

Research on the Development of Characteristic Industry and Red Culture under Holistic Thinking—A Case Study of Wuhua County, Meizhou City

Zhuohui Liu^{1,a}, Lixian Liu^{2,b}, Kefeng Wu^{3,c}, Yanhong Wu^{1,d,*}

¹Management College, Zhanjiang University of Science and Technology, Zhanjiang, China

²Architecture and Engineering College, Zhanjiang University of Science and Technology, Zhanjiang, China

³Accounting College, Zhanjiang University of Science and Technology, Zhanjiang, China

^a153650663@qq.com, ^b1915456570@qq.com, ^c2373396109@qq.com, ^dmargi1983@126.com

*Corresponding author

Abstract: After the comprehensive victory of the domestic poverty alleviation campaign, to consolidate the achievements of the poverty alleviation campaign, Wuhua County of Meizhou City has adopted multiple channels and policies to promote the vigorous development of county-level characteristic industries in Meizhou City, seize the opportunity of coordinated development of the Guangdong Hong Kong Macao Greater Bay Area as a leading area for revitalization and development, and fully leverage the dividends of Soviet policy to promote economic development as a whole. Based on the importance of industrial collaborative innovation and the key role of characteristic industry development in improving county economic development, this article takes Wuhua County, Meizhou City as an example to explore the coordinated development of industrial integration and industrial planning from a holistic perspective. It analyzes how the coordinated development of characteristic industries and red culture can achieve optimal resource allocation and promote sustainable economic and social development.

Keywords: Overall Thinking, Characteristic Industries, Red Culture, Coordinated Development, Wuhua County

1. Introduction

In recent years, the coordinated development of characteristic industries and red culture has become an important direction of economic development and cultural construction. It has also played an important role in consolidating the achievements of poverty alleviation. The coordinated development of characteristic industries and red culture can not only promote economic development but also carry forward the Chinese red culture, which is a sustainable development model. The characteristic industry refers to the characteristic and competitive industry developed within a certain geographical scope, based on the unique geographical environment, natural resources, cultural tradition, and humanistic characteristics, and relying on modern science and technology and management means[1-2]. Red culture refers to the revolutionary culture and revolutionary history under the leadership of the Communist Party of China and is a unique cultural symbol and cultural resource of China.

2. Analysis of the Development of Integrated Thinking in Wuhua County

Integrated thinking used in rural industrial integration mainly refers to the integration of multiple villages with their unique industrial resources, such as red tourism resources, intangible cultural heritage resources, characteristic industrial resources, etc., to connect and communicate with each other, overall planning, unified publicity, distribution and rational use of multiple industries. Taking Wuhua County as an example, combined with the development strategy of "one village, one product", all villages in Wuhua County are organically united, including the agricultural industries such as Tianzhu mountain tea, Hakka Niang wine, and plum mucus tea, the red cultural resources such as Ancient Da Preserved Residence, Huang Guoliang's former residence, and Zhushan Resistance Battle site, as well

as the intangible cultural resources such as marionette, tea picking drama and Hakka Niang wine. Integrate resources for common development according to local economic development. Industrial resources can be rationally planned to reduce unnecessary internal consumption. Overall thinking can promote the integration and coordinated development of characteristic industries and red culture by improving the ability of resource integration and innovation [3-4]. Transforming the development of a single industry into multi-industry combined development can consolidate the relationship between villages and promote the development of rural characteristic culture. For example: planning tourism routes in combination with red tourism, in-depth experience of Wuhua County's unique tea picking, wine festival, and other festivals, personally picking and making tea, brewing Hakka Niang wine, etc., so that tourists can experience the red culture at the same time, understand the local characteristics of cultural resources, improve the visibility of local industries.

3. Analysis of the Current Situation of Wuhua County's Characteristic Industries and Red Cultural Resources

3.1. Overview of Existing Industries in Wuhua County

Table 1: Cumulative industrial GDP of Wuhua County, Meizhou City from January to June

Indicators	unit	Accumulated from January to June	Accumulated in the same period last year	Accumulated year-on-year $\pm\%$
GDP	Ten thousand yuan	830608	799186	4.2
primary industry	Ten thousand yuan	180833	168689	6.7
Secondary industry	Ten thousand yuan	170334	179285	-1.3
tertiary industry	Ten thousand yuan	479442	451213	5.1

