

Rule protects retelling of Red history

Revolutionary tourism sites to benefit from comprehensive development

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This year marks the 80th anniversary of the victory in the Chinese People's War of Resistance Against Japanese Aggression (1931-45). During the recent five-day May Day holiday, a good many historical sites bearing the marks of China's revolutionary history were inundated with tourists.

Tourism destinations themed around revolution, often referred to as Red tourism sites, integrate educational exhibits with immersive experiences, leveraging innovative technologies to blend learning with leisure.

In Hunan province during the May Day holiday, there were 2.72 million visits to 60 Red tourism sites — a year-on-year increase of 21.8 percent. The surge reflects the public's enduring reverence for revolutionary legacy.

In China, revolutionary heritage sites are those that mark the Chinese people's fight for national revitalization after the outbreak of the Opium War in 1840, and the revolutionary sites of the Communist Party of China between the founding of the Party in 1921 and 1949, when New China was established.

In response to the evolving demand and to better harness the cultural, social and economic potential of Red tourism, the Ministry of Culture and Tourism in December last year issued the Classification of Integrated Red Tourism Development Zones — a new industry standard.

The standard offers guidance for improving site quality and enriching visitor experiences. It outlines 36 specific requirements across six key areas — governance, cultural preservation, integrated development, tourism services, safety and talent cultivation.

The standard is the first to highlight foundational guidance in organization and governance. It sets out three basic requirements, including clearly defined development entities, a delineated geographical scope, and the establishment of a comprehensive institutional framework.

It also proposes eight detailed requirements that focus on the protection and inheritance of Red culture, emphasizing the importance of showing the diversity and uniqueness of Red tourism resources, developing nationally influential and branded tourism products, and safeguarding revolutionary artifacts.

Interpretive content is encouraged to incorporate the histories of the CPC, New China, reform and opening-up, and socialist development. The standard also stresses the need for educational programming, preservation of historical ambience, and harmonized infrastructure that reflects the aesthetic of former revolutionary base areas.

To foster synergy among industries, the standard outlines eight criteria for integrated development. These include the formulation of master plans, the cultivation of diverse and complementary industries under a unified mechanism, and the use of modern technology to enhance visitor experiences.

Additional requirements call for the creation of large-scale revolution-themed performances, night tourism activities and cultural products. Economic performance indicators such as stable growth in tourism traffic, employment and revenue are also included.

These measures aim to ensure effective management and coordinated planning across designated Red tourism zones, experts said.

It offers a clear basis for the construction of integrated development zones to follow, heralding a fast track of standardized and regulated development, said Wang Zhanlong, a senior researcher at the Beijing-based New Era Culture and Tourism Research Institute.

These zones will become key tools for local governments to promote Red tourism and serve as prominent national brands of Red tourism destinations, Wang added.

"Red tourism will gradually evolve from a model centered around individual attractions to one focused on comprehensive tourism destinations, ultimately leading to the



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formation of a series of nationally influential Red tourism hubs," he said.

The standard also called for enhancing tourism services and accessibility, with nine specific measures to improve visitor experiences. These cover the provision of varied accommodations, dining, shopping and leisure services, as well as strong public transport links between core attractions.

The standard encourages the development of self-guided travel options, ample parking, well-marked signage systems, full Wi-Fi coverage and accessible infrastructure. Preferential policies are recommended for key groups, including young people, the elderly, people with disabilities, veterans and model workers.

After years of development under the unified planning and guidance of national policies, China has largely completed the construction of its Red tourism site system. A wide array of Red tourism attractions, such as museums, memorial halls, historical sites and former residences of revolutionary figures, are scattered across the country, with the number of Red tourism visitors increasing year by year, said an official from the resource development department of the Ministry of Culture and Tourism at an explanatory session for the release of the standard.

"The tourism destinations have composed an important platform for promoting culture surrounding revolutionary history, delivering patriotic education, driving economic transformation in old revolutionary base areas, and contributing to rural vitalization," the official said.

