

# Study on the path of combining red tourism and civic education in the context of the construction of Guangdong-Hong Kong-Macao Greater Bay Area - A case study of the red tourism project in Zhuhai

Yu Deng\*, Bowen Tan, Chuyu Feng, Entong Chen, Meixuan Pan

School of International Business Administration, South China Normal University, Guangzhou, Guangdong, 510000, China

\*Corresponding author

**Abstract:** *The Guangdong-Hong Kong-Macao Greater Bay Area is the fulcrum of global development grafted with China's dynamics, and a growth pole driving the deepening reform of Chinese society. The integrated development of culture and tourism is of great significance to the implementation and construction of the Guangdong-Hong Kong-Macao Greater Bay Area. The integration of culture and tourism has put forward new requirements for both cultural industry and tourism industry. Red tourism is rich in patriotic education content and has the function of improving the ideological and political quality of college students. Red tourism coincides with the requirements of ideological and political education, and at the same time closely fits the development needs of cultural and tourism integration in Guangdong-Hong Kong-Macao Greater Bay Area. Taking Zhuhai in Guangdong-Hong Kong-Macao Greater Bay Area as an example, this paper makes full use of Zhuhai's tourism industry and tourism resources, deeply explores red tourism resources and combines them with civic education, so as to provide paths to support the development of red tourism projects in Guangdong-Hong Kong-Macao Greater Bay Area and the cultivation of civic education talents in colleges and universities.*

**Keywords:** *Guangdong-Hong Kong-Macao Greater Bay Area; Red Tourism; Civic Education*

## 1. Introduction

Since the promulgation of the Outline of the Development Plan of Guangdong, Hong Kong and Macao Greater Bay Area[1-2], the Greater Bay Area has made significant breakthroughs in overall economic development, platform construction, project cooperation, innovation[3], docking of rules convergence mechanisms, implementation of equal treatment, youth innovation and entrepreneurship, docking of development visions and planning, and important areas of institutional mechanisms, and the construction of the Greater Bay Area has achieved tangible results. In 2021, the total economic volume of the Greater Bay Area will be about 12.6 trillion RMB, an increase of about 2.4 trillion RMB over 2017; 25 enterprises entered the World Top 500, 8 more than in 2017[4-6]; more than 60,000 existing high-tech enterprises in Guangdong Province, the vast majority of which are in the Greater Bay Area of Guangdong, Hong Kong and Macao, a net increase of more than 20,000 over 2017[7]. The comprehensive strength of the Greater Bay Area has been significantly enhanced, the cooperation among Guangdong, Hong Kong and Macao has become more in-depth, and the people of the three places have a fuller sense of access. There are 11 5A-level scenic spots and more than 90 4A-level scenic spots in the Guangdong-Hong Kong-Macao Greater Bay Area; there are 26 provincial-level red tourism demonstration bases in Guangdong Province with rich tourism resources[8]. As a strong economic and population province, Guangdong has the advantages of both economic and tourist resources; the coastal and natural mountain ranges give Guangdong unique natural resources, and the red war culture, Lingnan culture and Guangdong culture provide valuable natural and human tourism resources for tourism in Guangdong. Guangdong's culture and tourism industry clusters are well-developed and highly market-oriented, and the private economy is energized in the culture and tourism market. The province's cultural industry is complete with 9 categories and 146 industry sectors, and the industrial chain is complete. There are 297,400 legal entities of culture and related industries, accounting for 14.14% of the country[9]; 9,072 cultural enterprises above the scale, accounting for 15% of the country, ranking first in the country. The province has produced a number of leading enterprises with strong comprehensive competitiveness,

such as Overseas Chinese Town Group, Provincial Tourism Holding Group, Lingnan International Group, Changlong Group and Huaqiang Fantasy, a number of service benchmark enterprises, such as Guangdong Travel and Guangdong CTS, and a number of cultural and creative enterprises, such as Aofei Entertainment and Reed Feng Culture Technology. The construction and city clusters of Guangdong-Hong Kong-Macao Greater Bay Area provide organic soil for tourism resource sharing and enterprise cooperation.

To sum up, the strong economic strength and positive development trend of Guangdong, Hong Kong and Macao Greater Bay Area provides sufficient financial support and passenger base for the development of cultural tourism industry.

