

# Research on Integrated Development of Red Tourism and HAKKA Culture in Gannan Region in Jiangxi

Jianbo He

School of Tourism and Historical Culture, Jiangxi Science and Technology Normal University,  
Nanchang 330038, China

## Abstract

As the core of the former Central Soviet Area and the cradle of the Hakka people, Gannan region of Jiangxi Province boasts unique cultural resource endowments that integrate red genealogy and Hakka cultural heritage. This study adopts the symbiosis theory as its analytical framework, and explores the inherent logic and practical foundation for the integrated development of red tourism and Gannan Hakka culture by examining the historical symbiosis, spatial overlap, and spiritual consistency between these two symbiotic units. The research reveals that the current integration of culture and tourism in Gannan is confronted with four major bottlenecks: weak correlation between symbiotic units, inefficient operation of symbiotic modes, inadequate support from the symbiotic environment, and lack of symbiotic interface carriers. These issues result in a "two separate tracks" phenomenon in resource development, hindering the transformation of cultural value and the improvement of industrial benefits. This paper analyzes the applicability and key problems of their integration from four dimensions—symbiotic units, symbiotic modes, symbiotic environment, and symbiotic interfaces—and further proposes targeted paths: strengthening the endogenous driving force of symbiotic units through resource integration and talent cultivation, innovating symbiotic modes via themed routes, integrated IPs, and industrial extension, expanding symbiotic interfaces by building smart service, cultural exchange, and industrial collaboration platforms as well as optimizing the symbiotic environment in terms of policies, infrastructure, and cultural inheritance. The study aims to provide theoretical support and practical reference for the in-depth integration of red tourism and Hakka culture in Gannan, promoting the high-quality development of regional cultural and tourism industries and the revitalization of old revolutionary base areas.

## Keywords

Gannan region; Red tourism; Culture-tourism integration; Hakka culture; Symbiosis theory.

## 1. Introduction

Culture is the core and soul of tourism, while tourism is a carrier for cultural inheritance and innovation. Culture and tourism develop in an integrated manner through mutual benefit and symbiosis. <sup>[1]</sup>As an important vehicle for inheriting red genes, promoting revolutionary spirit, and advancing the revitalization and development of old revolutionary base areas, red tourism stands as a model of in-depth integration between China's cultural and tourism industries. Guided by the national strategy of in-depth culture-tourism integration in the new era, advancing the high-quality development of red tourism and strengthening the protection and utilization of intangible cultural heritage have become core propositions in the integrated development of culture and tourism. The Report to the 20th National Congress of the Communist Party of China proposes to "adhere to shaping tourism with culture and highlighting culture through tourism, and promote in-depth integration of culture and tourism".

The Opinions of the State Council on Supporting the Revitalization and Development of Old Revolutionary Base Areas in the New Era further emphasizes "promoting the integrated development of red tourism with characteristic culture, rural tourism, and eco-tourism".

As the core area of the former Central Soviet Area, Gannan region of Jiangxi Province boasts extremely rich and profound red cultural resources. It served as a crucial site for the early revolutionary struggles of the Communist Party of China and a great rehearsal site for the People's Republic of China. Meanwhile, known as the "Hakka Cradle", Gannan is an important birthplace of Hakka culture, featuring time-honored Hakka enclosed houses, unique customs, dialects, dietary culture, and the Hakka spirit of "pioneering and enterprising, valuing education, and loving the country and hometown". The intertwined coexistence of red genes and Hakka cultural traditions constitutes Gannan's unique and precious cultural resource endowment, endowed with the advantages of integrated culture-tourism development characterized by historical scarcity and cultural typicality.

In 2021, the Ministry of Culture and Tourism and the National Development and Reform Commission jointly issued the Red Tourism Development Plan for the Former Central Soviet Area in Jiangxi, Fujian and Guangdong Provinces (2021–2025), designating Ganzhou as a city for the construction of a "Red Tourism Integration and Development Demonstration Zone" and explicitly requiring the "innovation of a 'Red tourism + Ancient tourism + Hakka culture' product system". Jiangxi Province's "14th Five-Year Plan for Cultural and Tourism Development" also proposes to "build a red culture inheritance and innovation zone and support Ganzhou in establishing a Hakka Culture (Gannan) Ecological Protection Zone". In response, the Ganzhou Municipal Government has issued regulations and policies such as the "Ganzhou Municipal 14th Five-Year Plan for Cultural and Tourism Development" and "Ganzhou Municipal Regulations on the Protection of Historical Sites", providing institutional and financial guarantees for the protection and utilization of red cultural resources, as well as strong policy support and development opportunities for the integrated development of red tourism and Hakka culture in Gannan region. Developing red tourism in Gannan can boost regional economic development and contribute to the economic rise of central and western China.<sup>[2]</sup>

However, in practice, the integrated development of red tourism and Hakka culture in Gannan still faces numerous challenges. Although the two types of resources are abundant in the same region, their development often presents the phenomenon of "two separate tracks" which means that red tourism focuses excessively on revolutionary historical narratives, failing to deeply explore the embedded Hakka regional cultural context. However, Hakka culture mostly centers on folk customs, with insufficient reflection of its connection to the region's magnificent revolutionary history. This fragmented state leads to problems such as shallow exploration of cultural connotations, homogenization of tourism products, monotonous tourist experiences, and failure to maximize comprehensive benefits, which severely restrict the overall improvement of Gannan's cultural-tourism industry competitiveness and the in-depth shaping of regional cultural brands.

