

The Typical Experience and Enlightenment of Protected Utilization of Revolutionary Cultural Relics Districts in China

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Abstract

Revolutionary cultural relics serve as the red gene bank of the Party and the country. With the thorough implementation of Opinions on Implementing the Project for the Protection and Utilization of Revolutionary Cultural Relics (2018–2022), regions nationwide have actively explored new paths for the concentrated and contiguous protection and utilization of revolutionary cultural relics, forming a batch of exemplary districts with scientific planning, robust protection, effective utilization and extensive influence. Taking six representative cases including three major red cultural themed districts in Beijing, the revolutionary cultural relics district along the Yangtze River, the former revolutionary sites of the Central Soviet Area in Ruijin, the Jinggangshan revolutionary sites, the Zunyi Long March cultural district and the Xibaipo revolutionary sites as research objects, this paper systematically sorts out their specific practices and prominent achievements in overall planning, revitalized utilization, cultural tourism integration, digital empowerment, public participation and cross-regional coordination. Research shows that successful revolutionary cultural relics districts generally adhere to six strategies: planning guidance, revitalized utilization, digital empowerment, public participation, regional coordination and education priority. These experiences provide replicable and promotable practical paths for other revolutionary cultural relics districts nationwide.

Keywords

Revolutionary Cultural Relics; Contiguous Protected Utilization; Typical Experience; Red Culture; Revitalized Inheritance.

1. Introduction

1.1. Research Background and Significance

Revolutionary cultural relics carry the glorious history of arduous struggles waged by the Party and the people, record the great course and touching deeds of China's revolution, and act as vital carriers for promoting revolutionary spirit and inheriting red genes. Since the 18th National Congress of the Communist Party of China, General Secretary Xi Jinping has issued important instructions on multiple occasions concerning the protection and utilization of revolutionary cultural relics, emphasizing that "strengthening the protection and utilization of revolutionary cultural relics, promoting revolutionary culture and inheriting red genes is the shared responsibility of the whole Party and the whole society".

In 2018, the General Office of the CPC Central Committee and the General Office of the State Council issued Opinions on Implementing the Project for the Protection and Utilization of Revolutionary Cultural Relics (2018–2022), clearly putting forward the key task of "promoting the concentrated and contiguous protection and utilization of revolutionary cultural relics". In 2021, the National Cultural Heritage Administration issued the Special Plan for the Protection and Utilization of Revolutionary Cultural Relics during the 14th Five-Year Plan Period, further

requiring "the construction of a number of demonstration zones for contiguous protection and integrated exhibition of revolutionary cultural relics".

Driven by the above policies, regions nationwide have actively explored new approaches to the contiguous protection and utilization of revolutionary cultural relics, emerging numerous typical districts. These districts have accumulated valuable experience in renovation and maintenance, environmental renovation, exhibition upgrading, revitalized utilization, cultural tourism integration and digital construction, forming replicable and promotable practical models. Systematically summarizing these typical experiences bears important theoretical value and practical significance for advancing high-quality development of revolutionary cultural relics work in the new era, making good use of red resources and carrying forward the red bloodline.

1.2. Research Objects and Methods

This paper selects six representative revolutionary cultural relics districts as research objects: three major red cultural themed districts in Beijing (the early CPC revolutionary activities in Beijing, the War of Resistance against Japanese Aggression, and the founding of New China), the Yangtze River Basin revolutionary cultural relics district, the former revolutionary sites of the Central Soviet Area in Ruijin, the Jinggangshan revolutionary sites, the Zunyi Long March cultural district, and the Xibaipo revolutionary sites. These six districts respectively represent different protection and utilization modes including theme-led mode, linear serial mode, county-wide integrated protection mode, digital empowerment mode, national project mode and core radiation mode, covering different historical stages from the founding of the CPC, the Agrarian Revolutionary War, the Long March, the War of Resistance against Japanese Aggression to the Liberation War, thus possessing strong representativeness and demonstration value.

Case analysis and experience induction methods are adopted in this paper. First, literature research, policy sorting and collection of public data are used to systematically organize resource profiles, core practices and prominent achievements of each district. Second, comparative analysis is applied to extract common experiences. Finally, enlightenment suggestions are proposed from four dimensions: policy, practice, technology and communication.

1.3. Paper Structure

The full text consists of five parts. Part I is the introduction; Part II conducts a detailed analysis of protection and utilization practices of six typical districts, with each district discussed from four perspectives: resource overview, core practices, prominent achievements and referable experience; Part III summarizes six common experiences; Part IV puts forward enlightenments for national work on revolutionary cultural relics districts; Part V is the conclusion.

2. Analysis of Protected Utilization Practices of Typical Revolutionary Cultural Relics Districts

2.1. Three Major Red Cultural Themed Districts in Beijing: Theme Leadership and District Coordination

2.1.1. Resource Overview

As the national capital, Beijing is one of the birthplaces of China's communist movement, an important battlefield of the War of Resistance against Japanese Aggression, and the political center for the founding of New China, boasting extremely abundant revolutionary cultural relic resources. According to data released by Beijing Municipal Administration of Cultural Heritage in 2023, the city has 188 immovable revolutionary cultural relics and more than 2,600 sets of

movable revolutionary cultural relics, covering the whole historical process from the May Fourth Movement, the founding of the CPC, the War of Resistance against Japanese Aggression, the Liberation War to the founding of New China. Among them, Peking University Red Building, Lugou Bridge, Wanping City, Tiananmen Square and the Monument to the People's Heroes are landmark revolutionary cultural relics with nationwide influence.

To change the past scattered and isolated distribution of revolutionary cultural relics, Beijing has comprehensively planned three major red cultural themed districts focusing on early CPC revolutionary activities in Beijing, the War of Resistance against Japanese Aggression and the founding of New China, building a new integrated pattern of protected utilization of revolutionary cultural relics connecting points, lines, belts and areas.