Source: Statistics Bureau of Wuhua County, Meizhou City

As can be seen from Table 1, the GDP of the main industries in Wuhua County is currently shared by the tertiary industry, and the primary industry and the secondary industry are auxiliary to the tertiary industry [5-7]. In the same period, the primary industry and the tertiary industry of Wuhua County are on the rise, while the secondary industry is on the decline. In terms of agriculture, Wuhua County successfully established three provincial modern agricultural and modern industrial parks for three consecutive years from 2019 to 2021. In addition, Guangdong Yuzu cross-county Cluster Industrial Park has been built. At the same time, through the way of industrial integration, Tanxia Town of Wuhua County held the second Peach Festival on July 8, 2023. Through peach picking, peach tasting, going to the market, watching performances, enjoying the beautiful scenery, and other activities, local self-media and Tiktok Internet celebrities also clocking here, using network live broadcasts to promote Tanxia chicken mouth peach, and expanding the sales of agricultural products through network channels. Promote the linkage between the primary industry and the tertiary industry, promote the development of Internet + agriculture, improve the income of agricultural products, and publicize the characteristics of the Wuhua industry through the network. At present, Wuhua County has started a series of industrial integration measures, including but not limited to industrial park construction, cooperative construction, Internet + agriculture, tourism + agriculture, and other ways, to promote and improve the integrated development of the industry and promote the steady growth of the primary and tertiary industries [8-10].

3.2. Overview of Red Cultural Resources in Wuhua County

Table 2: Types and quantities of red resources in Wuhua County

types of	sites related to evolutionary history	Important revolutionary sites	revolutionary martyr
number	173	78	1594

As can be seen from Table 2, the local Red Revolution spirit is strong, there are many sites, and the memorial park is well constructed, with certain supporting facilities for tourists to meet their viewing needs. In addition, the memorial park has detailed descriptions of historical events at that time, and at the same time, photos, sculptures, and other ways can more directly restore the events at that time. For example, The former residence of Huang Guoliang and the former Residence of Ancient Dachun have been built into important places for revolutionary martyrs to learn, and the Zhushan Resistance Battle Memorial Park has also fully retained the culture and scenes of the revolutionary period. The

establishment of the memorial park has gradually re-emerged the revolutionary history of Wuhua in the eyes of the public, although most of the revolutionary sites have been built into the Party history learning base. It has also carried a large number of students to study Party history and obtained a certain degree of publicity and recognition, but due to traffic and publicity problems, the development of red resources in Wuhua is still difficult. Moreover, various industries interpenetrating among various revolutionary sites are also difficult to coherent, and the development of the red + agriculture + tourism model requires the construction of improved infrastructure. At present, Wuhua has taken its status as the hometown of football and connected the cultural tourism routes of football culture and agriculture through the mode of football ticket + scenic spot, providing experience reference for the development of red resources[11-12].

4. Exploration of the Cooperative Development Mode of Wuhua County's Characteristic Industries and Red Culture

In recent years, through the integration and planning of resources, Wuhua County has gradually formed an overall development model with integrated development and prominent regionalization. For example, Hakka rice wine has gathered high-quality wine owners from various villages through rice wine cooperatives, which has promoted the stable development of the wine industry. In 2013, Wuhua even combined Wuhua football with Wuhua culture and Wuhua agriculture through football tickets + scenic spots, forming the Wuhua economic model featuring the common development of culture, tourism, and agriculture. Under holistic thinking, Wuhua County has gradually built the development of each village into a whole, from the development mode of going it alone to the overall planning, and the integrated development of mutual benefit and win-win, Wuhua County has gradually handed over an answer that is in line with the development of rural economy. However, at present, Wuhua County is still facing a lot of challenges. The regional transportation is not convenient, the lack of modular development planning, the shortage of talent supply, and other problems have gradually become the main difficulties that Wuhua needs to overcome.