Symbiosis theory, which emphasizes the interdependence and co-evolution of different subjects, provides a new perspective and approach to solving this problem. Introducing symbiosis theory into the research on integrated development of red tourism and Hakka culture in Gannan helps to deeply analyze their symbiotic relationship, symbiotic mode, and symbiotic environment, and explore an innovative and sustainable path for integrated development. This not only enriches the cultural connotation of red tourism and enhances its attractiveness and competitiveness but also promotes the inheritance and innovation of Hakka culture, drives the high-quality development of the culture-tourism industry in Gannan, and is of great significance for realizing the revitalization of old revolutionary base areas.

## 2. Concept Definition and Theoretical Basis

### 2.1. Definition of Relevant Concepts

#### 2.1.1. Culture-tourism integration

The concept of "culture-tourism integration" first appeared in the Guiding Opinions on Promoting the Integrated Development of Culture and Tourism jointly issued by the former Ministry of Culture and the National Tourism Administration in 2009, which defined it as "a phenomenon and process where cultural resources and tourism resources are organically combined, breaking through original industrial boundaries or element fields through mutual penetration, cross-integration, or restructuring to form new symbiotic entities". After years of research and development, the current concept of "Culture and Tourism Integration" refers to the dynamic process and result of in-depth interaction, penetration, restructuring, and innovation between the cultural and tourism systems across multiple dimensions, including resources, products, industries, markets, space, and management. Its core lies in breaking the traditional boundaries between culture and tourism, realizing the creative transformation and innovative development of cultural resources into tourism products through exploring internal correlations and exerting synergistic effects, while enabling tourism activities to highlight, disseminate, and inherit cultural values. Ultimately, it forms a new industry form, model, and ecology of mutual prosperity where "culture shapes tourism and tourism showcases culture."

The subjects of integration are the cultural system and the tourism system. The cultural system includes material cultural heritage, intangible cultural heritage, cultural activities, cultural spirits, and cultural creativity; the tourism system encompasses tourism resources, tourism products, tourism services, tourism markets, and tourism management. Culture and tourism integration is not a simple superposition of "culture + tourism" but a systematic integration aiming at value co-creation. Tourism provides a sustainable channel for cultural dissemination and monetization, preventing cultural resources from being left unused. Meanwhile, culture injects core attractiveness into tourism, freeing it from reliance on ticket revenue. For society, culture and tourism integration can promote cultural identity, drive regional economic development—especially the transformation of cultural resources in underdeveloped areas—and achieve the unity of multiple values, including cultural protection, economic development, and social identity. Ultimately, it builds a symbiotic system where culture empowers tourism and tourism activates culture.

#### 2.1.2. Red tourism

The concept of "red tourism" first appeared formally in the National Red Tourism Development Plan Outline issued by the General Office of the Communist Party of China Central Committee and the General Office of the State Council in 2004, which defined it as "a thematic tourism activity that organizes and receives tourists for commemoration, learning, visits and sightseeing, with the memorial sites and landmarks formed by the great achievements made by the Communist Party of China in leading the people during the revolutionary and war periods as carriers, and with the revolutionary history, deeds and spirits they carry as connotations".

Combining the consensus of domestic academic circles and research practices, it can be defined as a thematic cultural tourism form that takes the material and intangible red cultural heritage formed in the great process of the Communist Party of China leading the Chinese people in striving for national independence, people's liberation, national prosperity and people's happiness as the core attraction, and organizes tourists to carry out activities such as visiting, learning and experiencing, with the core purposes of remembering martyrs, learning history, inheriting spirits and receiving ideological and political education.

An important feature of red tourism is symbiotic development, which combines all local resources and creates new business forms through integration paths to form comprehensive

benefits. <sup>[3]</sup>In essence, it is a social practice that transforms revolutionary historical resources into carriers of ideological and political education and cultural tourism economic resources. Its core connotation lies in taking red cultural resources—i.e., material and intangible resources formed in the historical process led by the Communist Party of China—as the core attraction. Its core function is to enable participants to understand the context of China's revolutionary history, identify with the connotation of revolutionary spirit, and strengthen the feelings of family and country through on-site experience, scene restoration, explanation and interaction, reflecting the priority of educational and social values. Its core purpose is to lead participants to remember revolutionary ancestors, learn revolutionary history, inherit red genes, carry forward revolutionary spirit, and receive patriotic education.

### **2.1.3. Hakka culture**

The Hakka people are the only ethnic subgroup not named after a specific region, with a wide distribution and far-reaching influence. Since the implementation of the "guest-giving system" during Wei, Jin, Northern and Southern Dynasties and the "guest household system" in the Tang Dynasty, immigrants who settled and registered at that time were all included in the guest household register, and these guest households came to be known as the Hakka people. After going through the vicissitudes of history, the Hakka gradually formed centers of Hakka civilization in Jiaying Prefecture (present-day Meizhou) in Guangdong, Tingzhou in Fujian, Ganzhou in Jiangxi, and some other regions.

Hakka culture refers to a regional Han ethnic subgroup culture with distinct ethnic characteristics, which took shape and has continued to evolve. It is mainly rooted in the Han immigrants from the Central Plains who migrated southward multiple times in history. Centered in the main settlements such as Gannan, western Fujian, and northeastern Guangdong, and radiating to other southern Chinese provinces and overseas Hakka communities, it emerged during the key period of large-scale southward migrations in the Song, Yuan, Ming, and Qing dynasties. Shaped by the specific historical context of migration, the mountainous geographical environment in southern China, and long-term interactions and integration with local indigenous groups, Hakka culture is built on a strong ethnic identity based on shared migration memories, language, and cultural symbols, fostering a dual identity consciousness of "immigrant-settler".

