

Exploration on the Development Strategy and Utilization Path of Jiangxi Aviation Historical and Cultural Resources

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Abstract: *The historical and cultural resources of Jiangxi aviation are profound and have a very important value of the times. Standing on the new journey of building an aviation power in the new era, this paper deeply explores and studies Jiangxi's heavy aviation history and culture, and puts forward the development strategy and utilization path of Jiangxi's historical aviation cultural resources according to the requirements of history and the times. It is expected to provide useful experience and spiritual encouragement for carrying forward the spirit of aviation serving the country, realizing Jiangxi's aviation dream, and building aviation power in the new era.*

Keywords: *Jiangxi aviation historical and cultural resources; important value; development strategy; utilization path*

1. Introduction

Jiangxi aviation's historical and cultural resources are profound, which embody Jiangxi aviation people's thinking, value pursuit, and spiritual soul of remembering the initial intention of aviation serving the country and undertaking the mission of aviation power. It is a valuable spiritual resource and an inexhaustible cultural force for Jiangxi to move from a major aviation province to a strong aviation province in the new era. Therefore, a detailed carding and in-depth analysis of the important value, development strategy, and utilization path of Jiangxi's aviation historical and cultural resources is helpful for Jiangxi to realize the creative transformation from a big province of aviation resources to a strong province of aviation economy, striving to realize Jiangxi aviation dream and boosting the construction of an aviation power in the new era.^[1]

2. The important value of Jiangxi Aviation Historical and Cultural Resources

Over the past 70 years, China's aviation industry has made remarkable achievements in its magnificent struggle, which has instilled the spirit of serving the country from generation to generation and injected inexhaustible impetus for countless people in the aviation industry to stick to the original aspiration of serving the country and the mission of becoming an aviation power. Jiangxi's aviation industry has experienced the founding stage from repair to imitation, the growth stage from imitation to self-design and production, and the forward stage of enriching research and development products in twists and turns. It has given birth to the aviation historical and cultural resources with unique Jiangxi characteristics, which is a valuable spiritual wealth for the construction of aviation power in the new era.

2.1. *It is conducive to consolidate the confidence base of Jiangxi aviation people's dream of aviation power*

Stand in a new historical position, the China aviation industry has stepped into a new journey of building aviation power. Since 1951, Jiangxi aviation has experienced the establishment stage from repair to imitation, and the growth stage from imitation to self-designed production, and has achieved fruitful aviation achievements, which made great contributions to the development of the aviation industry in new China. Such as the first home-made aircraft in New China—CJ-5, the first multi-purpose transport aircraft—Y-5, the first self-designed and manufactured primary trainer aircraft—CJ-6, the first supersonic jet fighter—Q-5, the first jet advanced basic trainer—K-8, and other

"firsts" in the history books. These all highlight the bright light of China's aviation career "made in Jiangxi". As a result, Jiangxi aviation has nurtured the aviation spirit of "independence, self-reliance, self-improvement, striving for improvement, seizing opportunities and pioneering", which has forged the unique spiritual character and accumulated the excellent aviation tradition of Jiangxi aviation people. Moreover, it also has consolidated the self-confidence of Jiangxi aviation people and become a valuable spiritual wealth that inspires generations of Jiangxi aviation people to strive for the future.

2.2. It is conducive to enhance the cultural impetus for the high-quality development of Jiangxi aviation industry

Jiangxi aviation's historical and cultural resources provide spiritual and cultural nourishment for the high-quality development of the Jiangxi aviation industry. In many years of aviation practice, Jiangxi aviation has formed not only rich physical cultural resources but also unique business cultural resources. For example, Jiangxi Hongdu Aviation Industry Group in the aviation practice has formed a high-quality production and operation management system, which has refined the Hongdu spirit and the spirit of Q-5 that provided spiritual motivation and made a great contribution to the high-quality development of the Jiangxi aviation industry. In addition, the Changhe Aircraft Industry has constructed a high-quality development index system marked by "strong product market competitiveness, strong core business competence, reasonable main business income structure, scientific talent system, and advanced corporate culture". It provides the driving force of industry culture for the high-quality development of the Jiangxi aviation industry.