## **2. Analysis of red tourism resources in Zhuhai**

### **2.1 Development Advantages**

#### **(1) Policy Advantages**

In April 2021, the Bureau of Culture, Radio, Film and Tourism Sports of Zhuhai issued an important guiding policy for the implementation of the "three batches", which emphasized the importance of red tourism resources and clarified the objectives of Zhuhai to build red tourism resources and make good use of revolutionary cultural relics. First, Zhuhai organically combines revolutionary cultural relics with tourism resources. Compile and print "Zhuhai Red Revolutionary Sites Guide Map" red tourism publicity materials, the revolutionary cultural relics and memorial sites, with the Zhuhai section of the South Guangdong Ancient Post Road, green roads, rural and island tourist attractions into a pearl; secondly, the Zhuhai Municipal Government relies on the Guangdong-Hong Kong-Macao Greater Bay Area Cities Tourism Federation, Guangzhou-Shenzhen-Zhuhai, China-Zhuhai-Macao, Zhuhai-China Jiang Yang and other tourism alliances, as well as the Guangdong International Tourism Industry Expo, Hong Kong International Tourism Exhibition, Macau International Tourism (Industry) Expo and other exhibitions to promote Zhuhai's red tourism resources and strengthen red education through promotional activities and line picking. Next, Zhuhai will enhance the development of red tourism through government policy guidance, increased financial investment, the introduction of professional talents and other measures; take the integration of red cultural resources, create red cultural brands, rich red tourism products and other ways to enhance the red resources mining protection and display capabilities. It shows the determination of Zhuhai Municipal Government to optimize red tourism resources and build local red tourism brand.

#### **(2) Resource advantages**

In May 2021, Zhuhai Xiangzhou District Culture, Radio, Film and Tourism Sports Bureau around the theme of "revisit red history, inherit the spirit of struggle", combed out Xiangzhou top ten red attractions, respectively, Yang Lagen Memorial Hall, Dongkeng Pearl River Column Bema Squadron anti-Japanese activities site, Gouyuan Museum of Art, Zhuhai Martyrs Cemetery, Zhuhai Revolutionary History Exhibition Hall, Zhuhai City, the top ten red attractions, the Phoenix Hill Martyrs Cemetery, Nanping Anti-Japanese Salvation Propaganda Team site, Nanping United Chinese Communist Party High School site and the Hong Kong-Zhuhai-Macao Bridge. Meixi Chen Clan Ancestral Hall, Phoenix Hill Martyrs Cemetery, Nanping Anti-Japanese Salvation Propaganda Team Former Site, Nanping United Communist Party High School Former Site, and the Hong Kong-Zhuhai-Macao Bridge. The ten major red attractions launched this time are mainly two major themes, one is red history, including the former residence of revolutionary figures, sites of revolutionary deeds and related exhibition halls, etc.; the other is the great national weapon, such as the Hong Kong-Zhuhai-Macao Bridge.

In recent years, the Zhuhai municipal government has committed itself to tapping red resources and strengthening the promotion of attractions. Taking the opportunity of going deeper and deeper in party history learning and education, seizing the activity heat of Zhuhai Xiangzhou Red Attractions Launch, it continues to refine the red cultural core of the attractions, create the brand culture of red attractions and form the source and momentum of red tourism development. In the promotion and publicity of red attractions, continue to enhance the visibility of red attractions by deploying on-site publicity panels, distributing red attractions publicity folders, using WeChat public number, Shake and other platforms to push the attraction information pictures and videos at important festivals and points in time, etc. Integrate the resources of red attractions and design red tourism routes by stringing beads together to form integrated development, which is convenient for tourists to visit and also makes full use of resources.

## **2.2 Underdevelopment**

### **(1) Tourism resource development and development has not yet formed a scale effect**

Although the Zhuhai Municipal Government promulgated in August 2018 the "Zhuhai City to accelerate the creation of a national demonstration area of tourism implementation plan", and launched a theme park, marine islands, hot springs and health, brand events, leisure sports, rural ecology, conferences and conventions, industrial science and education, history and humanities, food and shopping composed of the ten leisure tourism product system, but the development and development of red tourism resources in Zhuhai has not yet formed a scale effect. Lack of regional radiation and influence. At the same time, although the Zhuhai government has launched a series of guidelines and policies to promote the development of red tourism, it has not yet formed a development path that combines its own characteristics. Therefore, exploring the red tourism development mode that fits the local characteristics of Zhuhai is the key to promote the further development of Zhuhai red tourism.