As the cradle of Hakka culture and the largest settlement of the indigenous Hakka people, Gannan boasts a time-honored and rich Hakka culture that attracts worldwide attention, encompassing dialectal culture, dietary culture, folk culture, and residential culture. In terms of folk culture, the Hakka carp lantern dance is a traditional Han dance, the unicorn dance integrates singing, dancing, and music. The boat lantern performance has a history of several hundred years, and folk performances such as the Ningdu Bamboos Fire Dragon Festival and Yudu Suona Horn music are also well-known. In terms of dietary culture, Hakka cuisine retains the simple and authentic flavors of ancient Central Plains, characterized by spiciness, fragrance, freshness, and saltiness, and is praised as a "living fossil" of ancient dietary culture.

## **2.2. Symbiosis Theory and Its Applicability Analysis**

### **2.2.1. Core connotations of symbiosis theory**

Symbiosis theory, originating from biology, was first proposed by German scholar Anton de Bary in 1879. It refers to the long-term mutually beneficial and interdependent living relationship formed between different organisms. Among its components, the Symbiotic Unit denotes the basic behavioral subjects involved in symbiosis, which can be organizations, industries, regions, as well as cultures, resources, or groups of people. The Symbiotic Mode reflects the forms of interaction between symbiotic units, including three basic types: parasitism, commensalism, and mutualism, which determine the nature and efficiency of the symbiotic relationship. The Symbiotic Environment represents the external conditions in

which the symbiotic relationship exists, including supporting systems such as policies, markets, technologies, and communities, serving as a bridge for the flow of elements. The Symbiotic interface focuses on the medium or carrier for material and information transmission between units, consisting of external conditions such as policies, markets, technologies, culture, and infrastructure, which determine the sustainability and depth of symbiosis.

Since the mid-20th century, this theory has been introduced into the field of social sciences to explain the co-evolutionary relationships between multiple subjects in economic and social systems, becoming an important tool for analyzing interactive relationships between different subjects. In 1988, Chinese scholar Yuan Chunqing first introduced the idea of symbiosis into domestic economic research, conducting an in-depth analysis of China's small-scale economic issues. [4]In the context of culture-tourism integration, Stringer began applying symbiosis theory to tourism research in 1984, proposing a relatively systematic tourism symbiosis theory. Based on this, scholars have conducted a series of studies on the evolutionary logic of culture-tourism integration, integration and development strategies, and tourism development optimization systems, covering multiple fields such as rural tourism, eco-tourism, ethnic tourism, and red tourism. [5]These studies are committed to constructing a value co-creation mechanism between cultural resources and the tourism industry, ultimately achieving a "1+1>2" synergistic effect.

### **2.2.2. Applicability of symbiosis theory in integrated development of red tourism and Hakka culture in Gannan**

The demand for the integrated development of red tourism and Hakka culture in Gannan is highly consistent with the core logic of symbiosis theory. It provides a systematic analytical framework and operable practical paths for the integration of red tourism and Hakka culture in Gannan from four dimensions—"unit correlation, mode upgrading, interface support, and goal alignment"—thus demonstrating significant applicability.

(1) Red tourism and Hakka culture are two core symbiotic units within the regional culture of Gannan. From a historical perspective, they are deeply intertwined on the land of Gannan. During the Soviet Area period, Hakka society served as an important mass foundation for revolutionary struggles, and the Hakka spirit of pioneering, enterprising, and patriotism shares a common spiritual core with the revolutionary spirit of hard work and solidarity. From a resource perspective, the two are richly concentrated in the same region: red heritage sites and Hakka enclosed houses, revolutionary stories and Hakka folk customs overlap in geographical space, forming a physical basis for element exchange. This inherent attribute of historical and spatial symbiosis aligns with the prerequisite in symbiosis theory that symbiotic units must have relevance, thereby providing an inherent possibility for their integration.

(2) The need for optimizing symbiotic modes matches the practical problems in integration. Currently, the integration of red tourism and Hakka culture in Gannan is plagued by the "two separate tracks" phenomenon: red tourism focuses on revolutionary narratives, while Hakka culture emphasizes folk custom displays. Essentially, this reflects a state of commensalism or weak-correlation symbiosis without in-depth interaction. Symbiosis theory emphasizes the evolution from inefficient symbiosis to efficient symbiosis, which precisely provides ideas for solving this problem. By exploring deep-seated connections—such as the support of Hakka society for the revolution and the resonance between revolutionary spirit and Hakka spirit—the existing space-overlapping mode can be upgraded to a mutualistic symbiosis mode, realizing resource complementarity and value co-creation.

(3) The malleability of symbiotic interfaces and environment supports the implementation of integration

One of the core bottlenecks in the integration of red tourism and Hakka culture in Gannan lies in the lack of in-depth integrated products, the absence of symbiotic interfaces such as routes,

and the imperfect symbiotic environment characterized by insufficient policy coordination and talent shortages. Symbiosis theory clearly identifies interfaces and environment as optimizable variables. From the perspective of symbiotic interfaces, we can build carriers such as high-quality red-Hakka integrated routes, themed cultural and creative products, and smart service platforms to smooth the channel for element exchange between the two. From the perspective of symbiotic environment, we can rely on policy support, infrastructure upgrading, and community participation mechanisms to provide external support for integration. The malleability of symbiotic interfaces and environment enables the integration of culture and tourism to transform from theoretical possibility into practical feasibility.

(4) The unity of multiple values in symbiotic goals aligns with the demands of integrated development

The ultimate goal of symbiosis theory is to achieve the coordinated evolution of all subjects and the enhancement of overall value, which perfectly matches the demands for integrating red tourism and Hakka culture in Gannan. Hakka culture can enrich the cultural connotation of red tourism and enhance its appeal, while red tourism can expand the dissemination channels of Hakka culture to realize its living inheritance. For regional development, the integration of the two can drive the upgrading of the culture and tourism industry, promote the revitalization of old revolutionary base areas, and achieve the unity of multiple values including cultural protection, economic development, and spiritual inheritance.