2.3. It is beneficial to enrich the moral education resources of Jiangxi aviation colleges and universities

What kind of people we should cultivate, how, and for whom—these are the fundamental issues that education must address. The most basic aim of education is to foster virtue. In the development and dissemination of China's aviation culture, patriotic education has always been implemented in Jiangxi's aviation cultural history, which are important historical and cultural resources for implementing the fundamental task of establishing moral education and promoting the spirit of aeronautical patriotism. In the new era, we need to develop and promote the historical and cultural resources of Jiangxi aviation. It is conducive to enriching the educational resources of Jiangxi aviation colleges and universities for the cultivation of moral education, which is cultivating college students in the new era to establish the ambitious ideal and develop their excellent skills to enhance the responsibility of the times, and contribute to the high-quality development of the aviation industry in the new era and the construction of aviation power.

3. The Strategy of Jiangxi Aviation Historical and Cultural Resources Development

Jiangxi aviation historical and cultural resources are the heirlooms of Jiangxi aviation people, which are the spiritual and cultural support to inspire Jiangxi aviation people to carry out new practices and strive for new first in the new journey. To realize the value of Jiangxi aviation historical and cultural resources in the new era, it is necessary to study the development strategy of Jiangxi aviation historical and cultural resources in the combination of the original heart and mission, theoretical research and practical exploration, aviation culture and characteristic culture, traditional mode and modern technology, etc. From these ways to try to provide scientific and systematic ideas for the realization of the value of Jiangxi aviation historical and cultural resources.

3.1. Combination of spiritual form elaboration and physical culture development

The combination of spiritual interpretation and physical culture development is to turn the invisible spiritual resources of Jiangxi aviation historical and culture into palpable and tangible physical resources so that the general public and aviation people can understand the knowledge of Jiangxi aviation historical culture more vividly and effectively. Moreover, they can recognize the important achievements of Jiangxi aviation industry construction, and perceive the spirit of aeronautical patriotism with Jiangxi characteristics. First of all, the spiritual form of interpretation is to strengthen the theoretical and practical research of Jiangxi aviation history and culture. On the one hand, from the three dimensions of history, theory and times, to use the modern discourse system to interpret, propagate and educate the spirit of aeronautical patriotism. On the other hand, according to dig deeper

into the practical history, content and characteristics of Jiangxi aviation historical and cultural resources in order to connect the scattered aviation history and cultural spiritual resources from the point to the line, and then from the line to the surface. Systematically expound the historical facts and spiritual core of Jiangxi aviation history and culture, and provide intellectual and fruitful support for creating a strong aviation culture and aviation spiritual atmosphere. Secondly, on the basis of the current situation of the development of Jiangxi aviation physical culture, to develop the old sites of Jiangxi aviation and establish the Jiangxi aviation historical and cultural resources education base, such as military theme parks, etc., with physical cultural resources more image more intuitive to the people to receive aviation history and cultural education. Finally, to create a unified spiritual form and physical culture of an aviation history museum, which based on the aviation museum. The construction of the aviation cultural square and other important positions to publicize Jiangxi aviation historical and cultural resources is an important carrier to fully display Jiangxi aviation historical and cultural resources.

3.2. Combination of traditional conservation development and modern technology development

The combination of traditional conservation development and modern technology development is the combination of realistic scenes and virtual scenes. Traditional conservation and realistic scenes provide the condition basis and implementation platform for modern technology and virtual scenes. Modern technology and virtual scenes provide design concepts and propaganda themes for traditional conservation and realistic scenes, both of which coordinate and promote each other. First of all, according to establish a scientific resource development department, improve the construction of realistic scenes of old sites related to Jiangxi aviation historical and cultural resources, and integrate with the existing human resources. On the one hand, relying on the existing aviation museum, aviation exhibition hall, aviation national square, etc.; on the other hand, make full use of newspapers, posters, television, radio and other traditional media to maximize the effect of Jiangxi aviation history and cultural resources to play the role of publicity and education. Secondly, modern technology development is a new type of practical activity generated in contemporary society along with the development of Internet technology. Modern technological development can make people break through geographical limitations, more conveniently and more thoroughly feel the charm of Jiangxi's historical aviation culture. Finally, the combination of traditional conservation and development and modern technology development can not only inject the soul of the times into the historical sites of Jiangxi aviation but also awaken new vitality. Moreover, it can give people an immersive view of aviation culture scenes such as the old Jiangxi aviation sites and enhance people's deep perception of Jiangxi aviation history and cultural resources.