2.1.2. Core Practices

(1) Fully Clarify Resource Inventory and Implement Classified Protection Beijing has carried out three city-wide special surveys on revolutionary cultural relics, conducting one-by-one registration, mapping and assessment to establish a complete database of revolutionary cultural relics. On this basis, targeted protection plans are formulated for each relic. For 31 former revolutionary sites of early CPC activities in Beijing (including Peking University Red Building, Li Dazhao Former Residence, Taoranting Cihui Nunnery, etc.), systematic renovation and upgrading projects are implemented to restore historical appearances and improve exhibition facilities. For anti-Japanese war sites such as Lugou Bridge, Wanping City and General Zhao Dengyu's Tomb, environmental renovation and security upgrading are prioritized. For sites along the "Road to Beijing for Taking Over State Power (Beijing Section)" including Qinghuayuan Station Former Site, Yishou Hall in the Summer Palace and the Xishan Revolutionary Memorial Site, integrated revitalized utilization is carried out to reproduce the historical scene of the CPC Central Committee moving from Xibaipo to Beijing to prepare for the founding of New China.

(2) Establish Coordination Mechanisms to Promote Linkage Among Districts Each of the three districts has built dedicated working mechanisms, among which the themed district for the founding of New China is the most representative. In 2020, under the overall coordination of the Publicity Department of Beijing Municipal Party Committee, a joint meeting system was established for the themed district of the founding of New China, with the Xishan Revolutionary Memorial Hall as the leading unit to coordinate 8 core former revolutionary sites in the district including Shuangqing Villa and Laqingxuan, as well as related institutions such as the Memorial Hall of the Chinese People's War of Resistance Against Japanese Aggression and Li Dazhao Martyrs Cemetery. Joint meetings are held quarterly to coordinate solutions to issues concerning cultural relic protection, exhibition upgrading, activity planning and publicity promotion, realizing resource integration and coordinated development.

(3) Build Brand Activities Centered on Major Historical Time Nodes Centered on major time nodes such as the Party's founding anniversary (July 1), the Marco Polo Bridge Incident Memorial Day (July 7) and National Day (October 1), each district plans themed exhibitions, commemoration ceremonies and social education activities. For instance, on the centenary of the CPC in 2021, the themed exhibition "Glorious Cause, Red Prelude" at Peking University Red Building opened, with a daily visitor cap of 3,000 and reservations fully booked two months in advance. In 2023, the Xishan Revolutionary Memorial Hall launched an upgraded basic exhibition "Laying the Foundation for New China — The CPC Central Committee in Xishan", adding over 120 cultural relics and adopting new technologies such as holographic projection and immersive scenes, receiving more than 500,000 visitors that year.

2.1.3. Prominent Achievements

After more than three years of systematic advancement, the three major red cultural themed districts in Beijing have generated scale effects. Statistics from Beijing Municipal

Administration of Cultural Heritage show that in the first half of 2025, the 8 core former sites in the themed district for the founding of New China alone received over 1 million visitors from all walks of life, with teenagers accounting for more than 40%. Peking University Red Building has become a popular study destination for Party history education for Party members and cadres nationwide, with its reservation system constantly showing full capacity. The Xishan Revolutionary Memorial Site has been selected as a national demonstration base for patriotic education, and its "Red Xishan" research courses are listed as national high-quality research practice courses for primary and secondary school students by the Ministry of Education.

2.1.4. Referable Experience

The core experience of Beijing's model can be summarized as "theme leadership and district coordination". Guided by major historical themes, scattered revolutionary sites are reconnected based on historical logic to form an integrated pattern connecting points, lines, belts and areas. Meanwhile, institutional innovations such as joint meetings break departmental and territorial barriers to realize unified planning, unified standards and unified branding. This experience offers important reference value for provincial capitals and central cities with abundant revolutionary cultural relic resources.

2.2. Yangtze River Basin Revolutionary Cultural Relics District: Linear Serialization and Integrated Whole-region Development

2.2.1. Resource Overview

The Yangtze River runs east-west across China with a total length of over 6,300 kilometers, covering 11 provinces and municipalities including Shanghai, Jiangsu, Zhejiang, Anhui, Jiangxi, Hubei, Hunan, Chongqing, Sichuan, Yunnan and Guizhou. This region is the birthplace of the CPC, the main battlefield of the Northern Expedition, an important base area of the Agrarian Revolutionary War, the junction of the front battlefield and enemy rear battlefield in the War of Resistance against Japanese Aggression, and the decisive battlefield of the Crossing River Campaign in the Liberation War, retaining numerous landmark revolutionary cultural relics ranging from the Site of the First National Congress of the CPC to the former Site of the General Front Committee of the Crossing River Campaign. Statistics show that provinces and municipalities along the Yangtze River possess more than 3,000 immovable revolutionary cultural relics, and revolutionary relics account for over one-third of national key cultural relic protection units.

2.2.2. Core Practices

(1) Leverage the National Cultural Park Strategy for the Yangtze River to Advance Systematic Protection At the end of 2021, China officially launched the construction of the Yangtze River National Cultural Park covering 13 provinces (autonomous regions and municipalities). This national strategy provides top-level design for cross-regional integration of revolutionary cultural relics along the Yangtze River. Provinces and municipalities along the river incorporate revolutionary cultural relics as an important part of the cultural context of the Yangtze River National Cultural Park into construction plans. For example, Jiangsu Province clearly includes former sites of the Crossing River Campaign and the Mei Garden New Village Memorial Hall of the CPC Delegation into the "Red Cultural Exhibition Belt" in the Construction and Protection Plan for the Jiangsu Section of the Yangtze River National Cultural Park. Hubei Province links the Site of the August 7th Conference, the Wuhan Peasant Movement Institute and the Site of the Fifth National Congress of the CPC with the Yangtze River Main Axis Landscape Belt to build the themed travel route "Hero City · Red Marks".