4.1 Industrial Quality Expansion and Increment

To better carry out resource planning, industrial parks are indispensable in county development. Wuhua County needs to analyze and plan existing industries, implement the "one village, one product" model, promote the characteristic development of village agricultural industry, and form Wuhua County's "local specialties". Adhere to the promotion of ecological red tourism industrialization and ecology, accelerate the exploration and cultivation of the development of the green food industry, ecological agriculture, red tourism, and other fields as the main industry development system of characteristic ecological tourism. We will concentrate on planning and building sound economic and ecological industrial parks, promote industrial integration, urban and rural integration, and stimulate employment. We will give full play to the role of leading agricultural enterprises, promote the development of tobacco leaf, silk seedling, rice planting, and black goat breeding, focus on innovation in agricultural science and technology, and create high-quality agricultural and sideline products. We will encourage and guide social forces to participate in the economic construction of towns and villages, and stimulate the vitality of rural economic development. The revitalization of rural areas should be based on the revitalization of industries to achieve industrial prosperity. We will strive to consolidate the industrial development trend of "one town, one industry, one village, one product". Through "one village, one product, one town, one industry", we will build specialized towns and villages. We will vigorously promote a variety of business methods such as leading enterprises, cooperatives, and rural households, and encourage a large number of famous, excellent, and rare agricultural products to be refined and excellent, forming distinct industrial belts with beads forming chains and ropes forming nets. We will strengthen the protection of the Wuhua River and other river channels, make every effort to promote the construction of forest towns and beautiful red villages, and comprehensively promote the revitalization and development of the Wuhua Soviet District. At the same time, given the current situation, Wuhua County needs to make key breakthroughs in the existing traffic, break the problems of village traffic difficulties and regional traffic inconvenience, establish a staggered and orderly traffic network, and promote the rapid development of the tourism and transportation industry. Through the construction of transportation and infrastructure, expand the tourist carrying capacity of Wuhua, broaden the connection between Wuhua characteristics and red culture, promote the integration of industries, and improve the overall economic expansion and increment of Wuhua. To establish the concept of industrial integration and integration, in the Internet era, the defeat of a certain industry is no

longer limited to the industry, more is affected by other industries, to better develop the economy, improve the impact resistance of the economy, more need to develop a diversified integration of the comprehensive industrial system, to ensure the expansion and increment of the regional economy with integrated thinking [13-14].

4.2 Improve the Integrated Development and Construction Idea Map of Resource Integration in Wuhua County

Under holistic thinking, an integrated tourism development route should be built, relying on the local characteristic cultural industry as the main tourism characteristic area, and other industries should be experiential or auxiliary tourism projects. It includes the integration process of the immersive experience of red culture, experiential brewing technology, and experiential tea making, combining the isolated industrial development of each village in Wuhua County into the integration, creating the unique characteristic brand of Wuhua County, making a breakthrough in the entire county as an enterprise, taking each village as a project, and formulating the development strategy and direction as a whole. With the integration of immersive experience, the integration of intangible cultural heritage -- red culture -- agricultural culture -- production technology and other immersive promotion and development. For example, Wuhua currently has a large number of local red resources, among which the route passes and intersects with a large number of local characteristic cultural industries, such as Tianzhu mountain tea, Hakka Niang wine, and so on. When planning the route, an integrated route of red tourism and characteristic industries should be created. Starting from the red scenic spot, the agricultural characteristic tourism with the concept of military-civilian fish and water situation should be established, so that tourists can deeply experience the local farmers, experience the corresponding tourism projects and agricultural planting experience during the leisure period, and experience the villagers' mother wine and tea picking technology. Special industries increase tea picking drama, wine festival experience and other special cultural programs, so that tourists can experience local culture, understand the characteristics of local products, effectively integrate local characteristic industries into red tourism resources, and effectively publicize local resources [15-16].

4.3 Promote Talent Training and Improve the Retention Rate of Talents

At present, Wuhua has attracted college talents to pay attention to the development of their hometown and attract talents to return through activities such as the Green Plum Plan, Guangdong College graduates volunteer service Rural Revitalization Action, three visits to the countryside, and tens of millions of project Commandos. However, it is still not attractive to mature talents. It is still necessary to build a sound talent development system and a sound industrial park to promote talents to return to their hometown for employment and entrepreneurship, inject more scientific and technological innovation achievements into the local area, introduce more high-end scientific and technological talents, leading cadres and other human resources, and increase the support and incentive for college students to return to their hometown for entrepreneurship. Through the joint effect of scientific and technological innovation and human resources, industrial transformation and upgrading can be achieved. With the return of talents and the cultivation of talents, it lays the talent foundation for the overall development of Wuhua, and reserves relevant technical and management talents for the integrated development of the industry in advance.

5. Conclusion

The coordinated development of characteristic industries and red culture is an important direction to promote sustainable economic and social development. At present, in the practice of Wuhua County of Meizhou City, the coordinated development of characteristic industries and red culture has achieved certain results. To promote the coordinated development of characteristic industries and red culture, it is necessary to strengthen policy guidance, tap red cultural resources, improve the competitiveness of characteristic industries, and strengthen publicity and promotion. Based on the theory of holistic thinking, the collaborative development

Model of government guidance, enterprise main body, market operation, and social participation should be established. The collaborative development can improve the comprehensive competitiveness of Wuhua County's economy and culture, and promote the upgrading of industrial structure and cultural inheritance and innovation. It can realize the organic combination of characteristic industries and red culture, promote economic development, carry forward the excellent traditional culture of the Chinese

nation, enhance cultural self-confidence and cultural identity, and promote the cause of socialism with Chinese characteristics to achieve greater development.