### **(2) Red tourism positioning is too limited, ignoring its synergistic benefits**

At present, the development of red tourism resources in Zhuhai is more limited to the red classroom of party history and party education for party members and cadres, and an important place for practicing socialist core values education, attaching importance to its political benefits, ignoring its economic, social and environmental benefits, and not yet forming a red tourism industry, with insufficient radiation of red culture dissemination, which cannot fully play its proper value and synergy benefits.

## **2.3 The Current Situation of the Development of Civic Education in Zhuhai**

### **(1) Single form of Civic Education**

Zhuhai governments at all levels, education bureaux and schools are increasing their efforts in the field of Civic Education, constantly pioneering and innovating in the field of Civic Education, devoting themselves to developing quality Civic Education courses, and constantly making breakthroughs in building new classroom models, developing new resources for the curriculum, exploring new paradigms for teaching, and forming new patterns for educating people. Zhuhai schools at all levels adhere to the fundamental task of establishing moral education and have always attached great importance to thinking and political education. Take Zhuhai First Job Experimental School as an example, the school starts from the source of teachers, and focuses on building a team of teachers of Civics and Political Science. Through various forms of teaching and research activities such as expert lectures, experience exchange and on-site teaching observation, teachers master the methods of excavating Civics and Political Science elements and promoting the construction of Civics and Political Science in the curriculum, so as to continuously improve teachers' awareness and ability of Civics and Political Science. Although educators have been working hard to strengthen the Civic Education, but looking at the form of Civic Education in Zhuhai from primary and secondary schools to colleges and universities, most of them are lectures and classes, and a few schools carry out social practice and orienteering activities. Under the uniform form of Civic Education, students will inevitably feel bored and tired, and then become bored and resistant to Civic Education classes. In this way, it is more difficult for the content of Civic Education to enter the ears, brains and hearts of students, and it is difficult for teachers to see the benefits and effectiveness of their efforts, and it is difficult for students to internalize the knowledge of Party history education, social values and other content.

### **(2) Civic education is not closely integrated with the local culture of Zhuhai**

Zhuhai, Guangdong Province, is located on the west bank of the Pearl River estuary, adjacent to Macau, and across the river from Shenzhen and Hong Kong. Every new trend in modern Chinese history can find its representative in Zhuhai, creating many "firsts" in Chinese history. Zhuhai's local characteristics are rich and abundant, and the vast history has left Zhuhai with rich memories, and these memories are all over the various stages of China's modern history, with rich connotations and distinctive features. Zhuhai has a long history of revolution and a rich culture of local characteristics. At present, there are more than 200 red cultural memorials open to the public, and unique local red resources have been formed during the long-term revolutionary struggle. Most schools, however, confine their Civic Education classes to indoor lectures and classes, and rarely guide students to go outdoors, so that they can see with their eyes and hear with their ears, and receive Civic Education in the process of experiencing Zhuhai's local red attractions and distinctive culture, making the seemingly distant knowledge of Party history and history and culture within reach. The distance between the students and the history and culture is close, and the close combination of Civic Education and the local culture of

Zhuhai is a good choice to explore the innovative point of Civic Education.

### **3. The important role of red tourism to enhance the effect of school thinking and political education**

#### ***3.1 The Need to Promote Civic Education in Schools by Relying on Local Red Culture***

First of all, the current Civic Education Bureau of most schools is limited to theoretical indoctrination, with lectures and theoretical lectures in the room as the main focus, mostly one-way output of teachers and passive acceptance of knowledge by students. This way of education makes the knowledge highly abstract and theoretical, which not only increases the difficulty of students' understanding and absorption, but also easily leads to students' irritation, rebelliousness and rejection in a single teaching mode. This is not conducive to the promotion of the school's political education, and may cause "half the effort with twice the effort" effect. Therefore, to innovate the mode of thinking and political education, rely on the local red culture, enhance the diversity of school thinking and political education, is the way to improve the effect of school thinking and political education. Secondly, red culture is an advanced culture with Chinese characteristics created by the Chinese Communists, advanced elements and the people during the revolutionary war era, which contains rich revolutionary spirit and heavy historical and cultural connotations. Relying on local red culture for thinking and political education can fundamentally guide students to establish ambitious ideals and provide them with rich ideological nourishment and profound spiritual power. Once again, relying on local red culture and carrying out Civic Education by means of red tourism can let students learn through practice, turn the boring "one-way output" into a benign and efficient "two-way interaction", and increase the vitality, attractiveness and Influence.

