

CULTURAL TOURISM NARRATIVE, CIVIC AND POLITICAL EDUCATION: RESEARCH ON THE PATH OF INTEGRATING ZHAOQING'S CULTURAL TOURISM RESOURCES INTO CIVIC AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

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Abstract: This paper takes the construction of "big ideology and politics course" and the era of "two big situations" as the background, and advocates the construction of a new pattern of "cultural tourism narrative, ideology and politics cultivation" for the cultivation of human beings. The study found that Zhaoqing cultural and tourism resources have the value of "new vision, big picture" education internalization, "cultural heritage and cultural confidence" cultural nourishment value, "spirit and faith" national emotion value and "moral edification" value. The study proposes four values: traditional culture nourishment - internalization path in school education, national emotion cultivation - family education and moral education. Cultural Identity, Cultural Heritage-Home-School Collaboration Three Paths of Provincial Tourism Resource Development.

Keywords: Civic education; Cultural tourism; Tourism resources; Cultural tourism narratives; Development paths

1 INTRODUCTION

In 2021, the "two sessions" of the National People's Congress proposed to make good use of the important assertion that "the major ideological and political courses must be combined with the reality". In the face of the "two big picture" of the special background of the times, to play the local cultural resources, especially cultural and tourism resources of the demonstration effect of ideological and political education, to build a "cultural and tourism narrative, ideological and political education" of the new pattern of education, which is to comprehensively enhance the level of student thinking, political awareness, This has immediate effect on comprehensively improving students' ideological level, political awareness, moral quality and cultural literacy, and is also a key link in the implementation of the fundamental task of moral education[1]. Ancient Duanzhou - new Zhaoqing has rich historical, cultural and tourism resources, Zhaoqing is unique in further exploring the cultural and tourism resources of Zhaoqing, and giving full play to the cultural driving force of "cultural and tourism narrative, ideological and political education".

2 ANALYSIS OF THE CURRENT SITUATION OF CULTURAL AND TOURISM RESOURCES IN ZHAOQING

Zhaoqing, known as Duanzhou in ancient times, is an important node city in the Guangdong-Hong Kong-Macao Greater Bay Area, and an important part of the "Guangzhou-Foshan-Zhaoqing Economic Circle" and the Pearl River-West River Economic Belt. Zhaoqing City has three districts (Duanzhou District, Dinghu District, Gaoyou District), four counties (Guangning County, Deqing County, Fengkai County, Huaji County), the city of Sihui, and two economic functional zones (Zhaoqing New District, Zhaoqing High-tech Zone), with a total area of about 14, 897.45 square kilometers. Zhaoqing is rich in landscape resources, humanities and historical resources. In January 1994, Zhaoqing became the third batch of national historical and cultural cities, Zhaoqing is the birthplace of Guangfu culture and Cantonese, and has been the center of rectification, economy and culture of the Lingnan region for many times in the past, and also one of the earliest intersections of the Central Plains culture and Lingnan culture, and the Western culture and traditional Chinese culture. There are more than 300 cultural tourism resources in Zhaoqing, ranging from national, provincial, municipal and county-level key cultural relics protection units to national, provincial and municipal intangible cultural heritage and other categories of cultural tourism resources. By the end of 2022, Zhaoqing will have 6 national key cultural relics protection units, 41 provincial cultural relics protection units, 220 municipal and county cultural relics protection units; 3 representative items of national intangible cultural heritage, 24 representative items of provincial intangible cultural heritage, and 51 representative items of municipal intangible cultural heritage. Zhaoqing's national cultural and tourism resources can be seen in the table 1 below.

Table 1 National Cultural and Tourism Resources in Zhaoqing

| taxonomy | name | position | value of the Civic and Political Parenting |
|---|--|---------------|---|
| national flagship point of reference | Plum Nunnery | Duanzhou | Aesthetic, Historical, Scientific, and Artistic Values |
| | Deqing Academy | Deqing | The oldest Confucius Temple in the South |
| | Yuecheng Longmu | Deqing | deep culture of architecture and praying |
| | ZhaoqingAncient Wall | City Duanzhou | Millennium "Zhaoqing Prefecture" city lineage |
| | Seven-Star-Rock Cliff Carving | Duanzhou | the highest quality stone carving group in the South |
| national non legacy project | YeTing'sIndependent Regiment (military) | Duanzhou | Inheriting the Red Gene of the Iron Army |
| | Duanxi stonemade | Duanzhou | Craftsmanship, artistic value and humanistic value |
| | Yuecheng Dragon | Deqing | cultural identity, religious folklore, historical value |
| | Mother's Birthday Gao Yao Chun She | Gao Yao | cultural inheritance, family and national identity |

