology; Yimeng Spirit; Integrated Development; Cultural Heritage; Feasibility

## 1. Introduction

The Yimeng spirit holds significant importance in Chinese society, as it is not only a historical inheritance but also a moral and spiritual guide. It helps to inspire patriotism, social responsibility, and a proactive spirit in people, positively influencing the development of individuals, society, and the nation. With the continuous development of science and technology in our country, the dissemination of the Yimeng spirit also needs more advanced technology to promote cultural heritage and development. In recent years, virtual reality (VR) technology has become an important trend in the technology field, bringing revolutionary changes to various domains. Combining VR technology with the Yimeng spirit can allow people to gain a deeper understanding of the historical development process, learn about the Chinese revolutionary spirit, and continuously spread the core values of socialism[1].

## 2. The Significance of Integrating VR Technology with the Yimeng Spirit

### 2.1. Innovating the Dissemination Model of the Yimeng Spirit

The Yimeng spirit occupies an important position in Chinese culture and has been widely propagated and promoted in society [1]. Especially in recent years, many places in China have adopted various forms to vigorously spread the Yimeng spirit, such as holding exhibitions and establishing related book archives. These measures have promoted the Yimeng spirit to some extent, but also have limitations: (1) Limited audience reach. Exhibitions and book archives can only be conducted locally, and only when people actively visit these exhibitions can they grasp the essence of the Yimeng spirit. Therefore, the audience for the dissemination of the Yimeng spirit is limited. (2) Single dissemination channel. Traditional exhibition forms are relatively one-dimensional, preventing a deep understanding of the Yimeng spirit's essence and its cultural values. (3) Lack of interactivity. Traditional exhibitions are usually one-way, where people only receive information, making it difficult for them to interact and participate. VR technology can provide the public with a more realistic and enjoyable experience, allowing them to immerse themselves in the learning process of red culture in a unique and interesting way [2-3].

### 2.2. Optimizing the Dissemination Process of the Yimeng Spirit

VR technology, characterized by its three-dimensionality, enables people to experience realistic scenes. Traditional technology, being too flat and one-dimensional, is less effective than the realistic imagery presented by VR technology, which, through interaction, creates a strong visual impact [4].

Continuous improvement and enhancement of the dissemination process of the Yimeng spirit can further explore its rich values, expand dissemination channels, and allow more people to access and understand its essence. This process also helps in spreading social core values, promoting national spirit, and strengthening social stability, bringing positive impacts to various sectors of society [5-6].

### **3. Feasibility Study of the Integration and Development of VR Technology with the Yimeng Spirit**

The integration of VR technology with the Yimeng spirit has a broad prospect, and its feasibility is closely linked to the opportunities it faces. The following will explore the advantages and opportunities of integrating VR technology with the Yimeng spirit, to discuss the feasibility of this integration [7].

#### ***3.1. Advantages of Integrating VR Technology with the Yimeng Spirit***

The Yimeng spirit, with its profound cultural connotations, and VR technology, with its advanced features, mutually complement each other. This integration not only meets the needs of social development but also fulfills people's spiritual pursuits more effectively. This fusion is significant in promoting social progress and provides individuals with richer spiritual experiences [8].

##### ***3.1.1. Scientific Nature of VR Technology and the Richness of the Yimeng Spirit***

The Yimeng spirit, rich in historical connotations, has been meticulously preserved in various forms such as text, images, videos, and audio. These valuable resources are not only suitable for creating teaching materials and exhibitions but also lay a solid foundation for constructing a red lineage. The key to deeply learning the Yimeng spirit lies in exploring its multiple values and appreciating the inspiration and scientific wisdom it embodies. This process helps us better understand and inherit the cultural treasures of the Yimeng spirit. Utilizing VR technology, which is interactive and intriguing, allows the public to integrate the Yimeng spirit into their daily lives and professions, thus fully showcasing its societal value. In this process, the scientific features of VR technology are fully utilized, allowing the public to deeply feel the cultural depth of the Yimeng spirit, breaking through traditional didactic models [9-10].

##### ***3.1.2. Aligning with People's Cultural and Spiritual Needs and Social Development***

With the rapid development of the socio-economy, people's expectations for quality of life are increasing. In this context, the application of VR technology can meet people's spiritual needs. Presenting the Yimeng spirit and its precious material heritage in a vivid manner allows users not only to learn about the Yimeng spirit through text and sound but also to experience these cultural heritages firsthand. More importantly, the popularization of VR technology enables people to study and feel the Yimeng spirit at any time and place, without being restricted by specific geographical locations and time. Users can start their VR devices anytime to explore the rich essence of the Yimeng spirit, which is a significant step forward in promoting and inheriting the Yimeng spirit [11-12].