(2) Jointly Hold Cross-provincial Themed Exhibitions to Build a Community of Yangtze River Red Narratives From 2022 to 2024, archives and museums of provinces and municipalities along the Yangtze River jointly held the joint exhibition "River Surging, Red Pursuit" featuring

precious red archives along the Yangtze River. The exhibition collected hundreds of precious revolutionary documents, photos and physical objects from 11 provinces and municipalities including Shanghai, Jiangsu, Zhejiang, Anhui, Jiangxi, Hubei, Hunan, Chongqing, Sichuan, Guizhou and Yunnan, taking the Yangtze River as the narrative axis and divided into five chapters: Founding of the CPC, Spark Spreading Across the Plains, Mainstay of the Nation, Decisive Victory and Building the Homeland. It strings together the Spirit of the Red Boat, Jinggangshan Spirit, Long March Spirit, Anti-Japanese Spirit, Crossing River Spirit and Flood Fighting Spirit as beads on a chain. The exhibition toured cities including Shanghai, Nanjing, Wuhan, Chongqing and Chengdu, attracting over 2 million offline visitors, and visits to the online cloud exhibition exceeded 5 million.

(3) Jointly Build Digital Platforms to Realize Cross-regional Resource Sharing Chongqing Hongyan Revolutionary History Museum took the lead in constructing the "Hongyan Cloud Exhibition Hall" integrated with AI virtual explanation and AR scene restoration functions, digitizing sites including Hongyan Village, Zhazidong and Baigongguan, and establishing a digital resource sharing mechanism with the Memorial Hall of the First National Congress of the CPC in Shanghai, Jinggangshan Revolutionary Museum and Zunyi Conference Memorial Hall. Users can browse major revolutionary cultural relics along the Yangtze River in one stop via mobile phones. The "Red VR Tour Guide" system developed by Jinggangshan Revolutionary Museum has covered more than 50 revolutionary sites in Jiangxi, Hunan, Hubei and other provinces, forming a cross-provincial "Red VR Map".

(4) Launch Cross-provincial High-quality Red Tourism Routes Cultural and tourism departments jointly launched multiple cross-provincial red tourism routes. Examples include the "Retrace the Long March" route linking Yudu in Jiangxi, Daoxian in Hunan, Xing'an in Guangxi, Zunyi in Guizhou, Luding in Sichuan and Yan'an in Shaanxi; the "Advance into the Dabie Mountains" route covering Hong'an in Hubei, Xinxian in Henan and Jinzhai in Anhui; and the "Recall the Crossing River Campaign" route connecting Feidong in Anhui (former site of the General Front Committee), Nanjing in Jiangsu (Presidential Palace, Crossing River Victory Memorial Hall), etc. These routes adopt unified logos and unified service standards, receiving more than 8 million tourists in 2023.

2.2.3. Prominent Achievements

Through linear serialization and integrated whole-region development, the Yangtze River Basin revolutionary cultural relics district has initially formed a protection and utilization pattern of "one river, one aspiration, one overall plan". In 2024, the construction of the red cultural section of the Yangtze River National Cultural Park was included in the reserve projects of national cultural reform and development projects during the 14th Five-Year Plan period. Cross-provincial joint exhibitions, digital platforms and red tourism routes have integrated scattered revolutionary cultural relics to form narrative synergy, enabling people along the river to strengthen their recognition of the overall Chinese nation identity through shared historical memories.

2.2.4. Referable Experience

The core experience of the Yangtze River model is "linear serialization and integrated whole-region development". Relying on the strategic platform of national cultural parks, linear cultural heritage concepts are adopted to integrate regional red resources, break administrative division restrictions and realize cross-regional systematic protection. This experience provides direct reference for regions with concentrated linear cultural heritage along major rivers, such as the Long March route, Grand Canal route and Ten-Thousand-Li Tea-Horse Road route.

2.3. Former Revolutionary Sites of the Central Soviet Area in Ruijin: Socialized Protection and Diversified Investment

2.3.1. Resource Overview

Located in southeastern Jiangxi Province, Ruijin is renowned as the "Red Capital" and "Cradle of the People's Republic". In November 1931, the Provisional Central Government of the Chinese Soviet Republic was established here, making Ruijin the seat of the first national red regime led by the CPC. The territory preserves 127 revolutionary sites including Yeping, Shazhouba and Yunshishan, among which 37 are national key cultural relic protection units, 22 provincial cultural relic protection units and 68 county-level cultural relic protection units. Covering various institutional sites of the Party, government, military and mass organizations during the Central Soviet Area period, these sites constitute the most complete and concentrated physical relics for researching early CPC political power construction.

2.3.2. Core Practices

(1) Establish the "Memorial Hall + Cultural Tourism Company" Management Model To address prominent bottlenecks of insufficient funds and maintenance personnel for county-level revolutionary cultural relic protection, Ruijin explored the "Ruijin Central Revolutionary Base Memorial Hall + Ruijin Hongjing Cultural Tourism Development Co., Ltd." management model in 2019. The memorial hall takes charge of professional cultural relic protection, academic research and exhibition planning; the company undertakes scenic area operation, tourism services and cultural and creative development. The two sides cooperate under clear division of labor, and a portion of ticket income and cultural and creative revenue is reinvested into cultural relic protection, forming a virtuous cycle of "supporting cultural undertakings with cultural industries". In 2023, the company turned over more than 8 million RMB as special funds for cultural relic protection.