Zhaoqing existing cultural resources endowment, level and connotation is very rich, for further play the role of cultural internalization, ideological education, spiritual drive has laid a better resource base and cultural foundation. By integrating the existing cultural and tourism resources in Zhaoqing and further exploring the value of cultural and tourism resources for ideological and political education, the existing local cultural and tourism resources in Zhaoqing are summarized in Table 2 below.

Table 2 Local Cultural and Tourism Resources in Zhaoqing

| taxonomy | name | position | value of the Civic and Political Pare |
|--|--|----------|---|
| Revolutionary Sites in Guangdong Province | Shigang Battery Reading River Tower | Duanzhou | Military history, national cohesion history and refining party character |
| Zhaoqing Patriotic Education Base | Li Qiao tower | Duanzhou | mission and rejuvenate the nation |
| | Gao Yao Academy | Duanzhou | spirit of the Iron Army |
| | Xijiang Special Committee | Duanzhou | Party history and national education |
| Zhaoqing Patriotic Education Base | Memorial to Collar Village | Gao Yao | honoring ancestors and heroes |
| | YeTing Independent Corps | Gao Yao | Red and Revolutionary Tradition |
| | Shapu Martyrs' Monument | Dinghu | Patriotism, socialist core values |
| | Shapu Comprehensive Station | Dinghu | Patriotic and Defense Education |

3 VALUE OF CULTURAL AND TOURISM RESOURCES OF ZHAOQING IN IDEOLOGICAL AND POLITICAL EDUCATION

3.1 Internalized Value of "New Vision, Big Picture" Education

As the birthplace of Guangfu culture and Cantonese language, Zhaoqing, facing the new development opportunities and situations, the talent and "attraction and education" is crucial, which is based on Zhaoqing's heavy cultural and tourism resources, to play a "big pattern" of new values of cultural education is of profound significance. Contemporary students face the complex network world and changing times, values are easily infected by complex information, how to guide students in education "set up a swan ambition, strive to be an example of the times," the new vision and big pattern, the value of Zhaoqing and the country's long-term development and the great renaissance of the nation is extraordinary. The existing cultural and tourism resources of Zhaoqing can give students the double shaping of theoretical thinking ability and value judgment ability, and further guide students to resonate their personal growth with the development of the times and the country, which can effectively stimulate the internal driving force of students' personal long-term development. To a certain extent, it is also a way to drive students to extend their small classroom and school learning to the national, social and national renaissance of the times[2]. As young students in the new era, understanding and practicing socialism with Chinese characteristics from the people's point of view and from a new standpoint, and striving for the Chinese dream of the great rejuvenation of the Chinese nation should become the main theme and internal driving force. Zhaoqing's rich cultural and tourism resources can further bring into play the value of students' personal development into the national renaissance, which is of far-reaching value in cultivating talents with "new vision, big pattern and sentiments".

3.2 Cultural Nourishment Value of "Cultural Heritage and Cultural Self-Confidence"

Zhaoqing cultural tourism resources have a wide range of content, rich level, long history of significant features, which is the Chinese nation's deep and excellent traditional culture. The thousands of years of Chinese culture can continue, orderly inheritance and maintain an inexhaustible vitality, thanks to cultural heritage, cultural innovation and cultural confidence[3]. Tapping the inherent cultural value of Zhaoqing's cultural and tourism resources is an effective inheritance and orderly innovation of the excellent traditional culture, but also an important way to enhance the students' national self-confidence and cultural pride, and an intrinsic need to enhance the soft power of the Chinese

nation's culture. The introduction of Zhaoqing's rich cultural and tourism resources into classroom teaching further guides students to pay attention to the protection of traditional culture, the revival of national culture, and the establishment of national sentiment, which can effectively enhance the students' consciousness of inheriting and protecting the traditional culture, and enhance their pride as a member of the Chinese nation while enhancing the effectiveness of classroom education. On the other hand, students are guided to enter the cultural and tourism attractions in Zhaoqing to create an immersive atmosphere of education, and feel the temperature, depth and thickness of Zhaoqing's cultural and tourism resources in the cultural cultivation. The condensation and sublimation of Zhaoqing's profound cultural and tourism resources is a clear spiritual pillar and action orientation for students to establish the consciousness and pride of inheriting culture.