Acknowledgement

Innovation and Entrepreneurship Project of College Students of Guangdong Province in 2022, "Research on Promoting Rural Economic Development by Red Tourism and Characteristic Cultural Industry in Wuhua County under Holistic Thinking" (S202212622003); 2023 Special Fund of Science and Technology Innovation Strategy of Guangdong Province (Special Fund of "Climbing Plan") "Research on the Coordinated Development of Red Tourism and Characteristic Cultural Industry in Wuhua County under the Overall Thinking" (pdjh2023b0790).

References

- [1] Department of Agriculture, Ministry of Finance. *Demonstration model of flourishing rural industry—Written on the identification of modern agricultural industrial parks in the first 20 countries*. *Journal of Agricultural Products Market*, 2019, (3):38-41.
- [2] Liu Zhaohui, Liu Lixian, Ye Jiayi, et al. *Significance of industrial integration to rural economic development under holistic thinking: A case study of Wuhua County*. *Shanxi agricultural economy*, 2022, No. 320 (8): 107-109. The DOI: 10.16675/j.carol.carroll.nki.cn14-1065/f.2022.08.034.
- [3] Zhu Y D. *Analysis on the formats and problems of modern tourism agriculture industry integration development*. *Heilongjiang Grains*, 2021, No. 218(07):41-42.
- [4] Zhang Chunhua, Ma Changqing, Zhao Qianqian, et al. *Current situation and development strategy of agricultural resources for leisure tourism in Gaoyou City*. *Journal of Agricultural Science and Technology*, 2022, No. 610(10):7-11.
- [5] Guo Chunxiang. *Exploration of promoting agricultural economic development in the era of "Internet +"*. *China Collective Economy*, 2023, No. 74.
- [6] Guo B, Ji H. *Research on the Inheritance Path of National Culture and Red Culture in the Entrepreneurial Process of College Students*[C]//2018 8th International Conference on Education and Management (ICEM 2018). Atlantis Press, 2019: 73-75.
- [7] Peng P. *Investigation and Research on the Influence of Red Culture on the Revitalization of Old Revolutionary Base Areas*[C]//2022 International Conference on Creative Industry and Knowledge Economy (CIKE 2022). Atlantis Press, 2022: 519-522.
- [8] Aoun A, Ilinca A, Ghandour M, et al. *A review of Industry 4. 0 characteristics and challenges, with potential improvements using blockchain technology*. *Computers & Industrial Engineering*, 2021, 162: 107746.
- [9] Jiang Q. *Guangzhou High-standard Construction of Red Culture Heritage Promotion Demonstration Area Research--Centered on Building the Guangzhou Red Cultural Tourism Industry Chinese-English-Japanese Parallel Corpus*. *Forest Chemicals Review*, 2022: 33-40.
- [10] Su Y, Pan X. *Innovation Research on Red Culture Industry of Jiangxi Province Based on Tourism Cluster Industries*. 8th International Conference on Social Network, Communication and Education (SNCE 2018). Atlantis Press, 2018: 1096-1102.
- [11] Peltoniemi M. *Cultural industries: Product–market characteristics, management challenges and industry dynamics*. *International journal of management reviews*, 2015, 17(1): 41-68.
- [12] Keane M, Chen Y. *Entrepreneurial solutionism, characteristic cultural industries and the Chinese dream*. *International Journal of Cultural Policy*, 2019, 25(6): 743-755.
- [13] Suleiman Z, Shaikholla S, Dikhanbayeva D, et al. *Industry 4. 0: Clustering of concepts and characteristics*. *Cogent Engineering*, 2022, 9(1): 2034264.
- [14] Cotet G B, Carutasu N L, Chiscop F. *Industry 4. 0 diagnosis from a millennial educational perspective*. *Education Sciences*, 2020, 10(1): 21.
- [15] Guzmán V E, Muschard B, Gerolamo M, et al. *Characteristics and Skills of Leadership in the Context of Industry 4. 0*. *Procedia Manufacturing*, 2020, 43: 543-550.
- [16] Wahl D, Münch J. *Industry 4. 0 entrepreneurship: Essential characteristics and necessary skills*. 2021 IEEE International Conference on Engineering, Technology, and Innovation (ICE/ITMC). IEEE, 2021: 1-8.