(2) Build a City-wide Revolutionary Cultural Relics Guardian System Ruijin issued the Implementation Plan for the Revolutionary Site Guardian System, assigning dedicated guardians to every revolutionary site. The city recruited 61 full-time cultural relic guardians (35 of whom are local villagers recruited via public welfare posts), and designated village Party branch secretaries as protection responsible persons for 86 remote sites. Guardians conduct daily inspections, fill in inspection records and report hidden dangers in a timely manner. The municipal finance allocates 1.2 million RMB annually for guardian subsidies, and the performance of guardians is incorporated into the annual assessment of townships.

(3) Pilot Innovative Revolutionary Cultural Relics Insurance System In 2021, as a national pilot city for revolutionary cultural relics insurance, Ruijin signed an agreement with China Pacific Property Insurance Co., Ltd., insuring 114 revolutionary sites with ground buildings against public liability and comprehensive property insurance. The insurance covers losses caused by natural disasters such as fire, explosion, lightning, heavy rain, flood and mudslide as well as accidents, with a maximum coverage of 5 million RMB per single site. In June 2022, Ruijin suffered severe torrential rain causing partial roof collapse of a revolutionary site; the insurance company paid 270,000 RMB for emergency repairs within 7 working days, marking the first national claim settlement case for revolutionary cultural relic insurance.

(4) Introduce Reform Plans for Socialized Protection Mechanisms to Encourage Social Participation In 2020, the People's Government of Ruijin City issued the Reform Implementation Plan for the Socialized Protection and Utilization Mechanism of Revolutionary Cultural Relics, clearly encouraging enterprises, universities, social organizations and individuals to participate in revolutionary cultural relic protection through donations, site adoption and technical services. Major measures include: Jiangsu Kuangda Holding Group Co., Ltd. established the "Kuangda Revolutionary Cultural Relics Protection and Utilization Fund" in Ruijin Charity Federation with an initial injection of 5 million RMB for daily maintenance of

revolutionary sites; Gannan Medical University adopted 43 medical cultural relics (including medical instruments and medicine cabinets used in Red Army hospitals) from the memorial hall and bore their repair and maintenance costs; multiple cultural heritage protection enterprises from Jiangsu and Zhejiang provided free technical services such as 3D scanning and disease detection, restoring more than 100 collection cultural relics for Ruijin via technical adoption.

2.3.3. Prominent Achievements

Ruijin's socialized protection model has effectively broken the capital and technical bottlenecks restricting revolutionary cultural relic protection in underdeveloped counties. From 2021 to 2023, more than 20 million RMB of cultural relic protection funds were raised through social channels, completing renovation projects for 32 revolutionary sites and restoring over 300 collection cultural relics. The pilot experience of revolutionary cultural relic insurance has been promoted nationwide by the National Cultural Heritage Administration. The director of Ruijin Central Revolutionary Base Memorial Hall stated in an interview: "In the past, we sat on a golden bowl begging for food. Now socialized mechanisms provide stable sources of protection funds and full coverage of guardian teams."

2.3.4. Referable Experience

The core experience of Ruijin's model is "socialized protection and diversified investment". The "memorial hall + company" management model realizes self-sustaining operation; the guardian system builds a full-coverage safety network; the insurance mechanism disperses protection risks; and enterprise, university and technical adoption mobilizes external resources. This experience offers direct reference for economically underdeveloped counties with scattered and numerous revolutionary cultural relic sites.

2.4. Jinggangshan Revolutionary Sites: Digital Empowerment and Collaborative School-Museum Cooperation

2.4.1. Resource Overview

Located in the middle section of the Luoxiao Mountains at the border of Hunan and Jiangxi provinces in southwestern Jiangxi, Jinggangshan is China's first rural revolutionary base area. In October 1927, Mao Zedong led the Autumn Harvest Uprising troops to Jinggangshan and founded the base area centered on Ninggang. In April 1928, Zhu De and Chen Yi led their troops to join forces with Mao Zedong, establishing the Fourth Red Army of Chinese Workers' and Peasants' Red Army. Jinggangshan now preserves 104 revolutionary sites and relics, 22 of which are national key cultural relic protection units, including Mao Zedong's Former Residence (Ciping), Huangyangjie Outpost, Xiaojing Red Army Hospital and Red Army Mint. Jinggangshan Revolutionary Museum houses over 30,000 cultural relics, among which 86 are Grade I cultural relics.

2.4.2. Core Practices

(1) Explore Five Pathways for Red Gene Inheritance In its protection and utilization practices, Jinggangshan has formed a synchronized work pattern advancing five pathways: protection and restoration, martyr relative tracing, red tourism integration, activity promotion and red moral education. In terms of protection and restoration, a total investment of 230 million RMB was allocated to complete renovation and environmental renovation of 76 revolutionary sites. For martyr relative tracing, a cooperation program "Jinggang Martyrs · Descendants Reminiscence" was launched with Toutiao, successfully finding descendants for 31 martyrs. In red tourism integration, red tourism is deeply integrated with eco-tourism and rural tourism research travel. For activity promotion, annual brand events including the Jinggangshan International Azalea Festival and the Annual Conference of the National Red Tourism Promotion Alliance are held. In red moral education, a six-in-one experiential teaching

curriculum was developed: walking a section of the Red Army road, eating a Red Army meal, singing a Red Army song, listening to a Red Army story, watching a red performance and taking an oath to join the Party again.