#### ***3.2 The relevance of local red culture to enhance the effect of thinking and political education in schools***

Zhuhai has a long revolutionary history and rich red cultural resources. Over the past 40 years since the establishment of Zhuhai Special Economic Zone, Zhuhai has insisted on implementing the strategy of strengthening the city through culture, vigorously promoting red culture, and paying attention to the excavation, protection and utilization of red cultural resources. The Zhuhai municipal government has registered, repaired and maintained the cultural relics and historical sites in Zhuhai, especially the red cultural resources, and built museums and statues, with the intention of inheriting the red gene; in March 2018, Zhuhai identified and named six CPC Party history and Party education bases; Zhuhai has made the "three red heroes" Su Zhaozheng, Lin Weimin and Yang Lagenda as the leaders of red culture construction. As the leading construction of red culture, Zhuhai will create a red culture brand with unique regional characteristics, so that the cultural relics, the glorious performance, great spirit and noble character of the sages and martyrs "come alive". The rich red cultural resources provide a rich practical content and a solid material foundation for schools to carry out Civic Education by means of red tourism, and schools can design a series of practical courses to take students out of the classroom and move the classroom to museums and memorials. In addition, local red culture is more intimate to students and can effectively bring students closer to history, make historical figures more three-dimensional and palpable in students' eyes, stimulate students' interest in learning about Party history and history and culture, and make the knowledge internalized and externalized. Relying on local red culture to ignite students' enthusiasm for learning is conducive to taking students as the main body, transforming them from recipients of knowledge to inheritors of red culture, realizing the transformation from the internalization of "knowledge" to the practice of "action", and deepening their understanding and perception of red culture. This will deepen the understanding and perception of red culture, thus enhancing the effect of Civic Education.

### **4. The path of combining red tourism with ideological and political theory courses in colleges and universities**

#### ***4.1 Construction of practical bases for teaching Civics courses***

In August 2022, in order to thoroughly implement the spirit of General Secretary Xi Jinping's important instructions and instructions on the "Great Ideological and Political Course" and accelerate the construction of the work pattern of the "Great Ideological and Political Course", the Ministry of Education and relevant departments jointly announced the first batch of 453 practical teaching bases for the "Great Ideological and Political Course". The establishment of the first batch of practical teaching

bases for the "Great Ideological and Political Course" is not only a strong support for enhancing the practical teaching and educating effect of the ideological and political course, but also an effective way to strengthen students' charm and practical greatness of Xi Jinping's thought on socialism with Chinese characteristics in the new era.

In fact, building a practical teaching base for ideological and political theory courses is the most direct way for red tourism to integrate into ideological and political theory courses in colleges and universities. Schools should actively negotiate with eligible red scenic spots to achieve full cooperation and an integrated and all-round team guarantee mechanism. The construction of the teaching practice base of the ideological and political course should achieve the goal of combining with the regional characteristic culture and scenic spot characteristics on the basis of ensuring the quality of teaching. The construction of a teaching and practice base for ideological and political theory courses in colleges and universities in red scenic spots can also help red scenic spots better discover their own characteristics, integrate tourism resources, and make them in sync with the times and full of appeal. In addition, the government should also play a good role as a bridge. At present, under the leadership of the Ministry of Education, colleges and universities in various places have also begun to build a teaching and practice base for ideological and political courses. In the future, the Ministry of Education will continue to promote the connection between universities and teaching practice bases in various places, explore long-term and efficient operation mechanisms, and explore the development of practice teaching bases with other departments to enhance the effect of practical teaching.

#### ***4.2 Make the most of new media resources***

Now that we are in a stage of rapid development in the information age, colleges and universities should also actively explore development paths that combine with the characteristics of the current era when carrying out corresponding ideological and political education. All colleges and universities can integrate richer and more vivid Internet teaching resources on the basis of ensuring the completion of teaching content, which should be characterized by local red culture and have the characteristics of the times on the basis of ensuring cultural heritage.

First of all, colleges and universities can build a red resource sharing platform, introduce it into ideological and political education in colleges and universities, and enrich the content of ideological and political teaching. Through the sharing platform, universities can collect and edit local red culture materials, publish them on the sharing platform in the form of pictures, audio, videos, etc. and share them with universities in other regions, so as to stimulate students' attention and interest in red culture with red culture in different places, and enhance their enthusiasm and initiative in learning and understanding red ideology and politics.