3.3 National Emotional Value of "Spirituality and Faith"

Cultural and tourism resources are the organic fusion of material and non-material forms, covering not only the tangible existence of witnessing history, such as cultural sites and relics, buildings, newspapers, letters and so on, but also the spiritual existence of the heroic revolutionary deeds and the spirit of the revolution through the long-term revolutionary practice, which is the deep precipitation and condensation of the long-term revolutionary practice led by the Communist Party of China (CPC)[4]. Zhaoqing cultural and tourism resources have deep precipitation, coexist with material and spiritual values, and contain rich cultural value functions and social education effects, which will continue to produce edification value, inheritance value and internalization incentive value. In the face of the rapid progress of science and technology and the continuous fast pace of social development, more and more students feel continuous pressure, anxiety and loss of confidence in the future development, cultural and tourism resources inherent spiritual power should become a supportive force for the development of contemporary students, and should also be the source of confidence, spiritual power, source of living water and internal driving force for the contemporary young people to integrate their personal development into the renaissance of the country and the nation.

Existing cultural and tourism resources in Zhaoqing highlight the difficulties, twists and turns of the economic and social development process in Zhaoqing, and can figuratively guide students to cherish the hard-won good life. The cultural and tourism resources in Zhaoqing are an integral part of the list of revolutionary sites in Guangdong Province, and the value of the existing cultural and tourism resources in Zhaoqing covers the deep traditional revolutionary spirit and cultural code, which is an effective spiritual driving force to drive the youth of Zhaoqing to integrate the spirit of cultural and tourism with the great rejuvenation of the Chinese nation, and to forge the national beliefs of the youth of Zhaoqing. Based on the value of "spirit and faith" contained in the cultural tourism resources of Zhaoqing, how to revitalize, pass on and protect the value of cultural tourism resources in practice is a topic that deserves the continuous attention of the academia and the industry.

3.4 Value of "Moral Education and Moral Cultivation" in Family Education

Good moral education and moral training is an important symbol of the progress of social civilization, but also an important embodiment of the results of family education. Existing cultural and tourism resources in Zhaoqing contain traditional culture, traditional spirit and national genes, which are important carriers for family education, parents' teaching and family study, and can nourish students' good moral qualities in family education by subtle influence. With the increasing standard of living, more and more family education pays more attention to the material care of the students and the educational input of subjects and interests, neglecting the cultivation of students' inner moral qualities, which leads to a series of inner spiritual problems affecting the long-term development of the future, such as the lack of independent living ability, lack of enterprising spirit, emotional anxiety, and imbalance of the mentality of the students. Zhaoqing's unique cultural and tourism resources can become an important platform for parents to guide their children to understand the history of the country and the nation, educate their children about patriotism and national sentiment, cherish their hard-won happy life, further enhance their upwardly mobile family and national sentiment, and improve their intrinsic motivation for self-learning. With the further development of the national economy, more and more families have been greatly enriched material life, many students can not empathize with the understanding of the predecessors for the national renaissance and prosperity of the country's arduous efforts, can be further guided through the family study in the students to remember the mission and responsibility, positive efforts, thrift and frugality, down-to-earth, industrious and courageous, and enterprising spirit. Nourish students' moral mind and moral quality with cultural and tourism resources, and enhance the effectiveness and role model power of family moral education[5].

The value of Zhaoqing cultural and tourism resources is mainly reflected in the "new vision, big pattern" education internalization value, "cultural heritage and cultural confidence" cultural nourishment value, "red spirit and red faith" national emotion value and "moral education, moral education cultivation" family education inculcation value in four aspects. The mechanism for generating the value of Zhaoqing's cultural and tourism resources can be summarized in Figure 1 below.