(2) Take the Lead in Digital Construction in Jiangxi Province Jinggangshan Revolutionary Museum invested 12 million RMB to conduct high-precision digital collection of 127 movable cultural relics, 218 flat cultural relics (including maps, propaganda posters and manuscripts) and 4,290 pages of documents and calligraphy, establishing a digital resource library of cultural relics. On this basis, the "Jinggangshan Red VR Tour Guide" system was built covering core scenic spots including Ciping, Huangyangjie, Maoping and Dajing. Visitors can scan QR codes via mobile phones to enter VR scenes and follow virtual narrators to "retrace" the Zhu-Mi Grain-Carrying Trail and "visit" Mao Zedong's Former Residence in Bajiao Building. The museum also built a digital experience hall equipped with AR smart glasses; after wearing the glasses, visitors can view augmented reality images overlaying historical revolutionary scenes onto real current scenes. In 2023, digital experience projects received more than 800,000 visitors, with teenagers accounting for over 60%.

(3) Establish a National Collaborative Research Center for Revolutionary Cultural Relics Through School-Museum Cooperation In 2022, Jinggangshan Revolutionary Museum and Jiangxi Normal University jointly founded Jiangxi's first National Collaborative Research Center for Revolutionary Cultural Relics based in Jinggangshan. The two sides jointly carry out research on value excavation of revolutionary cultural relics, protection technology and educational curriculum development. A total of 12 characteristic courses including A History of Jinggangshan Struggles and Training Tutorials for Young Red Tour Guides have been co-developed, cultivating more than 300 young red tour guides who provide voluntary explanations for visitors on weekends and holidays, serving over 1 million visitors annually. The center also organizes university teachers and students to systematically sort out and research Jinggangshan revolutionary cultural relics, publishing six academic works including Illustrated Catalogue of Jinggangshan Revolutionary Cultural Relics and Oral History of Jinggangshan Struggles.

(4) Found the Jinggangshan Red Village Party Building Alliance In 2021, Jinggangshan integrated resources of 29 red villages (administrative villages with revolutionary sites or red stories), 24 red training and education institutions and 45 government departments to establish the Jinggangshan Red Village Party Building Alliance. The alliance focuses on three key tasks: first, renovating red sites with a total investment of over 80 million RMB to restore more than 100 sites and relics including Qiaolin Township Party Branch, the Grain-Carrying Trail and the Bailu Conference Former Site; second, training red tour guides by selecting and cultivating over 200 village narrators to tell local red stories in native dialects; third, developing one distinctive red experience project per village, such as the "A Day as a Red Army Soldier" experience in Dajing Village, the light drama "The Light in Bajiao Building" in Maoping Village and the farming experience of "Glutinous Rice Cake Dipped in Ink" in Shenshan Village.

2.4.3. Prominent Achievements

In 2023, Jinggangshan received over 3 million tourists with comprehensive tourism revenue of approximately 2.5 billion RMB. Red tourism directly and indirectly drives employment for more than 20,000 people, accounting for nearly one-third of the city's employed population, and comprehensive red tourism revenue accounts for over 50% of Jinggangshan's GDP. Jinggangshan was rated one of the first "National Demonstration Zones for Integrated Red Tourism Development". The "Jinggangshan Red VR Tour Guide" system was selected as one of the Top Ten National Cases for Cloud Communication of Cultural Heritage in 2023. The school-museum cooperation model between Jinggangshan Revolutionary Museum and Jiangxi Normal

University was promoted nationwide as a typical case by the Ministry of Education and the National Cultural Heritage Administration.

2.4.4. Referable Experience

The core experience of Jinggangshan's model is "digital empowerment and collaborative school-museum cooperation". Digital technologies improve the display and communication efficiency of revolutionary cultural relics; school-museum cooperation activates the educational function of revolutionary cultural relics; the Party building alliance integrates rural red resources to realize living inheritance of red genes and sound development of red industries. This experience provides important reference value for old revolutionary base areas and counties with abundant red resources.

2.5. Zunyi Long March Cultural District: National Project and Integrated Exhibition

2.5.1. Resource Overview

Located in northern Guizhou Province, Zunyi witnessed the longest stay and most concentrated major events of the Central Red Army during the Long March. The Zunyi Conference held in January 1935 established Mao Zedong's leadership position in the Party Central Committee and the Red Army, saving the Party, the Red Army and China's revolution at an extremely critical historical juncture, earning the Site of the Zunyi Conference the reputation as "the turning point of China's revolution". Zunyi City preserves more than 300 Long March sites and relics, among which the Site of the Zunyi Conference, the Four Crossings of the Chishui River Campaign Sites and the Loushanguan Battle Sites are national key cultural relic protection units.

2.5.2. Core Practices

(1) Integrate into the "1+3+8" Landmark Project System of the National Long March Cultural Park The construction of the National Long March Cultural Park is a major national cultural project during the 14th Five-Year Plan period. As a key construction area, Guizhou Province built a "1+3+8" landmark project system: 1 core exhibition park (Zunyi Conference Core Exhibition Park), 3 concentrated exhibition belts (Four Crossings of the Chishui River Concentrated Exhibition Belt, Loushanguan Concentrated Exhibition Belt and Wujiang Tianxian Concentrated Exhibition Belt) and 8 characteristic exhibition points (including the Site of the Gouba Conference and the Battle Site of Qinggangpo). Taking this system as the starting point, Zunyi City completed 135 projects with a total investment of over 3 billion RMB. Key projects include environmental renovation around the Site of the Zunyi Conference (demolishing 21,000 square meters of incompatible buildings), exhibition upgrading of the Zunyi Conference Memorial Hall (adding more than 150 cultural relics and introducing holographic projection and immersive theaters), and construction or expansion of 3 memorial halls at tourist docks including Tucheng, Taipingdu and Maotai for the Four Crossings of the Chishui River Memorial Hall.