Integrated Red tourism development refers

to building destination zones centered on Red tourism that coordinate various elements, such as tourism resources, related industries, ecological environments and public services, within a region, according to the ministry.

This approach mobilizes sectors such as education, agriculture, forestry, transportation and sports to create a comprehensive tourism benefit that attracts visitors, inspires them through the Red spirit, and encourages long-term engagement through diverse industries, it said.

This strategy will also encourage local governments to enhance industrial functions, extend value chains and transform Red resource advantages into industrial strengths, thereby improving the overall competitiveness and capacity of tourism destinations, the official said.

The country's Patriotic Education Law calls for the development of integrated Red tourism demonstration zones to leverage Red resources for education and to carry forward the patriotic spirit. The 14th five-year plan (2021-25) for tourism development proposed supporting revolutionary base areas in harnessing their unique tourism resources.

In 2022, the ministry issued guidelines for pilot programs on integrated Red tourism development, selecting 10 pilot sites and achieving notable results. Drawing on this experience, the ministry came up with the new standard, which came into effect in December.

"This is the country's first industry standard dedicated to Red tourism integration. It offers a practical roadmap for developing Red tourism integration zones and holds great signifi-

cance in accelerating integration efforts, promoting deep cultural-tourism synergy, and driving the high-quality growth of the tourism sector," said Wu Ruoshan, council member of the Beijing Tourism Studies Association.

Today, Red tourism is entering a crucial phase of integration. Pilot programs across the country have begun to generate replicable and scalable models. However, as efforts shift from isolated demonstrations to widespread implementation, there is an urgent need for a standardized, national-level framework, he said.

"The release of this standard comes at the right time. It introduces, for the first time, a clear definition of a Red tourism integration zone, establishes grading criteria, and fills a long-standing gap in Red tourism development standards. It reflects both strong value orientation and practical guidance," he added.

The Ministry of Culture and Tourism said it will continue to promote and implement the newly released national standard. It will draft a scoring system and implementation plan to support the rollout of the standard nationwide.

"These tools will serve as a foundation for assessing and guiding local efforts in establishing integrated Red tourism development zones," the official from the ministry said.

It will commission third-party evaluations of 10 pilot units and promote the successful experiences of these pilot regions.

"By sharing best practices and lessons learned, we hope to guide other areas in adopting a scientific and standardized approach to red tourism integration," the official added.

Pilot zones lead charge to improve scenic spots

By YANG FEIYUE

Since 2022, the Ministry of Culture and Tourism has actively advanced the national pilot program for the integrated development of Red tourism. A total of 10 pilot zones have blazed new trails, offering an array of distinctive Red tourism routes, a surge of creative cultural products and captivating revolution-themed performances. Efforts by those zones, including Gutian town in Longyan, Fujian province, and Linyi city in Shandong province, have led to remarkable breakthroughs in the integrated development of Red tourism.

Visitors have flocked to Gutian since the beginning of the year. The Mao Zedong memorial garden and the Site of the Gutian Conference that asserted the Communist Party of China's leadership of the Red Army, both carrying profound revolutionary history, are among the tourists' hot spots.

"We got to appreciate up close the revolutionary history and culture while getting immersed in the natural environment," said Liao Xiuping, who traveled to Gutian during the May Day holiday with her family.

She said she was struck by the solemn, time-honored architecture, standing quietly against a backdrop of towering ancient trees, as well as the misty mountains and the layers of richly colored forest all around.

"But what truly moved me was the guide's vivid narration — it brought to life the stories of the revolutionary pioneers who once gathered here," she said.

These Red tourism sites are a short 40-minute coach ride from Meihua Mountain, a nature reserve and a major habitat of the South China tiger.

It's part of local efforts to promote the integrated development of revolutionary heritage and green ecological resources, said Chen Xiaoming, general manager of a local tourism development company.

Other initiatives have included hosting national events such as badminton tournaments at revolutionary base areas and launching Red tourism highway and bus routes, Chen said.

Beyond Gutian, other revolutionary sites across Longyan have focused on product innovation and thematic diversification to enrich the Red tourism experience. Local authorities have developed a diverse array of tourism products, integrating Red tourism and educational training, rural vitalization and Hakka culture.

