INTEGRATED DEVELOPMENT STRATEGY OF RED GENEALOGY RESOURCES AND CULTURAL TOURISM INDUSTRY IN THE JIANGNAN REGION

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Abstract: As a distinctive cultural tourism resource, the red genealogy culture of the Jiangnan region has become an important trend in the modern development of cultural tourism. Researching the development path of red genealogy culture and the red tourism industry in Jiangnan requires clarifying the significance of integrating red genealogy culture with red tourism industry resources, analyzing the challenges encountered in the integration process, and exploring effective integration strategies. This will contribute to the coordinated development of the region's economy, society, and culture, ensuring the preservation of red genealogy culture, promoting revolutionary spirit, and fostering the prosperity of the cultural tourism industry.

Keywords: Jiangnan region; Red genealogy; Cultural tourism industry; Integrated development

1 INTRODUCTION

In recent years, increasing attention has been given to the cultural heritage and revolutionary spirit embedded in red genealogy culture[1]. Existing studies, such as the compilation of joint directories of genealogies, the establishment of specialized genealogy research centers[2], and the construction of digital resources[3], have provided strong theoretical support for the preservation and dissemination of genealogical culture. However, these studies have primarily focused on genealogy compilation and academic research, with relatively limited exploration of its practical dissemination. The first Genealogy Exhibition Festival held in Fuyang[4] has contributed to the social promotion of genealogical culture, yet it still relies on traditional methods.

In the Jiangnan region, red genealogy culture, as a rich historical resource, urgently needs to be closely integrated with the red tourism industry and modern communication technologies to enhance its cultural influence and appeal. This paper explores how emerging technologies can drive the digital development of red genealogy culture while facilitating its deep integration with the red tourism industry. This integration can create new development momentum and provide strong support for the cultural tourism economy in the Jiangnan region. By promoting the synergy between genealogy resources and the tourism industry, this research aims to establish a new pathway for the inheritance and innovation of red genealogy culture.

2 THE IMPORTANCE OF THE "RED GENEALOGY + RED TOURISM" INTEGRATED DEVELOPMENT MODEL IN THE JIANGNAN REGION

2.1 Highlighting the Cultural Heritage of Jiangnan's Red Tourism Attractions to Enhance Their Unique Appeal

The Jiangnan region boasts numerous red tourism attractions, many of which are closely linked to red genealogy culture. Examples include the Nanjing Massacre Memorial Hall in Jiangsu Province, the Changzhou Genealogy Museum and Changzhou Local Chronicles Museum in Changzhou, and the Mao Ancestral Hall in Qingyang Village, Jiangshan, Zhejiang Province. The historical and cultural value behind these sites forms a unique highlight in the development of the region's cultural tourism industry. As cultural tourism continues to thrive nationwide, the Jiangnan region must leverage its regional characteristics and advantages to stand out.

Integrating red genealogy into red tourism attractions can provide these sites with compelling narrative contexts and historical backgrounds, making them more vivid and immersive. By uncovering historical events and family stories within red genealogies, customized tourism routes and interpretation materials that reflect Jiangnan's cultural essence can be developed. Additionally, various interactive experiences such as stage plays, dramas, and live-action role-playing activities can be created to bring the revolutionary spirit of the ancestors to life. This approach enhances tourists' engagement and understanding of red genealogy culture. Through the utilization of red genealogy resources, the red tourism industry in Jiangnan has experienced significant growth, not only facilitating the transformation and upgrading of tourism but also highlighting the unique "red" identity of Jiangnan. This greatly strengthens the region's cultural tourism appeal.

2.2 The Innovative Development of Red Genealogy Culture Facilitates Their Synergistic Growth

Although red genealogy culture possesses profound historical significance and educational value, traditional methods of inheritance are often confined to family members or specific groups, making it difficult to achieve widespread

dissemination and deep public engagement. Therefore, it is necessary to make it more accessible, contemporary, and diversified, ensuring its innovative development and creative transformation.

Integrating red genealogy culture with red tourism serves a dual purpose. On one hand, red tourism provides a broad platform for the dissemination of red genealogy culture. Through tourism, red genealogy culture can be presented in a more vivid and intuitive manner, allowing visitors to absorb revolutionary culture imperceptibly. For instance, the "Ten Thousand Theater" project in Jinzhai County, Anhui Province, has created immersive, metaverse-driven, and youth-oriented red theatrical performances, such as *Lixia* . These innovative methods not only expand the audience base of red genealogy culture but also enhance its emotional and educational impact.