(2) Conduct City-wide General Surveys to Build a Dynamic Management System Taking Gulin County (located in Sichuan Province yet part of the core area of the Four Crossings of the Chishui River) as an example, the county conducted a comprehensive general survey of all revolutionary cultural relics and sites, establishing an identity system of one file per relic and a dynamic management system of "three databases and one map". "One file per relic" means a dedicated file for each site containing geographic location, historical evolution, preservation status and protection measures; the three databases refer to the cultural relic resource database, protection project database and expert talent database; the one map refers to an electronic distribution map of revolutionary cultural relics. Through the survey, Gulin County excavated and protected more than 1,200 revolutionary cultural relics and 300 sites and relics,

newly discovering over 50 precious cultural relics including Long March slogans and utensils used by the Red Army.

In cultural relic restoration, Gulin County adheres to the four unchanged principles: original raw materials, original craftsmanship, original style and original residents. For residential houses once inhabited by Red Army soldiers, local traditional materials (wood, bamboo, adobe) are prioritized for restoration, veteran craftsmen are invited to adopt traditional craftsmanship to restore historical appearances, and original residents are retained to continue living there, keeping revolutionary sites vibrant with daily life.

(3) Build Digital Experience Projects to Create Immersive Long March Education Cooperating with multiple technology companies, the Zunyi Conference Memorial Hall developed the large-space immersive LBE (Location Based Entertainment) experience project "Long March · Zunyi". Visitors wear VR head-mounted displays and somatosensory devices to walk within a 500-square-meter real scene space and personally experience historical scenes including the Zunyi Conference, the Four Crossings of the Chishui River and the Great Victory at Loushanguan, feeling the shocking scenes of gunfire and snow-capped grasslands. Launched in 2023, the project received over 150,000 experience visitors annually with ticket revenue exceeding 20 million RMB. The Four Crossings of the Chishui River Memorial Hall launched an AR interactive game themed on the Four Crossings of the Chishui River; visitors scan designated spots in the hall via mobile phones to trigger battle scenes on both banks of the Chishui River and obtain electronic medals after completing river crossing tasks.

(4) Promote International Exchange to Tell the Long March Story to the World The Zunyi Conference Memorial Hall established cooperative relations with the Lenin Former Residence Memorial Hall in Russia and the Ho Chi Minh Museum in Vietnam. In 2022, the two sides jointly held the online exhibition "Turning Point — The Zunyi Conference and Lenin's Revolutionary Footprints", live broadcast via Zoom to audiences in China and Russia with over 50,000 online viewers. In 2023, experts from the Zunyi Conference Memorial Hall were dispatched to Vietnam to participate in the international academic seminar "Ho Chi Minh and the Chinese Revolution", introducing the important status of the Zunyi Conference in CPC history and the contemporary value of the Long March Spirit. The Zunyi Conference Memorial Hall also launched an official English website and English VR tour guide, receiving over 100,000 overseas visits in 2023.

2.5.3. Prominent Achievements

After five years of construction, the Zunyi Long March Cultural District has initially formed a Long March cultural exhibition system of "one core, three belts and multi-point support". The Site of the Zunyi Conference receives over 4 million visitors annually, ranking as Guizhou's largest red scenic spot by visitor volume. The Four Crossings of the Chishui River Memorial Hall and Loushanguan Battle Site each receive over 1 million visitors annually. In 2023, Zunyi City received more than 20 million red tourism tourists with comprehensive revenue exceeding 15 billion RMB. The construction experience of the National Long March Cultural Park has been shared as a typical model at multiple national conferences, and Guizhou's model has been widely studied and learned by other provinces.

2.5.4. Referable Experience

The core experience of Zunyi's model is "national project and integrated exhibition". Relying on the national strategic platform of the National Long March Cultural Park, a three-level linkage mechanism covering national, provincial and county levels is established, and landmark project systems serve as the framework to realize systematic protection, integrated exhibition and three-dimensional communication of Long March cultural relics. Meanwhile, digital technologies enhance visitor experience, and international exchanges expand global influence. This experience provides direct guidance for regions incorporated into national cultural park

construction, and also offers reference for other linear cultural heritage regions not yet included in national strategies.

2.6. Xibaipo Revolutionary Sites: Core Radiation and Contiguous Restoration

2.6.1. Resource Overview

Located in Pingshan County, Hebei Province, Xibaipo was "the last rural command post" of the Party Central Committee for the liberation of the whole country. From May 1948 to March 1949, the CPC Central Committee, Central Military Commission and Headquarters of the Chinese People's Liberation Army were stationed here. Mao Zedong, Zhou Enlai, Liu Shaoqi, Zhu De, Ren Bishi and other leaders commanded the three major campaigns of Liaoshen, Huaihai and Pingjin, and held the historically significant Second Plenary Session of the Seventh CPC Central Committee, putting forward the important thought of "Two Musts". Xibaipo preserves 25 revolutionary sites including the Site of the CPC Central Committee, the Site of the Second Plenary Session of the Seventh CPC Central Committee, the Military Commission Operations Room and former residences of Mao Zedong, Zhou Enlai, Liu Shaoqi and Zhu De, which basically retain their original appearances and are designated national key cultural relic protection unit.

2.6.2. Core Practices

(1) Core Radiation Strategy: Restore surrounding ministerial sites radiating from core CPC Central Committee sites The Xibaipo Memorial Hall adopted a protection and utilization strategy of "core radiation and contiguous restoration". Taking the Site of the CPC Central Committee (core area) as the origin, surrounding institutional sites of the General Office of the CPC Central Committee, Central Organization Department, Central Publicity Department, Central United Front Work Department, Central Women's Committee and Central Youth Committee were restored in sequence following the order of "core first, periphery later". Some of these former sites were occupied or damaged in the past; the memorial hall confirmed original locations and building forms one by one through visits, archive reviews and consultations with veteran cadres, and restored them in accordance with the principle of restoring old appearances as they once were. By 2023, restoration of 12 ministerial former sites had been completed, forming a radiating distribution cluster of revolutionary sites centered on the CPC Central Committee Site, fully reproducing the spatial layout of revolutionary practice activities of the CPC Central Committee and various ministries and commissions during the Xibaipo period.