### **3. Endowment of Red Tourism and Hakka Culture Resources in Gannan and Their Integration Foundation**

#### **3.1. Resource Endowment**

Resource endowment serves as the core foundation for the development of regional cultural and tourism industries. Due to its unique historical contexts and geographical environment, Gannan has nurtured rich and highly distinctive red cultural resources and Hakka cultural resources. Both types of resources exhibit distinct regional characteristics in terms of material carriers and spiritual cores.

##### **3.1.1. Red cultural resources in Gannan region**

Gannan is an important cradle and core practice area of China's revolution. The quantity, grade, and integrity of red relics from the former Central Soviet Area rank among the highest in the country. As one of the important birthplaces of China's revolution, its red cultural resources are characterized by three key features: historical depth, systemic completeness, and spiritual symbolism.

According to the third national cultural relics survey and the special survey of revolutionary cultural relics, Gannan currently has 1,087 immovable revolutionary cultural relics, including 26 national-level cultural protection units, 112 provincial-level ones, and over 36,000 sets of movable revolutionary cultural relics. These form the largest and best-preserved cluster of red cultural heritage from the Central Soviet Area in China, boasting extremely high historical research value and tourism development potential.

Spatially, they present a "one core and three belts" distribution: with Ruijin as the core, connected by two red transportation lines (Xingguo–Ningdu–Yudu and Xinfeng–Longnan–Dingnan) and a red water system (Zhangjiang River–Gongjiang River–Ganjiang River). The well-preserved revolutionary sites in Ruijin, such as Yeping and Hongjing (Red Well), the themed memorial systems like Xingguo General Park and the former headquarters of the Ningdu Uprising, and the memory sites of the three-year guerrilla war in Gannan, such as Dayu Meiling Sanzhang Memorial Hall and Xinfeng Youshan guerrilla war relics, together with an

integrated spatial chain of "cradle of revolution, Central Soviet Area, and starting point of the Long March."

In terms of intangible forms, Gannan's red culture embodies spiritual cores such as firm ideals and beliefs, pragmatic work styles, and deep feelings for the people. It preserves over 280 red ballads like *Sending My Husband to Be a Red Army Soldier* and *Ten Farewells to the Red Army*, as well as more than 130 oral history texts, forming living red narrative resources. These are material witnesses to the early arduous struggles of the Communist Party of China, carrying the Soviet Area spirit centered on firm conviction, seeking truth from facts, serving the people wholeheartedly, being honest and clean, working hard, striving for excellence, and making selfless contributions. They serve as precious teaching materials and vivid classrooms for patriotism education, revolutionary tradition education, and integrity education.

### **3.1.2. Hakka cultural resources in Gannan region**

Gannan, hailed as the "Cradle of the Hakka", was the first stop for Hakka ancestors during their southward migration. Its Hakka cultural resources have a long history and distinct characteristics. As one of the largest Hakka settlements in the world, it is home to over 9.3 million Hakka people, accounting for more than 95% of Ganzhou's total population. Its culture features a four-dimensional integration of enclosed houses, folk songs, customs, and dialects, boasting strong originality, inclusiveness, and living inheritance.

There are 572 existing Hakka enclosed houses, represented by Longnan Guanxi New Enclosed House, Yanyi Enclosed House, and Anyuan Dongsheng Enclosed House. These account for 68% of the total number of key Hakka enclosed houses in China and were included in the China's World Cultural Heritage Tentative List in 2023. Gannan Hakka folk songs have been listed in the first batch of national intangible cultural heritage, with over 3,000 traditional tunes and more than 130 inheritors at or above the provincial level. In terms of folk festivals, over 40 traditional Hakka festivals are preserved, such as "Zou Gushi" (parading with ancient figures), "Tianding Pao" (cannon salutes for new births), and temple fairs with deity processions. Among them, 8 items, including Shicheng Lantern Festival and Yudu Suona, are national intangible cultural heritage projects.

Gannan Hakka dialect belongs to the Yugui branch of Hakka dialects, with 5 internal sub-dialect regions. The dietary culture centers on symbolic products such as Hakka ground tea, Hakka rice wine, and stuffed tofu, forming a pedigree of over 120 traditional dishes. Gannan Hakka culture still maintains living inheritance today, with Hakka clan systems and folk activities continuing to play a role in rural communities, providing an authentic foundation for the development of cultural experience tourism products.

## **3.2. Foundation for Integration**

### **3.2.1. Historical symbiosis**

The formation of red culture in Gannan is inseparable from the foundation of Hakka culture. During the Agrarian Revolutionary Period, the Hakka people, as the main residents of Gannan, participated in revolutionary struggles through clan organizations as a link. Young men from Hakka clans joined the Red Army collectively, and Hakka dwellings often served as Red Army garrisons or offices of Soviet governments. Red revolutionary activities were embedded in the daily life scenes of Hakka society, forming an interactive relationship where the Hakka community provided a mass foundation for the red revolution, while the red revolution injected new spiritual impetus into Hakka society.

This kind of integration is reflected in many historical details, for example, Hakka ancestral halls, which were originally places for clan sacrifices and gatherings, were transformed into venues for revolutionary mass meetings. Hakka folk songs, which used to sing about life and emotions, were adapted into red ballads to propagate revolutionary ideas. Hakka tradition of mutual

assistance in production and life was translated into practical support for Red Army in terms of food, clothing, and transportation. These historical facts prove that red culture in Gannan is not an isolated existence but a revolutionary practice rooted in Hakka social soil, and the two have formed an indissoluble historical bond from the very beginning.