Secondly, in order to strengthen the effective dissemination of red cultural resources, relevant departments should make innovative use of new media, for example, through official Weibo, WeChat public account and official Douyin account, on the Internet platform in the form of articles, pictures and short videos to introduce Guangdong's red tourism resources, so as to give play to the ideological and political education function of red tourism resources. In addition, the local government should call on the masses to participate in the red tourism culture theme education activities, enhance the enthusiasm and initiative of the people's participation, the public can shoot micro-videos, live broadcasts, through various forms to drive the audience to accept the excellent red revolutionary culture, feel the great deeds of revolutionary martyrs, so as to take the initiative to inherit the red culture, carry forward the excellent revolutionary spirit, and enhance personal ideological and moral literacy.

Finally, a red tourism online teaching platform should be built. Schools and Red Scenic Area can jointly create an online platform to use vivid pictures and video materials to achieve the goal of "cloud tourism" for students anytime, anywhere. The online platform should not only include relevant introductions and materials of scenic spots, but also integrate the content of ideological and political theory courses into the website, so as to make education fun and learning fun.

#### ***4.3 Create local brand characteristics, pay attention to edutainment and fun***

Zhuhai is the "red homeland, the home of reform", a hot piece of land rich in revolutionary tradition and patriotism, with the remains of revolutionary sages and martyrs living and fighting, preserving some red tourism resources of the revolutionary predecessors who struggled hard and fought against the enemy, Zhuhai has 12 red tourism bases, such as Sanzao 10,000 people's graves, the CPC Xiaohao Chung Party History Education Base, the provincial patriotic education base Su Zhaozheng's former residence and the

Guangdong Provincial Red Tourism Demonstration Base Guishan Ship Memorial Park. There are 12 municipal patriotism education bases, provincial patriotism education base Su Zhaozheng's former residence and Guangdong Province red tourism demonstration base Guishan Ship Memorial Park. Relying on Zhuhai's rich red cultural resources, we aim to build a spiritual civilization, promote Zhuhai's cultural spirit, and create Zhuhai's exclusive red cultural industry brand.

Technology integration - build scenario-based communication with the help of technology

On the one hand, in the exhibition of red culture origins, Zhuhai can explore the display exhibition outside the use of modern advanced sound, light, electricity and other technological means, dynamic display or restore the historical scene, so that the red tourism exhibition form more and more rich, in order to enhance its attractiveness and infectious power. The red history of revolutionary martyrs' heroic struggle, Yang Lagenda's war deeds, and Yung-cheng's return to study and research education after studying abroad are shown in three dimensions using modern high-tech means to create realistic and vivid historical scenes and broaden the classroom form of Civic and Political Education.

On the other hand, VR technology, AR technology and human-computer interaction technology can be used to create a red scenic wisdom tourism experience, enhancing the interactivity of visitors and scenes. The use of a variety of modern technology means to create experiential tourism, displaying information about the war, stories of people, stories of cultural relics, cutting-edge research results, etc., intuitive reproduction of the red revolutionary culture of Zhuhai, fully mobilize visitors' multiple senses experience, enhance the audience's "immersion" and "sense of presence" to make the audience understand more deeply the historical background and stories of Zhuhai's red culture, enhance the attractiveness, influence and impact of Zhuhai's red culture, deepen the imprint of Zhuhai's red cultural memory, and create a red tourism brand.

## 5. Conclusion

Taking Zhuhai City as an example to explore the path of combining red tourism and civic education in the construction of Guangdong-Hong Kong-Macao Greater Bay Area, we can not only explore the red resources in Zhuhai City in depth, but also explore the targeted path according to the uniqueness of its history, culture and natural resources; at the same time, we can grasp the commonality and universality of combining red tourism and civic education in Zhuhai City, and provide new ideas and new paths for the construction of Guangdong-Hong Kong-Macao Greater Bay Area. The shaping of Zhuhai red tourism brand can effectively promote the dissemination of red culture values and spiritual heritage, promote the development of Civic Education, and is of great practical significance in bringing into play the catalytic and integrated role of red culture in widely gathering spiritual power and fulfilling the Chinese dream of great rejuvenation.

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