(2) Collect cultural relics through online and offline channels to enrich exhibition connotations The Xibaipo Memorial Hall established the concept that "all staff are cultural relic collectors", continuously expanding the scope of cultural relic collection by combining online collection announcements and offline field visits. Since 2020, more than 1,000 pages of high-definition photos of the National Land Conference and historical documents on land reform and frontline support in liberated areas, as well as over 30 physical objects including a telescope used by Zhu De and a pen used by Liu Shaoqi, have been collected. Notably, in 2022, the memorial hall collected the only fully preserved early original single-volume edition of the Outline of the Chinese Land Law printed by the Central Work Committee of the CPC in Xibaipo in 1948 from a folk collector in Hebei, which was identified as a Grade I national cultural relic.

(3) Complete digital asset registration and explore blockchain technology applications In 2023, the Xibaipo Memorial Hall completed comprehensive sorting and registration of all digital assets on the Hebei Digital Copyright Blockchain Platform, covering digital versions of 7 special exhibitions, digital scans of 158 precious documents and related digital book materials. Blockchain technology generates a unique digital identity card for each digital asset to ensure clear ownership, tamper resistance and traceability. This measure provides technical guarantees for standardized circulation, authorized use and copyright protection of digital

resources of revolutionary cultural relics, and represents one of the early cases of blockchain technology application among national revolutionary memorial halls.

(4) Develop serial research courses themed on the Xibaipo Spirit Cooperating with the Pingshan County Bureau of Education, the Xibaipo Memorial Hall developed serial research courses themed on the Xibaipo Spirit covering primary, junior high and senior high school stages. Primary school courses focus on the theme "Listen to Grandpa Tell the Stories of the Past", narrating Xibaipo stories through picture books and animations; junior high school courses center on "I Am a Young Tour Guide", training students to provide voluntary explanations for visitors; senior high school courses take "Two Musts and Youth Mission" as the theme, guiding students to reflect on the contemporary value of the hard work spirit combined with personal reality. Every year, more than 300 primary and secondary schools and over 100,000 students carry out research activities in Xibaipo.

2.6.3. Prominent Achievements

Through the core radiation and contiguous restoration strategy, the number of Xibaipo revolutionary sites has expanded from the initial 25 to more than 40, forming a complete narrative space of "the CPC Central Committee in Xibaipo". Visitors can follow the route of "CPC Central Committee Site — Site of the Second Plenary Session of the Seventh CPC Central Committee — Military Commission Operations Room — Various Ministerial Sites" to systematically understand the work and living scenes of central organs during the Xibaipo period. In 2023, Xibaipo received over 5 million visitors, ranking as Hebei's largest red scenic spot by visitor volume. The Xibaipo Memorial Hall was rated a national research practice education base for primary and secondary school students, and its research courses were selected as high-quality national courses by the Ministry of Education.

2.6.4. Referable Experience

The core experience of Xibaipo's model is "core radiation and contiguous restoration". Centered on the most important core sites, surrounding associated sites are restored step by step based on historical logic to build a complete historical narrative space system. This strategy avoids blind sprawling expansion while enabling visitors to gain immersive historical experience. Meanwhile, innovative practices including online and offline cultural relic collection, blockchain digital asset management and stratified research curriculum development also possess high innovation value. This experience offers direct reference for districts with core revolutionary sites and numerous surrounding associated sites.

3. Main Experiences in the Protected Utilization of Revolutionary Cultural Relics Districts

Synthesizing practical explorations of the six typical districts above, six common experiences can be summarized. Interconnected and mutually supportive, these experiences form a complete strategic system for the protected utilization of revolutionary cultural relics districts.

3.1. Planning Guidance: From Fragmentation to Systematic Development

The primary prerequisite for the protected utilization of revolutionary cultural relics districts is scientific planning. Practices of the six districts demonstrate that successful districts attach great importance to top-level design, incorporating revolutionary cultural relic work into the overall economic and social development planning and territorial spatial planning of local governments as one unified blueprint.

Beijing's three themed district planning unifies scattered revolutionary sites based on major historical themes to form an integrated pattern connecting points, lines, belts and areas. The Yangtze River Basin realizes cross-provincial resource integration relying on the Yangtze River National Cultural Park planning. Ruijin incorporates revolutionary cultural relic protection into

county-wide economic and social development planning and compiles the Overall Protection and Utilization Plan for Ruijin Revolutionary Sites (2020–2035). Jinggangshan, Zunyi and Xibaipo have also compiled special protection plans respectively.

The core of planning guidance lies in three alignments: first, alignment with higher-level planning to ensure district positioning conforms to national strategies; second, alignment with relevant industry planning (such as tourism, transportation and rural revitalization planning) to avoid disjointed plans; third, alignment with territorial spatial planning to incorporate cultural relic bodies and protection scopes into unified blueprint management.

3.2. Revitalized Utilization: From Static Protection to Integrated Development

A shared feature of the six districts is abandoning the outdated protection concept of locking and sealing relics away, and actively exploring the integrated "revolutionary cultural relics +" revitalized utilization model.

Jinggangshan's five pathways deeply integrate red tourism with eco-tourism, rural tourism and research travel, with comprehensive red tourism revenue accounting for over 50% of local GDP. Zunyi develops composite business forms of "red + green + ancient culture"; after visiting the Site of the Zunyi Conference, tourists can taste Maotai liquor and tour the Chishui Danxia Landform. The Yangtze River Basin launched cross-provincial themed travel routes such as "Retrace the Long March" and "Recall the Crossing River Campaign", integrating red education into tourism experiences.