With the growing brand influence of its revolutionary tourism offerings, Longyan welcomed some 50 million visitors to revolutionary sites from 2019 to 2023.

Longyan has also secured more than 80 million yuan (\$11.1 million) in national and provincial special funds to carry out more than 90 revolutionary cultural heritage protection projects. At the same time, it has actively encouraged the participation of social forces in the protection and utilization of revolutionary relics. To date, many restaurants offer Red Army cuisines, which are popular among visitors.

At the Yumeng scenic spot in the Yimeng Mountain Tourist Area in Linyi, Shandong, visitors can engage in immersive Red-themed education — starting with something as simple as learning how to properly fasten a leg wrap, the way Red Army soldiers used to.

Once equipped, they push carts and retrace the footsteps of the past, gaining a deeper appreciation for the hardships endured during those turbulent years.

Many travelers have left positive feedback about how they were inspired to persevere and move forward with greater resolve in both work and life after their experiences at the scenic spot.

In recent years, Linyi has taken steps to strengthen the protection and inheritance of its Red cultural heritage. A dedicated leadership team was established, and local standards such as the Linyi Red culture protection and inheritance regulations were introduced.

At the same time, the city has built a large-scale, immersive education and practice base, offering courses to ensure the revolutionary spirit is effectively passed down.

Linyi has also promoted differentiated development by categorizing Red resources along distinct thematic lines, such as the "war front" and "logistics front", to clarify development directions for each region. It has increased the influence of Red tourism, attracting more villagers to find employment or start businesses.

According to Zhong Chengchun, Party secretary of the Linyi bureau of culture and tourism, Linyi's pilot work in integrated Red tourism has shown that it is essential to highlight the guiding theme, allowing visitors to inherit revolutionary ideals through immersive experiences.

Additionally, the development must prioritize shared benefits, ensuring that the outcomes of revolutionary tourism genuinely improve people's lives, he said.

Policy Digest

One-third of nation's summer wheat already harvested

The country has harvested more than 30 percent of its summer wheat, the Ministry of Agriculture and Rural Affairs has said.

More than 10 cities in the areas between Henan, Hubei and Anhui provinces, which are the major areas for growing wheat, have overcome the threat of intense rainfall by speeding up their efforts and finishing harvesting before May 30, the ministry said.

The wheat harvest has been completed in Hubei and Sichuan provinces, as well as in South China. More than 80 percent of wheat has been harvested in Anhui province, and more than 60 percent has been harvested in Henan province.

The ministry said it will closely follow the

weather and require relevant provinces to be well prepared to rapidly harvest and dry the wheat.

Plan seeks to create standards for tackling climate change

The Ministry of Ecology and Environment and 14 other departments have issued a national plan to construct standards for responding to climate change.

The plan calls for strengthened efforts to develop 45 kinds of standards, which cover the three areas of basic capacity support, mitigation of climate change and adaptation to climate change.

The plan aims to speed up the construction of scientific and practical systems of standards to cope with climate change, and

thus contribute to the development of new quality productive forces, the green and low-carbon transition of the economy and the construction of a "Beautiful China", an official with the ministry said.

China promotes digitalization of electronic manufacturing

China has released a plan for the digital transformation of the electronic information manufacturing industry, setting a goal for major enterprises to achieve a numerical control rate of over 85 percent in key production processes by 2027.

Released by the Ministry of Industry and Information Technology along with other government organs, the plan underscores the electronic information manufacturing

industry as a strategic, fundamental and pioneering sector of the national economy.

The plan outlines that by 2027, new information infrastructure will be largely established to support the digital transformation and intelligent upgrading of the electronic information manufacturing industry. This infrastructure will see advanced computing and artificial intelligence deeply integrated into industry development.

It envisions that by 2030, a relatively sound data infrastructure system for the electronic information manufacturing industry will be in place, and an industrial database will be largely completed. By then, a number of flagship smart products will be developed, and a digital ecosystem will take shape.

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