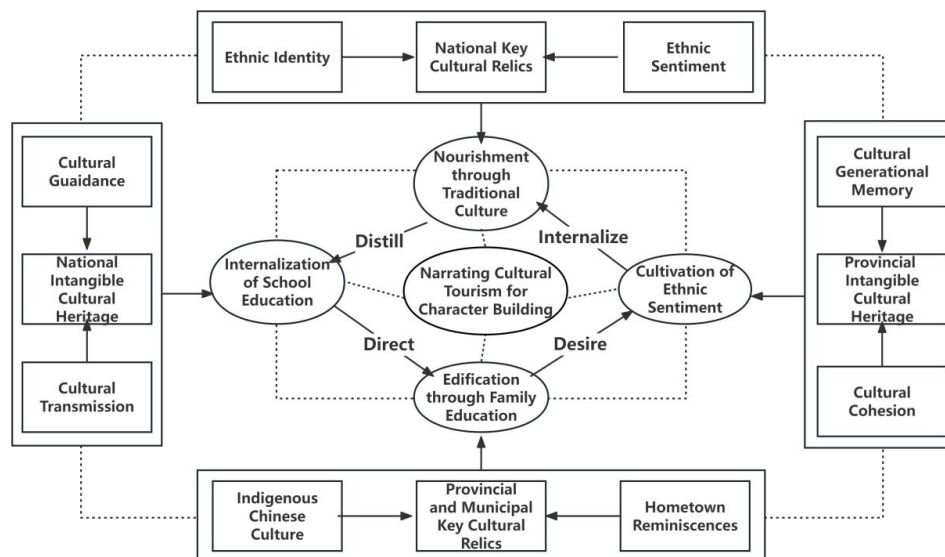


Figure 1 Value Generation Mechanism of Cultural and Tourism Resources in Zhaoqing

4 PATH OF IDEOLOGICAL EDUCATION IN COLLEGES AND UNIVERSITIES

Zhaoqing cultural and tourism resources are blessed with four values, namely, education internalization, cultural nourishment, national emotion cultivation and family education, and the development of Zhaoqing cultural and tourism resources needs to adhere to the spiritual kernel and value orientation of "cultural and tourism narratives, ideological and political cultivation", and continue to give full play to the spiritual nourishment effect of all kinds of cultural resources in Zhaoqing. Constructing the development path of Zhaoqing cultural tourism resources based on the value orientation of school education, family inculcation, cultural nourishment and national emotion cultivation and the spiritual core of "cultural and tourism narrative, ideological and political educating people", and practically playing the spiritual leading role of "ideological work for the heart of the country and the soul of the nation". Spiritual leadership^[6].

4.1 Traditional Cultural Nourishment - Internalization Path in School Education

Relying on Zhaoqing's profound cultural and tourism resources, we have formed the "Neighboring Village Revolutionary Martyrs Monument - the former site of Ye Ting Independent Regiment Command - Shigang Battery - Reading River Tower" as an important cultural and tourism resources node, and constructed the "traditional culture nourishment - school education internalization" thought-led cultural and tourism resources development path. Traditional culture nourishment - school education internalization" thought-led cultural tourism resources development path. General Secretary President Xi once made an important instruction "to pay attention to and strengthen the construction of the second classroom, pay attention to practical education, adhere to the combination of education with production and social practice, widely carry out all kinds of social practice, so that students in the hands-on participation in the understanding of the state of the country, understanding of the community, education, and long ability"^[7]. School education is one of the most important ways to cultivate students' growth and success, and plays a pivotal role in shaping students' knowledge and moral qualities. The cultural and tourism resources represented by the Monument to the Revolutionary Martyrs of Neighboring Villages - the former site of the command headquarters of the Ye Ting Independent Regiment - the Shigang Battery - the River Reading Building are introduced into classroom teaching, and the spiritual connotations and cultural qualities of classroom teaching are further enriched in the form of case narratives, speech contests, expert sharing, knowledge contests, and classical recitation, etc., strengthening the cultural attributes of classroom teaching. The cultural attributes, spiritual leadership and value-oriented effects of classroom teaching were strengthened. Making full use of winter and summer vacations, weekends and legal holidays or school practice activities, students are organized to carry out volunteer services, project research, in-depth interviews, and other cultural and tourism resources based on the "Monument to Revolutionary Martyrs in Neighboring Villages - Former Site of the Commanding Headquarters of Ye Ting's Independent Regiment - Shigang Battery - River Reading Tower". The school will organize students to carry out volunteer services, project research, in-depth interviews, cultural protection and other practical activities, and guide students to accept the traditional cultural nourishment from the cultural and tourism resources of "Neighboring Village Revolutionary Martyrs Monument - Former Site of the Command of Ye Ting Independent Regiment - Shigang Battery - Read River Building" through the school's education.