#### ***3.2. Opportunities for the Integration and Development of VR Technology with the Yimeng Spirit***

##### ***3.2.1. Continuous Development of Science and Technology***

VR technology integrates the unique characteristics and advantages of various cultural communication tools, reducing the distance between people and the Yimeng spirit to an unprecedented level. This technology not only offers users new experiences but also turns each individual into a participant and witness of history. As the era progresses, the forms of VR technology are also continuously evolving [3]. Through big data platforms, integrating the latest cultural information of the Yimeng spirit, users can be provided with a variety of interactive methods, allowing them to explore and experience the ideological connotations of the Yimeng spirit more deeply [13].

##### ***3.2.2. Strong Support from National Policies***

The state has always actively supported the development of the Yimeng spirit's culture, and local governments have multiple favorable policies, providing all-round support for the dissemination of the Yimeng spirit's culture. Currently, China has comprehensively integrated some revolutionary areas and resources, promoting the growth of the Yimeng spirit's cultural industry. In the future, the state will further actively promote the robust development of the Yimeng spirit's cultural industry, considering social, economic, political, cultural, and ecological dimensions, laying a solid foundation for the widespread dissemination of the Yimeng spirit's culture. Through promoting the development of this

culture, the aim is to evoke more people's identification with and understanding of the Yimeng spirit and to generate positive impacts at various levels of society.

#### **4. Innovative Paths for the Integration and Development of VR Technology with the Yimeng Spirit**

##### ***4.1. Seizing the Initiative***

With the gradual implementation of high-tech policies and laws, the development of VR technology holds a broad prospect. Especially in recent years, various industries have been paying close attention to the development of VR technology. Compared to other forms of tourism, the development of cultural tourism resources based on the Yimeng spirit is relatively lagging. However, it's evident that there is a vast developmental space for Yimeng spirit cultural tourism. Based on this, it is possible to seize the initiative in line with policies and use VR technology to deeply develop Yimeng spirit cultural tourism resources, thereby promoting the spread of the Yimeng spirit. Governments and major institutions need to actively respond to policies, encouraging innovation and investment in companies to explore and develop Yimeng spirit cultural tourism resources. These measures help to showcase the history of the Yimeng spirit to the public, allowing people to deeply appreciate its essence and value, thereby promoting cultural inheritance [14].

##### ***4.2. Integrating Various Resources to Create High-Quality Products***

In developing Yimeng spirit cultural tourism resources, it is essential to integrate various resources vigorously, design tourism products, do good market packaging, and establish a complete sales strategy. Utilizing VR technology, the Yimeng spirit cultural tourism resources can be displayed to the public. Local experiential tourism can be developed, combining the Yimeng spirit with engaging entertainment games to create a set of high-quality Yimeng spirit cultural tourism products. Through VR technology, audiences can realistically experience historical scenes, leading to a deeper understanding of the Yimeng spirit. Additionally, thematic performance activities and guided tours of historical sites can be organized to attract tourists of different age groups, enrich their travel experiences, and bring more opportunities to the local economy, further promoting the dissemination and development of the Yimeng spirit culture [15].

##### ***4.3. Cultivating High-tech Talents***

The integration of Yimeng spirit culture and VR technology is of significant importance for the country's cultural heritage and technological development. In this integration process, it is crucial to focus on relevant talent cultivation, which relates to the quality of integrating the Yimeng spirit with VR technology. Currently, there is a relative shortage of tourism talents who fully grasp both the Yimeng spirit culture and VR technology in China. Therefore, it is possible to fully utilize higher education resources, teaching students VR technology, and explaining the historical background of the Yimeng spirit to them. By establishing systematic VR technology and Yimeng spirit cultural courses, students can receive professional training. At the same time, through deep cooperation with the industry, students can be provided with relevant practical opportunities to cultivate their operational abilities and fully understand the essence of Yimeng spirit culture. These measures help to inherit and promote the Yimeng spirit, advancing the integrated development of Yimeng spirit culture and VR technology.