3.3. Combination of demonstration brand development and cultural product development

The development of historical and cultural resources of Jiangxi aviation combined with the demonstration brand and cultural products is to promote the dissemination of cultural products by cultivating cultural brands and to consolidate the establishment of distinctive cultural brands with cultural products. On the basis of tapping into the profound connotation of Jiangxi aviation history and cultural resources, the brand attractiveness and demonstration are enhanced by establishing a distinctive brand positioning as a starting point. In addition, creating cultural products with Jiangxi aviation characteristics can promote the realization of the value of aviation history and cultural resources. First of all, on the one hand, the historical and cultural resources of Jiangxi aviation are developed as a model brand, shaping and enhancing image recognition and producing a brand effect in order to effectively develop this valuable cultural wealth. On the other hand, clearly position the demonstration brand of Jiangxi's aviation history and cultural resources, expand the aviation culture industry market, and generate social and economic benefits. Making aviation culture become another cultural "business card" of Jiangxi to enhance the awareness and pride of Jiangxi aviation. Secondly, focus closely on the characteristics of Jiangxi's aviation history and cultural resources, and then combine cultural and artistic creativity with product creation to promote the development of aviation history and cultural products from a single to diversified direction. In addition, we should create elegant and popular masterpieces, with more vivid, more interesting, and more image products to enhance the affinity and influence of Jiangxi's aviation history and cultural resources. Finally, combine model brand development with cultural product development. To create a special brand of Jiangxi aviation as an example, we should strive to build the characteristic brand of Jiangxi aviation, enhance the attraction, influence and competitiveness of Jiangxi aviation culture, so that the masses of people can fully understand the history and culture of Jiangxi aviation.

3.4. Combination of school-enterprise joint development and resource-sharing development

The combination of joint development and resource-sharing development between schools and enterprises is a cooperative development between aviation colleges and aviation enterprises. Giving full play to the rich intellectual resources of colleges and enterprises' platform advantages, and sharing the development results to achieve complementary advantages, mutual promotion, win-win cooperation, and common development in the development of Jiangxi aviation historical and cultural resources. First of all, the joint development of schools and enterprises should strengthen the connection between the subjects, clarify their responsibilities, and deepen theoretical and practical research on Jiangxi aviation's historical and cultural resources. In particular, aviation colleges and universities can cooperate with aviation enterprises to set up research institutions on Jiangxi aviation history and cultural resources. In this way, they can not only give full play to the advantages of colleges and universities in human resources, conduct more profound, comprehensive, and systematic research on Jiangxi aviation history and cultural resources, but also rely on the talent training system and education platform to train high-level political staff for aviation enterprises. Moreover, aviation enterprises can organize and summarize the collected aviation cultural history materials to provide literature for the study of Jiangxi aviation history and cultural resources. At the same time, rely on the production platform and resources of enterprises to provide internship bases for teachers and students of aviation colleges and universities. Secondly, aviation companies and aviation universities should share resources to jointly promote the development of Jiangxi aviation's historical and cultural resources. Strengthen the research on the spirit of aeronautical patriotism and work together to research and share the development results. Finally, the joint development of schools and enterprises is combined with the shared development of resources. The tripartite cooperation between Jiangxi aviation enterprises, research institute, and aviation colleges can not only contribute to cultural achievements to support the formation of a first-class workforce within aviation enterprises, but also promote the ideological and political education and skills practice training of aviation characteristics in Jiangxi aviation colleges and universities, to cultivate high-quality talents for Jiangxi aviation industry. Therefore, a close cooperation and coordination mechanism should be established to promote the development pattern of Jiangxi aviation's historical and cultural resources towards a more comprehensive, profound, and systematic pattern.