### 3.2.2. Spatial overlap

Red relics in Gannan highly overlap with carriers of Hakka culture, forming a spatial pattern that integrates red imprints with Hakka textures. The vast rural areas of Gannan are not only places where Hakka people have lived for generations but also regions where Soviet power was established and revolutionary activities were widely carried out. Fifty-six percent of the county-level administrative units in the Central Soviet Area overlapped with core Hakka regions. Eleven counties (cities, districts) including Ruijin, Xingguo, and Yudu are not only national-level revolutionary cultural relic protection and utilization zones but also recognized as hometowns of Hakka culture and art in China. The coexistence of "red" and "Hakka" elements in the same region provides a natural scenario for the linked display of these two types of resources.

Table 1 Analysis Table on Spatial Overlap Degree of Red and Hakka Cultural Resources in 11 Counties (Cities, Districts) in Gannan Region

Counties (Cities, Districts)	Number of immovable revolutionary cultural relics	Number of Hakka enclosed houses	Area of overlapping regions (km <sup>2</sup> )	Overlap intensity index
Ruijin	94	47	128.5	0.85
Yudu	93	35	110.2	0.78
Ningdu	65	22	95.0	0.72
Xingguo	60	19	89.6	0.68
Xinfeng	41	28	82.3	0.65
Huichang	36	32	75.4	0.71
Shicheng	27	25	68.0	0.63
Longnan	6	89	92.5	0.81
Dingnan	12	10	45.2	0.59
Anyuan	12	15	50.6	0.55
Ganxian	25	18	55.0	0.52

Indicator explanation: Overlap intensity index = (density of revolutionary cultural relics × density of enclosed houses × proportion of overlapping area) / 100. The closer the value is to 1, the stronger the spatial symbiosis between red and Hakka resources.

Data sources:

Revolutionary cultural relics: Overall Plan for Protection of Red Resources released by Ganzhou Municipal Government in 2025.

Hakka enclosed houses: Field surveys conducted by Gannan Normal University from 2019 to 2024.

### 3.2.3. Spiritual consistency

To a certain extent, the red spirit of Gannan is the sublimation and concentrated embodiment of the excellent spiritual traits of the Hakka people in a specific historical period. The spiritual connection provides in-depth support for the integration of cultural connotations. Meanwhile, the Soviet Area spirit in Gannan's red culture, which features "firm conviction, seeking truth from facts, serving the people wholeheartedly, being honest and clean, working hard, and striving for excellence", shares the same origin and complements the Hakka cultural qualities

of "valuing education, pioneering and enterprising, loving the country and hometown, and being diligent and mutual-aiding." Together, they have shaped the regional cultural identity.<sup>[7]</sup>

#### **3.2.4. Industrial driving forces**

Currently, the tourism market has a strong demand for composite tourism products with profound cultural connotations, diverse experience forms, and strong emotional resonance. By the end of 2024, Gannan had 2 national AAAAA-level tourist attractions and 23 national AAAA-level ones, among which more than 60% have realized the theme overlap of "Red tourism + Hakka culture". Integrated business forms such as red education and training, Hakka intangible cultural heritage research, and enclosed house homestays have taken initial shape, receiving 142 million tourists annually and achieving a comprehensive tourism income of 136.7 billion yuan, which has laid an industrial fulcrum for in-depth integration.

### **4. Key Issues in Integrated Development of Red Tourism and Hakka Culture in Gannan Region**

#### **4.1. Weak Correlation Between Symbiotic Units**

As core symbiotic units, the red culture and Hakka culture in Gannan region have not yet established in-depth cognition of value co-creation, with prominent issues of cognitive fragmentation and superficial resource integration. Currently, the main entities engaged in red tourism development often regard Hakka culture merely as a backdrop for revolutionary narratives, failing to delve into the supporting role of Hakka clan networks in revolutionary mobilization. In contrast, the operators of Hakka culture mostly focus on displaying folk customs, neglecting the revolutionary memories they carry. For instance, Longnan Guanxi New Enclosure not only embodies Hakka architectural craftsmanship but also served as a Red Army arsenal in 1932, yet the latter fact is rarely mentioned in cultural and tourism promotions. Such fragmentation results in resource development being a "physical superimposition" rather than a "chemical integration." At the Ruijin Yeping revolutionary site cluster, the interpretation system centers on the history of the "First National Congress of the Chinese Soviet," while rarely referring to the attribute of the sites themselves as typical Hakka ancestral halls or their spatial interaction with revolutionary activities. This makes it difficult for tourists to perceive the unique historical scene of "the Soviet within the enclosure," weakening the depth and impact of cultural experience.

#### **4.2. Inefficient Operation of Symbiotic Modes**

The current integration of culture and tourism in Gannan mostly remains at the primary level of spatial concatenation or festival collocation, lacking in-depth synergy of mutualism, with the absence of mutual benefit mechanisms and broken value chain. Tourism route designs often simply bundle red attractions with Hakka attractions, such as the "Ruijin Red Well + Longnan Guanxi Enclosure one-day tour", without constructing a narrative thread based on cultural logic, leading to fragmented tourist experiences. More critically, there is insufficient collaboration in the industrial chain: the phenomenon of "two separate entities" between red education and Hakka experience is prominent. For example, the red research courses at the "Central Soviet Area Anti-Encirclement Campaign Memorial Hall" in Ningdu County rarely incorporate the real stories of Hakka people supporting the Red Army from the local provincial intangible cultural heritage "Ningdu Bamboo Pole Fire Dragon Festival." Additionally, Gannan's red cultural and creative products have long been disconnected from the designs of Hakka handicrafts like rattan weaving and leicha utensils, lacking integrated IPs such as the "Red Star Shining Over the Enclosure" themed series. According to a 2023 survey by Ganzhou Municipal Bureau of Culture and Tourism, 60% of "red-Hakka" themed scenic spots have a secondary consumption ratio of

less than 20%, far lower than the 35% average of culture-tourism integrated scenic spots, which confirms the benefit loss caused by the rupture of value chain integration.