4.2 Cultivation of National Sentiments - Family Path of Teaching by Word and Example

Relying on Zhaoqing's profound cultural and tourism resources, it has formed an important cultural and tourism resource node of "Li Qiao Tower - Gaoyao Palace - the former site of the CPC Xijiang Special Committee and the

transportation station - Shapu Revolutionary Martyrs' Monument - Shapu Town Comprehensive Cultural Station of Dinghu District". "as an important node of cultural and tourism resources, to build a "national sentiment cultivation-family teaching by example" thought-led path of cultural and tourism resources development. Family education is an indispensable and important support in the process of students' growth and success, Zhaoqing's existing cultural and tourism resources, especially the "Li Qiao Tower - Gaoyao Palace - the CPC Xijiang Special Committee and the former site of the traffic station - Shapu Revolutionary Martyrs' Monument Dinghu District Shapu Town Comprehensive Cultural Station" as the representative of cultural tourism resources, has a very good family parent-child participation, experiential, educational and inspirational. Using weekends, holidays, summer and winter vacations and other leisure time, family members can be led into the cultural tourism resources, close experience of the traditional spirit, traditional culture, national sentiment, national rejuvenation, revolutionary spirit. Lead to the family as a carrier, to carry out traditional cultural courses, cultural practice, cultural exploration, cultural parent-child activities and other forms of activities, and further play "Li Qiao Tower - Gao Yao Palace - the CPC Xijiang Special Committee and the former site of the traffic station - Shapu Revolutionary Martyrs Monument", the town of Dinghu District, Shapu Town, the town of comprehensive tourism resources. -Shapu Town Comprehensive Cultural Station of Dinghu District" in the cultivation of national sentiment, the formation of cultural tourism resources and family teaching good interaction between the "national sentiment cultivation - family teaching" cultural tourism development path.

4.3 Cultural Identity, Cultural Inheritance - Path of Home-School Collaboration

Relying on Zhaoqing's profound cultural and tourism resources, forming the "Ye Ting Independent Regiment Command Site - Shigang Battery - Reading River Tower - Gaoyao School Palace - Shapu Revolutionary Martyrs Monument" as an important cultural and tourism resources node, building a "cultural identity, cultural heritage - home-school collaboration" thought-led cultural and tourism resources development path. Node, build "cultural identity, cultural heritage - home-school collaboration" thought leadership of cultural tourism resources development path^[8]. Through the school to carry out culture into the school campus - home and school collaboration and parenting activities and cultural tourism scenic spots "immersive home and school interaction" and other practical activities outside the school, play Zhaoqing "Ye Ting Independent Regiment Command Site - Shigang Battery - read the River Tower Gao Yao Palace - Shapu Revolutionary Martyrs Monument" cultural tourism resources on students' cultural self-confidence, cultural self-awareness, cultural self-improvement, cultural introspection and other spirit-driven effect, guiding teachers, students, parents, relying on cultural tourism resources, cases and other interactive exchanges. In the immersive activities and exchanges, we fully understand the profound connotation of the strategy of cultural power and national greatness review, and advocate teachers, students and parents to consciously shoulder the responsibility of traditional cultural heritage, and contribute to the cultural power and national greatness renaissance.

5 CONCLUSION

Ancient Duanzhou - new Zhaoqing has a rich history of culture and tourism resources, further explore the cultural and tourism resources of Zhaoqing, to play the "culture and tourism narrative, thinking and educating people" cultural internal drive, Zhaoqing is unique. Zhaoqing existing cultural resources endowment, level and connotation is very rich, for further play the role of cultural internalization, ideological education, spiritual drive has laid a better resource base and cultural foundation. Through the integration of existing cultural and tourism resources in Zhaoqing, and further explore the value of cultural and tourism resources for ideological and political education, the integration of existing cultural and tourism resources in Zhaoqing can help build a new pattern of "cultural and tourism narrative, ideological and political education".

COMPETING INTERESTS

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