4. The Utilization path of Jiangxi Aviation Historical and Cultural Resources

Jiangxi's aviation history and cultural resources contain a deep cultural heritage, rich emotional identity and correct value purpose. Combined with the rapid development of new media technology in the new era, the utilization path of Jiangxi aviation historical and cultural resources is explored in depth. Through the synergy between tourism of aviation relics and Jiangxi characteristic cultural tourism, the synergy between aviation-themed commemorative activities and promotion of aviation cultural products, and the synergy between online aviation cloud tour communication and offline aviation culture and sports practice, to provide a multi-dimensional and holistic approach to the realization of the value of Jiangxi's aviation history and cultural resources.

4.1. The synergy between tourism of aviation relics and Jiangxi characteristic cultural tourism

The old aviation sites and relics are the places where the aviators fought, lived, and worked in learning aviation knowledge, studying aviation technology, carrying out aviation manufacturing and engaging in the aviation business, and leaving behind aviation physical and cultural resources with distinctive characteristics. Touring the relics of old aviation sites can make people feel the scenes of aviation people's labor and production, design, and manufacturing practices under difficult conditions, and perceive the momentous years of aviation people's advancement. First, strengthen the infrastructure of Jiangxi aviation relics. We must clearly realize that history and culture are the souls of the city, we should protect the city's historical and cultural heritage as if it were our own life. At the same time, the Jiangxi Provincial People's Government proposed to cultivate the development of new industry tourism. Do fine high-end helicopter sightseeing, aviation photography, low-altitude flight experience, and other low-altitude tourism products, and actively promote the construction of aviation flight camps[2]. To provide a solid foundation for the synergy between the tour of the relics of old aviation sites and Jiangxi's characteristic cultural tourism. Secondly, the tour of the relics of old aviation sites is embedded in the red cultural tourism line of Jiangxi. In December 2021, the State Council emphasized the need to vigorously develop red tourism, highlighting patriotism and revolutionary traditional

education.[3] And Jiangxi has 8 red tourism classic series scenic spots and 3 classic scenic spots.[4] A series of policies and plans formulated and promulgated by the Party and the State have laid a solid foundation for using red cultural resources, developing red cultural tourism, and singing the red cultural brand. Finally, on the one hand, integrate the relics of Jiangxi aviation sites with the local natural landscape, humanistic landscape, and special cultural brands to add aviation color and maximize synergy, creating favorable conditions for creating aviation-themed tourist attractions and an educational base for the spirit of aviation and national service. On the other hand, integrate aviation historical and cultural elements and business cards, and use characteristic cultural tourism to promote aviation historical and cultural tours. Maximize the use of aviation historical and cultural resources to promote people to learn more aviation history knowledge and carry forward the spirit of aeronautical patriotism.

4.2. The synergy between aviation-themed commemorative activities and promotion of aviation cultural products

Through the establishment of aviation theme anniversary activities to promote cultural products with aviation characteristics, we can enhance the influence of anniversary activities, consolidate the cultural connotation of anniversary activities, and establish a distinct brand of aviation cultural activities. In the solemn commemorative day activities, the promotion of aviation cultural products is conducive to deepening the people's impression of Jiangxi's aviation history and cultural resources. First of all, enrich the activity form of aviation-themed commemoration day and encourage the creation of aviation-themed literature and artworks. For example, in the aviation-themed commemoration day activities to set up a dialogue-style forum, hold an exhibition of Jiangxi aviation history and cultural resources, carry out aviation culture theme speech contest, singing contest, cultural performances and other activities, and the use of aviation theme commemorative day activities. There are stages of planning to set up aviation theme monuments, statues of heroes and models, statues of aviation achievements. Second, strengthen the creation and promotion of aviation cultural products in aviation-themed commemorative activities. Combine the characteristics of Jiangxi aviation history and cultural resources, integrate modern creative ideas, design cultural products related to aviation history and culture, and further enhance the influence of Jiangxi aviation history and cultural resources. Finally, the new aviation theme commemorative day activities and aviation culture products to promote the synergistic practice form. On the aviation theme commemorative day, set up various forms of activity modules, launch aircraft, aircraft, and another simulation assembly, and repair activities. In the simulation of practice to inspire the creation of cultural products, to provide practical support to create a special brand of Jiangxi aviation history and cultural resources. The combined force of aviation-themed commemorative day activities and aviation cultural product promotion is conducive to consolidating the effectiveness of the path of utilizing the value of Jiangxi aviation historical and cultural resources.