### 4.3. Insufficient Support from Symbiotic Environment

Long-standing issues such as policy barriers and shortages in talent and technology have led to an underdeveloped support system, severely hindering the implementation of integration. Fragmented management results in "multiple policies from multiple departments": the protection of red heritage sites falls under the jurisdiction of the Cultural Relics Bureau, the utilization of Hakka enclosed houses involves the Housing and Urban-Rural Development Department, and the inheritance of intangible cultural heritage is managed by Bureau of Culture, Radio, Television and Tourism. Overlapping departmental powers and responsibilities have caused inefficient approval processes for "red-Hakka integration" projects. For instance, when applying jointly for a culture-tourism integration demonstration zone, the Youshan guerrilla war sites in Xinfeng County and the adjacent Hakka ancient villages took more than two years due to disputes over protection standards.

Meanwhile, in county-level culture and tourism departments, professionals who are both familiar with the history of the Soviet Area and proficient in Hakka folk customs account for less than 10%, leading to an extreme shortage of interdisciplinary talents. The knowledge structure of scenic spot interpreters is simplistic, making it difficult for them to explain in-depth connections such as "how Hakka spirit nurtured the fine work style of Soviet Area cadres". Technical applications are also lagging behind: although some venues have introduced VR technology, no integrated digital resource platform for "red-Hakka" content has been established, failing to realize immersive interactions like "scanning a code to listen to revolutionary stories in enclosed houses".

### 4.4. Lack of Symbiotic Interface Carriers

In terms of symbiotic interfaces, the core issue in the integration of culture and tourism in Gannan lies in the lack of effective carriers that connect resources and the market. There is a severe shortage of in-depth integrated products, as existing projects are mostly simple combinations, lacking explosive offerings such as "live-action epic dramas of red-Hakka spirit"—which could draw inspiration from Jinggangshan's Spark to depict Hakka youth joining the revolution—or immersive scripted tours like "Exploring the Soviet in Enclosed Houses" that link revolutionary slogans with Hakka architectural symbols.

Route designs also lack innovation. In contrast, Longyan, Fujian, has developed the "Red Gutian · Hakka Yongding" route, which constructs a dual narrative of revolutionary history and Hakka life. Marketing efforts are even more lackluster: Gannan has yet to form a unified brand image of "red-Hakka integration". Compared with the precise positioning of Jiangxi's Jinggangshan ("Cradle of Red Revolution · Landscape Painting") and Fujian's Tulou ("World Heritage · Starting Point of the Long March"), the disadvantage of fragmented branding in Gannan is prominent.

## 5. Paths for Integrated Development of Red Tourism and Hakka Culture in Gannan Based on Symbiosis Theory

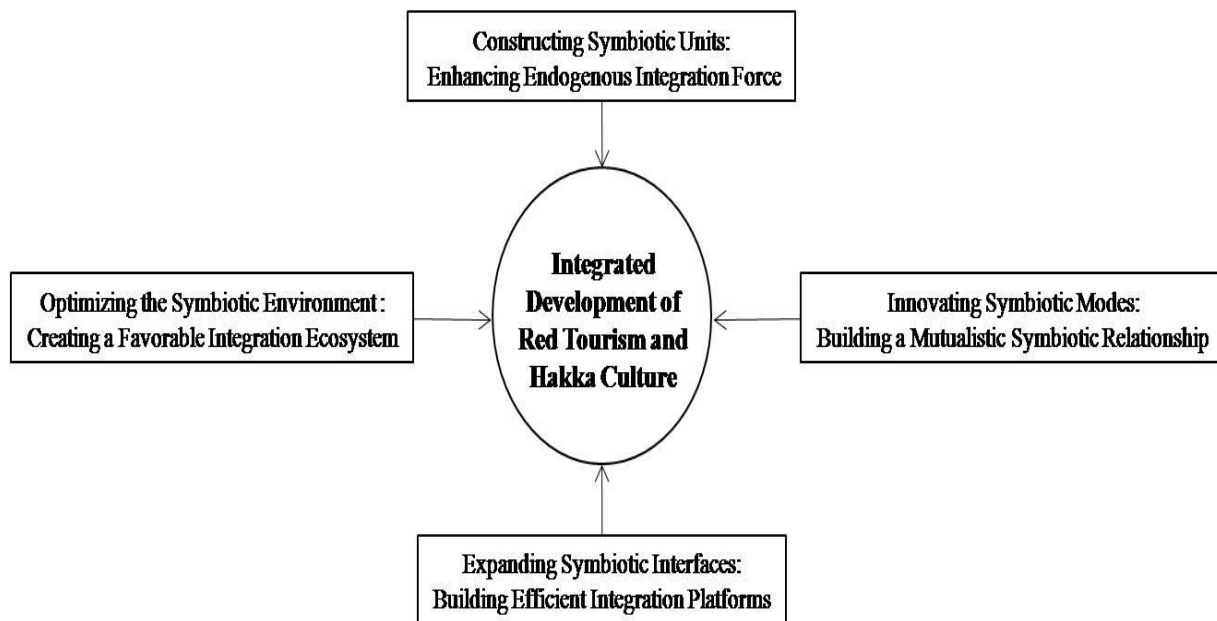


Figure 1 Paths for Integrated Development of Red Tourism and Hakka Culture in Gannan

### 5.1. Constructing Symbiotic Units: Enhancing Endogenous Driving Force for Integration

Constructing symbiotic units is the foundation for realizing the integrated development of red tourism and Hakka culture in Gannan, which requires enhancing the endogenous driving force for integration from three core dimensions: resources, talents, and enterprises.