##### ***4.4. Strengthening Publicity to Expand Influence***

Enhancing the dissemination of Yimeng spirit culture and increasing the popularity of Yimeng tourist attractions helps in the integrated development of VR technology and the Yimeng spirit. To achieve this goal, various publicity methods can be adopted. Firstly, placing advertisements on advertising platforms is an effective method. Promoting Yimeng spirit culture and related tourism products through various advertising media, including social media ads, search engine ads, and traditional media like TV, radio, and print media, helps to widely spread the Yimeng spirit and spark the interest of potential tourists. Educational activities in various forms also help in disseminating Yimeng spirit culture, such as organizing cultural exhibitions and thematic lectures, explaining Yimeng spirit culture to the public, and thus increasing interest in Yimeng spirit cultural tourism sites. Additionally, the Yimeng spirit culture can be promoted through variety shows to spark audience interest. With the rise of the internet, people are increasingly focusing on short video platforms, where video content can be posted to enhance

understanding of the Yimeng spirit culture. In summary, through various forms of publicity, promoting Yimeng spirit culture and tourist attractions can attract more tourists, thereby driving local economic growth.

## **5. Considerations for the Integrated Development of VR Technology with the Yimeng Spirit**

Disseminating the culture of the Yimeng spirit largely relies on the development of the tourism industry. In the process of integrating VR technology with the Yimeng spirit, the following three points need attention: First, fully showcasing the cultural significance of Yimeng spirit cultural tourism products; Second, developing based on the characteristics and needs of different regions; Third, ensuring the entertainment component is appropriate, without overemphasis.

### ***5.1. Fully Showcasing the Cultural Significance of Yimeng Spirit Cultural Tourism Products***

When integrating VR technology with the Yimeng spirit, it is essential to fully showcase the cultural significance of Yimeng spirit cultural tourism products. The Yimeng spirit, one of the spirits of the red revolution, is an important part of the excellent culture of the Chinese nation and a precious spiritual wealth for all the people, having profound historical and cultural value. When designing VR tourism products, it is crucial to introduce the historical background of the Yimeng spirit in detail, explain how it was born and developed in the Chinese revolution, and its evolution over different periods. It is important to display the cultural elements of the Yimeng region, including folk art, traditional crafts, local dialects, and cuisine, as these are the cultural roots of the Yimeng spirit. Through VR technology, audiences can realistically understand the revolutionary historical events and fully experience the local customs and practices, which helps them to deeply understand and experience the cultural connotations of the Yimeng spirit.

### ***5.2. Reasonably Developing Based on the Characteristics and Needs of Different Regions***

In the integrated development of VR technology with the Yimeng spirit, the characteristics and needs of different regions also need consideration. When developing tourism areas, a detailed analysis of the regional characteristics is required, understanding each area's natural environment, historical background, cultural features, and tourism resources, to fully combine the Yimeng spirit with VR technology. Diverse tourism features should be developed according to regional characteristics, such as showcasing historical events and heroic stories of the Yimeng spirit, ensuring these contents engage the local audience [4]. Personalized VR experiences should be created based on the needs of tourists from different areas, considering local languages, making good route choices, and increasing interaction with the audience, thus ensuring a unique experience for each tourist. Reasonable development based on the characteristics and needs of different regions can better meet the needs of tourists from various places, while fully showcasing the cultural significance of the Yimeng spirit and promoting its wider dissemination.

### ***5.3. Ensuring the Entertainment Component is Appropriate, Without Overemphasis***

Maintaining an appropriate level of entertainment is crucial in the development of Yimeng spirit cultural tourism. Although it is possible to introduce some fun and gamified elements to enhance attractiveness, it is important to avoid excessive entertainment and maintain the seriousness of the Yimeng spirit culture. Only by doing so can the core values and historical authenticity of the Yimeng spirit culture be presented, thereby fully conveying its rich and profound cultural connotations.

## **6. Conclusion**

Currently, several red tourism spots in China have begun experimenting with VR technology, but this attempt is still in the exploratory and preliminary stages. Although VR technology can provide an impressive visual panoramic experience, there is still much room for improvement in stimulating emotional resonance among tourists. In disseminating the culture of the Yimeng spirit, it is clear that we are not only spreading culture but also need to showcase the heroic stories and national emotions contained in the Yimeng spirit, as these are the key contents of cultural inheritance. Utilizing advanced VR technology can lead to a deeper understanding of the Yimeng spirit and promote the dissemination of its culture. Therefore, the integration of the Yimeng spirit and VR technology has great potential. VR technology can accelerate the spread of Yimeng spirit culture, allowing more people to benefit from this

precious spiritual wealth.

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