4.3. The synergy between online aviation cloud tour communication and offline aviation culture and sports practice

Online aviation cloud tour dissemination is the use of the Internet and virtual technology to break through the limitations of time and space, so that people can acquire aviation knowledge and understand aviation culture without leaving home. These emerging communication channels and offline aviation culture and sports practice synergistic is an important path of Jiangxi aviation history and cultural resources value utilization. First of all, the use of "VR technology" for aviation museums, exhibition halls, memorials, military theme parks, and other venues to provide cloud tour support, to carry out online and offline "aviation road" practice activities. According to the typical heroes and deeds showed in the online aviation cloud tour to reproduce the heroic heroism of the heroes and heroic feats of serving the motherland. Second, make full use of the Internet to carry out live webcasts on the theme of Jiangxi aviation history and cultural resources. With the communication platform of new media, a professional and contemporary aviation network anchor and its filming team are created. The live broadcast of a real-time detailed explanation of the history of the creation and development of the Jiangxi aviation industry leads viewers on an online tour of Jiangxi's aviation culture and physical cultural resources, and enhance people's awareness of Jiangxi's aviation history and culture. Finally, the use of high and new technology to simulate aviation flight, through the construction of online and offline integration of aviation experience hall and flight aviation science and technology museum, to enhance the most direct sense of aviation participation of the broad masses of people. The effective utilization of Jiangxi's aviation history and cultural resources should not only use Internet technology to

spread but also vigorously develop the offline aviation industry. Only in this way can we enhance the atmosphere of aviation culture and the characteristics of aviation practice, and promote the utilization and inheritance of Jiangxi aviation historical and cultural resources.

5. Conclusions

First, the development and utilization of Jiangxi aviation's historical and cultural resources are of great value. The magnificent development history of the aviation industry of New China for more than 70 years, the brilliant achievements that have attracted worldwide attention. This feeling of the spirit of aeronautical patriotism has injected inexhaustible power for generations of aviation people to enhance their sense of aviation responsibility and undertake aviation missions. The development and utilization of Jiangxi aviation historical and cultural resources will help to consolidate the self-confidence of Jiangxi aviation people's dream of aviation power, enhance the cultural driving force for the high-quality development of Jiangxi aviation industry, and enrich the educational resources of Jiangxi aviation colleges and universities.

Second, the development strategy of the value of Jiangxi's aviation history and cultural resources. Jiangxi aviation's historical and cultural resources are the heirlooms of Jiangxi aviation people. To develop the value of Jiangxi aviation's historical and cultural resources, we should adopt the development paths of combining spiritual form interpretation and physical culture development, combining traditional protection development and modern technology development, combining demonstration brand development and cultural product development, and combining school-enterprise joint development and resource sharing development to realize the scientific and systematic development of the value of Jiangxi aviation historical and cultural resources.

Finally, the path of using the value of Jiangxi's aviation history and cultural resources. Jiangxi aviation history and cultural resources are the spiritual and cultural support for Jiangxi aviation people to strive for innovation. The utilization of the value of Jiangxi aviation historical and cultural resources should take such utilization paths as the synergy between the tour of aviation ruins and cultural tourism with Jiangxi characteristics, the synergy between aviation-themed commemorative activities and the promotion of aviation cultural products, and the synergy between online aviation cloud tour dissemination and offline aviation cultural and sports practice. It is hoped that the above three paths can provide multi-dimensional and holistic ideas for the realization of the value of Jiangxi aviation's historical and cultural resources.

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