In terms of resource integration and innovative development, it is necessary to break through the presentation mode of single cultural elements and deeply explore the historical intersections between red tourism resources and Hakka culture—such as the historical facts that Hakka enclosed houses once served as temporary garrisons for the Red Army and stories of Hakka people participating in revolutionary struggles. These connection points should be transformed into concrete tourism products. For example, at the Longnan Enclosed House Scenic Area, create a "Red Army's Life Scenes in Enclosed Houses" by restoring the Red Army's meeting hall and exhibiting displays of Hakka people supporting the Red Army, allowing tourists to intuitively feel the symbiotic memories of the two cultures. Meanwhile, introduce digital technologies such as VR and AR to develop "virtual Red Army-Hakka interaction" experience projects, where tourists can participate in scenes of collaboration between the Red Army and Hakka people through devices, effectively enhancing the appeal of cultural dissemination.

In terms of talent support, efforts should be made both to cultivate local talents and introduce external wisdom. For local cultivation, promote Gannan's local universities to offer interdisciplinary majors such as "Research on Integration of Red Culture and Hakka Culture" and "Operation and Management of Cultural-Tourism Integration," and establish "scenic spot + university" practice bases to enable students to accumulate practical experience through field research in red scenic spots and Hakka villages. For external talent introduction, through special cultural-tourism talent programs, provide incentives such as housing subsidies and project dividends to attract industry experts to participate in the design of integration projects, targeting shortcomings in creative planning and digital cultural tourism.

As the main entities of market operation, enterprises need to be cultivated in a hierarchical manner. For small and medium-sized local enterprises, support them in developing light-asset products such as Hakka red cultural and creative products and characteristic catering through policies like subsidies for cultural-tourism integration projects and loan interest discounts. For enterprises with scale, guide them to form industrial clusters through resource integration—for example, promote red tourism enterprises in Ruijin to cooperate with Hakka cultural scenic spots in establishing joint operation companies, realizing customer source sharing and route interconnection, and shifting from scattered operation to collaborative development, thus laying a solid market foundation for integrated development.

## **5.2. Innovating Symbiotic Modes: Building Mutualistic Symbiotic Relationships**

The core of innovating symbiotic modes is to break the pattern where red tourism and Hakka culture operate independently, and build a mutualistic symbiotic relationship featuring cultural mutual promotion and benefit sharing, which can be advanced from three directions: route connection, activity innovation, and industrial extension.

In the design of themed tourist routes, it is necessary to go beyond the simple combination of red scenic spots and Hakka villages, and connect nodes through cultural logic. Take the design of the "Long March-Hakka Support Route" as an example: starting from the Yudu Red Army Ferry, follow the Red Army's march route to connect Hakka ancient villages. Each stop sets up scenario-based experiences such as Hakka people delivering military rations and the Red Army teaching Hakka people to read, allowing tourists to understand the historical logic that the red revolution could not have succeeded without the support of Hakka people during their spatial movement. Refine route content for different customer groups such as parent-child, research, and senior tourists: add interactive links like role-playing as "little Hakka Red Army soldiers" and learning to sing Hakka red nursery rhymes for parent-child routes; set up research tasks such as red Hakka historical textual research and comparison between folk customs and revolutionary symbols for research routes, enhancing route attractiveness through precise positioning.

In terms of cultural-tourism activities, it is essential to create memorable integrated IPs. In the field of performing arts, create a large-scale live-action drama Hakka Red, with the story of Hakka youth joining the Red Army as the main line, integrating artistic forms such as Hakka folk songs and tea-picking operas, and enhancing emotional resonance through revolutionary narratives and folk expressions. In festivals, integrate and upgrade Gannan's Red Culture Festival and Hakka Culture Tourism Festival, setting up characteristic links such as red Hakka intangible cultural heritage markets and duets between red songs and Hakka folk songs, allowing tourists to feel the vitality of both cultures through participation.

Industrial integration should be expanded in depth, promoting cross-border linkage between "Red tourism + Hakka culture" and related industries. In agriculture, develop Red Army-Hakka farming parks, planting crops jointly cultivated by the Red Army and Hakka people in the past, where tourists can experience farming activities such as rice transplanting and grain drying while learning about Hakka farming wisdom and stories of the Red Army's agricultural reclamation. In the cultural and creative industry, develop cultural and creative products inspired by red symbols and Hakka elements. Through continuous industrial extension, transform cultural value into economic value, forming a virtuous cycle of cultural dissemination, consumption experience, and industrial income growth.

## **5.3. Expanding Symbiotic Interfaces: Building Efficient Integration Platforms**

The key to expanding symbiotic interfaces is to build efficient integration platforms, breaking down information, resource, and cooperation barriers, and providing interactive carriers for

the in-depth integration of red tourism and Hakka culture. These platforms mainly include three types: smart services, cultural exchange, and industrial collaboration.

Smart tourism platforms need to realize both resource integration and precise services. Relying on Gannan's cultural-tourism big data center, integrate basic information such as red scenic spot tickets, Hakka homestay bookings, and cultural activity schedules, and develop the "Gannan Hongketong" APP to provide tourists with one-click itinerary planning, intelligent voice guidance, and other services. Meanwhile, add interactive functions such as red Hakka knowledge quizzes and online collection of Hakka red stories, transforming tourists from passive receivers to active participants. Through data accumulation, form a database of tourist preferences to provide a basis for subsequent product optimization.

Cultural exchange platforms should balance academic research and public communication. On one hand, regularly hold forums on the integration of red and Hakka cultures, inviting historians, cultural-tourism experts, and Hakka cultural inheritors to discuss integration paths, and release the Report on the Integrated Development of Gannan's Red and Hakka Cultures to enhance academic influence. On the other hand, build a red-Hakka cultural exchange center in Ganzhou urban area, with permanent exhibitions displaying Hakka revolutionary cultural relics, red-themed Hakka intangible cultural heritage, and interactive workshops for experiencing Hakka red paper-cutting and teaching red songs and folk songs, making culture approachable to the public through daily expressions.