The core of revitalized utilization lies in properly balancing protection and development. Practices of the six districts prove that moderate tourism development and supporting commercial facilities will not damage revolutionary cultural relics; instead, they can provide funding support for protection (such as Ruijin's "memorial hall + company" model) while enabling revolutionary cultural relics to better integrate into modern life and exert educational functions.

3.3. Digital Empowerment: From Physical Display to Immersive Experience

Digital construction is a shared priority field for all six districts. Jinggangshan's VR tour guides and AR smart glasses, holographic projections and cloud exhibition halls of Hongyan Museum, immersive Long March experience projects in Zunyi, blockchain digital asset registration in Xibaipo and 3D scanning of cultural relics in Ruijin all represent cutting-edge applications of digital technologies in revolutionary cultural relic work.

Digital empowerment brings multi-dimensional changes. First, it breaks time and space limits, enabling audiences to "cloud tour" revolutionary sites without on-site visits. Second, it enhances immersion and experience, with VR/AR technologies reviving historical scenes. Third, it improves educational effects, as digital methods are more popular among young groups. Fourth, it facilitates cultural relic protection, as digital replicas reduce the frequency of original relic use.

Experience from the six districts shows that digital construction is not an optional add-on but a necessity. Future revolutionary cultural relics districts should accelerate the construction of a digital system consisting of one database (digital resource library of cultural relics), one platform (display and communication platform) and multiple scenarios (VR/AR/MR and other immersive experience scenarios).

3.4. Public Participation: From Government-led Governance to Diversified Co-governance

All six districts focus on mobilizing social forces to participate in the protection and utilization of revolutionary cultural relics with different focal points.

Ruijin's socialized protection system is the most systematic: market mechanisms are introduced via the "memorial hall + company" model, villagers are absorbed into daily inspections through the guardian system, insurance mechanisms disperse risks, and external resources are mobilized through enterprise, university and technical adoption. Beijing's three districts form a work pattern of "government leadership, departmental coordination and public participation" via joint meeting systems. Jinggangshan's Red Village Party Building Alliance integrates 29 administrative villages and 24 training institutions into the alliance to realize co-construction and sharing of rural red resources. Xibaipo mobilizes the general public to provide clues for cultural relic collection through combined online and offline channels.

The key to public participation lies in establishing incentive mechanisms to ensure participants gain tangible benefits. Enterprise adoption in Ruijin improves corporate brand image; university adoption provides practical platforms for teachers and students; villagers serving as guardians receive subsidies and a sense of honor. Only when all stakeholders can benefit can public participation be sustained.

3.5. Regional Coordination: From Isolated Operation to Linked Development

Revolutionary cultural relics are often scattered across different administrative regions, and isolated operation cannot generate scale effects. All six districts prioritize regional coordination. Beijing's joint meeting system represents typical administrative coordination. Cross-provincial joint exhibitions and red tourism routes in the Yangtze River Basin embody typical functional coordination. The three-level national-provincial-county linkage of the National Long March Cultural Park in Zunyi represents typical vertical coordination. Jinggangshan's Party building alliance represents typical grassroots coordination.

Regional coordination needs to resolve three core issues: who takes the lead, how to share benefits and how to unify standards. Beijing's practice proves that a joint meeting system led by the Publicity Department of the higher-level Party Committee with core venues as secretariat units constitutes an effective organizational model. The Yangtze River Basin's experience shows that joint exhibitions and tourism routes can adopt a rotating hosting mechanism, with benefits distributed based on contribution. Zunyi's three-level linkage demonstrates clear division of labor for efficient advancement: national authorities provide policies and funds, provincial authorities coordinate overall work, and county authorities undertake implementation.

3.6. Education Priority: From Sightseeing to Spiritual Inheritance

The primary function of revolutionary cultural relics lies in education. All six districts prioritize education in relic utilization, shifting from passive sightseeing to active experiential participation.

Jinggangshan's six-in-one experiential teaching, stratified research courses in Xibaipo, young red tour guides in Ruijin and seven-in-one themed activities for primary and secondary school students in Beijing (visiting a revolutionary site, listening to a red report, watching a red film, singing red songs, writing experience articles, conducting volunteer services and participating in themed class meetings) all embody the concept of education priority.

The core of education priority lies in differentiation, experiential learning and normalization. Differentiation means designing differentiated educational content for audiences of different age groups and occupational backgrounds; experiential learning requires audiences to engage physically, mentally and emotionally rather than passively listening to lectures; normalization means incorporating red education into the national education system and cadre training system to form long-term mechanisms.

4. Conclusion

Revolutionary cultural relics constitute the precious wealth of the Party and the country, acting as vital carriers for promoting revolutionary spirit and inheriting red genes. Practices of the six typical districts including three major red cultural themed districts in Beijing, the Yangtze River Basin revolutionary cultural relics district, the former revolutionary sites of the Central Soviet Area in Ruijin, the Jinggangshan revolutionary sites, the Zunyi Long March cultural district and the Xibaipo revolutionary sites demonstrate that revolutionary cultural relic work in the new era has achieved a leap from single site protection to integrated district protection, a shift from passive preservation to revitalized utilization, and an upgrade from closed management to open sharing.

Looking forward, with the in-depth advancement of major projects including the Yangtze River National Cultural Park and National Long March Cultural Park, the rapid development of digital and intelligent technologies, and deeper public understanding of the value of revolutionary cultural relics, the protection and utilization of revolutionary cultural relics districts will embrace broader development prospects. It is our glorious historical mission to enable revolutionary cultural relics to shine more brightly in the new era and gather tremendous spiritual strength for the great rejuvenation of the Chinese nation.

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