Industrial cooperation platforms need to establish a multi-stakeholder collaboration mechanism. The government should take the lead in establishing the Gannan Red-Hakka Cultural-Tourism Alliance, absorbing entities such as scenic spots, cultural and creative enterprises, travel agencies, and universities, and formulating unified service standards and benefit distribution rules. Promote a resource replacement model within the alliance, and jointly carry out marketing activities such as red-Hakka cultural seasons, joint promotions, and cross-platform live-streaming sales. Through platform-based operations, reduce cooperation costs and improve integration efficiency and radiation range.

#### **5.4. Optimizing Symbiotic Environment: Creating a Favorable Integration Ecosystem**

The goal of optimizing the symbiotic environment is to build a benign ecosystem with policy guarantees, basic support, and cultural inheritance, providing sustainable soil for the integration of red tourism and Hakka culture.

At the policy level, a closed-loop system of top-level design, implementation supervision, and dynamic adjustment should be formed. Study and issue the Plan for the Integrated Development of Gannan's Red-Hakka Cultural Tourism, clarifying phased goals for integration. Prioritize land supply for integration projects and set up a special fund for cultural-tourism integration, focusing on supporting projects such as cultural exploration and facility renovation. Meanwhile, establish a policy implementation tracking mechanism, with the cultural-tourism department cooperating with third-party institutions to regularly evaluate policy effects, inspect the implementation of policies such as talent subsidies and project support, and ensure precise resource allocation. Revise policy details in a timely manner in response to new problems arising in integration to enhance policy adaptability.

Infrastructure construction should balance accessibility and cultural adaptability. In terms of transportation networks, upgrade roads connecting red scenic spots and Hakka villages, and launch special red-Hakka tourism buses to solve the "last mile" travel problem. Improve smart supporting facilities, such as setting up "red-Hakka culture" QR code explanation signs in Hakka ancient villages and introducing contactless payment systems in parking lots of red scenic spots, allowing tourists to feel cultural integration through convenient experiences.

Cultural protection and inheritance are the foundation of the ecosystem, requiring a two-track approach. For material cultural heritage such as red sites and Hakka enclosed houses, carry out restoration in accordance with the original style, establish a cultural relic protection responsibility system, and prevent excessive commercialization from causing damage. Activate intangible culture through projects such as introducing culture into campuses and cultivating intangible cultural heritage inheritors, encouraging young people to shift from passive protection to active inheritance, thus injecting lasting cultural vitality into integrated development.

## 6. Conclusion and Outlook

The red culture and Hakka culture in Gannan are deeply intertwined in history, highly overlapping in space, and share interconnected spiritual cores, thus boasting natural conditions for integration. Their integration can not only enrich the cultural connotation of red tourism but also expand the dissemination channels of Hakka culture. Currently, the bottlenecks in integrated development are concentrated in four aspects: weak correlation between symbiotic units, inefficient operation of symbiotic modes, insufficient support from symbiotic environment, and lack of symbiotic interface carriers. The solutions proposed based on symbiosis theory form a complete closed loop, taking into account both theoretical logic and practical feasibility, which can provide directions for solving the integration problems.

However, the integrated development of red tourism and Hakka culture in Gannan is a long-term systematic project. The "Red tourism-Hakka culture integration" in Gannan still needs to deepen exploration in three aspects: deepening theoretical innovation, strengthening technological empowerment, and promoting institutional innovation, so as to form a long-term governance pattern with tripartite collaboration among the government, market, and communities. With the implementation of various measures, the red tourism and Hakka culture in Gannan are expected to move from superficial integration to in-depth symbiosis. The Red Hakka culture is expected to become a benchmark case for the high-quality development of culture and tourism integration in China and contribute the "Gannan solution" to global cultural heritage protection.

## Acknowledgments

This work was financially supported by the Humanities and Social Sciences Research Projects of Colleges and Universities in Jiangxi Province (Grant No. GL19123).

## References

- [1] Chai, S. S., Kong, L. Y., & Shan, J. (2022). Mechanism and empirical study on the integrated development of red culture and tourism from the perspective of symbiosis theory: A case study of Taierzhuang Ancient City. *Dongyue Tribune*, 43(4), 121-130.
- [2] Song, W., & Li, J. (2018). Development and promotion of red tourism brands: A case study of Gannan's red tourism brand. *Enterprise Economy*, 37(6), 149-153.
- [3] Shao, M. H., & Liu, P. (2021). Study on the symbiotic development system of red cultural tourism: Based on the investigation of Yimeng, Shandong. *Journal of Shandong University (Philosophy and Social Sciences)*, (4), 84-94.
- [4] Zhao, L. B., & Wang, X. Y. (2024). Research on the in-depth integration and development of cultural and tourism industries from the perspective of symbiosis theory: A case study of Qingdao. *Journal of the Party School of C.P.C. Qingdao Municipal Committee and Qingdao Administrative Institute*, (6), 115-122.

- [5] Lv, W. Q., Xiao, Z. F., Wang, X. X., et al. (2025). Mechanism and empirical study on the integration of agriculture, culture and tourism based on symbiosis theory: A case study of 4 typical tea counties in Yunnan. *Chinese Journal of Agricultural Resources and Regional Planning*, (2), 1-17.
- [6] Zhang, W. Y., & Tao, Z. M. (2022). Symbiotic mechanism for the integrated development of red tourism and regional culture. *Tourism Tribune*, 37(8), 45-57.
- [7] Song, W., & Li, J. (2018). Development and promotion of red tourism brands: A case study of Gannan's red tourism brand. *Enterprise Economy*, 37(6), 149-153.