On the other hand, red genealogy culture adds new dimensions and highlights to red tourism. By incorporating historical events and personal stories from red genealogies into tour routes, explanatory materials, and on-site performances, visitors can experience "education through entertainment, learning through interest, and internalizing values through engagement"[5]. This approach enriches the ways in which red culture is presented at tourism sites. Additionally, red genealogy culture can inspire the development of themed souvenirs, cultural and creative products, and memorabilia, offering unique cultural merchandise and services that not only meet tourists' needs but also drive economic consumption and industrial growth.

2.3 The Integration of Both Sectors Promotes Cultural and Economic Development in the Jiangnan Region

The Jiangnan region holds a significant place in China's revolutionary history, having produced numerous red figures and revolutionary families. However, in past development efforts, Jiangnan's red resources have often been scattered and isolated, lacking unified management and planning. This has resulted in inefficient utilization of red tourism resources, making it difficult to achieve large-scale impact. Integrating red genealogy culture with red tourism offers a practical solution for optimizing and consolidating red genealogy resources in the region, promoting coordinated regional development.

From the perspective of cultural synergy, red genealogy culture acts as a bridge connecting various red tourism sites, fostering interconnectivity among Jiangnan's red resources. Honoring revolutionary families and studying red genealogies not only evokes a deep sense of cultural confidence among the people[6] but also strengthens red cultural education. More importantly, in the context of the modern era, this initiative serves as a crucial step toward elevating Jiangnan's spiritual and cultural development. Furthermore, using red genealogy culture as a foundation, the region can establish a new platform for cultural exchange, encouraging interactions between different red cultural initiatives and further enhancing regional cultural integration and innovation.

From the perspective of economic synergy, red genealogy culture injects new momentum into the coordinated development of Jiangnan's regional economy. By excavating the historical events and personal stories within red genealogies, the sharing and complementarity of resources can be realized. Linking various red tourism sites together enables the creation of unique tourism routes and thematic products, fully unlocking the potential of Jiangnan's tourism industry. By further exploring the cultural and humanistic value embedded in red genealogy, Jiangnan can integrate red culture with tourism, cultural industries, and education, forming a unified and sustainable industrial model. These measures significantly enhance the economic efficiency of the cultural tourism sector and may serve as an important guiding force for the future economic development of the region.

3   CHALLENGES IN THE INTEGRATION OF RED GENEALOGY RESOURCES AND THE CULTURAL TOURISM INDUSTRY

3.1 Balancing the Development and Protection of Red Genealogy Resources

Red genealogy resources are primarily preserved in ancestral halls, libraries, and museums, where they are professionally stored and protected. Even for purposes such as genealogical research and cultural studies, strict regulations govern their display and reproduction, ensuring that they are neither lost nor damaged. Due to this high level of confidentiality, tourists have very limited access to red genealogy culture and lack the autonomy to engage with it.

At the same time, if genealogy resources are developed without proper oversight, some individuals and media outlets may distort history and defame revolutionary figures merely to attract attention. This not only undermines the seriousness and credibility of red genealogy culture but also creates misconceptions and misinterpretations of family histories among the public. Furthermore, excessive commercialization of genealogy culture may erode its spiritual value, reducing it to a mere marketing tool. Such irresponsible exploitation could result in significant negative consequences, including damage to the sense of pride and identity associated with Chinese cultural heritage.

3.2 Lack of Diversity in Communication Forms and Channels

The Jiangnan region has a long-standing tradition of compiling genealogies. To this day, it boasts the largest collection and revision of genealogical records in the country. However, market research shows that when tourists visit the former residences or memorial halls of revolutionary families, they rarely gain insight into their genealogical culture. This is largely due to the insufficient emphasis placed on red genealogy resources by cultural communication entities in Jiangnan.

Figure 1 The Director of the Genealogy Provided an Explanation to the Members

Currently, the dissemination of red genealogy culture in the region primarily relies on traditional promotional methods, such as genealogy exhibitions, lectures, and collaborations with libraries and schools, as shown in Figure 1. While this practice neglects the use of new media and modern communication techniques. This singular approach results in a narrow audience reach, limiting the influence of red genealogy culture. Consequently, it struggles to attract young people and external visitors, making it difficult to achieve widespread social recognition. Furthermore, the lack of modern communication methods hinders the transmission of red genealogy culture in the digital era, preventing it from reaching its full potential in contemporary inheritance and development.

3.3 The Urgent Need to Optimize Development Strategies and Operational Models for Cultural and Tourism Resources

At present, the integration of red genealogy culture with the tourism industry remains largely confined to static displays in scenic areas or venues. The exhibition content remains unchanged for years, lacking innovation, and there are only a few dedicated guides to provide in-depth explanations.

This operational model fails to fully explore and leverage the unique appeal of red cultural resources to attract tourists and stimulate consumption. Moreover, it does not engage visitors through vivid storytelling or interactive experiences, which are essential for fostering emotional resonance and helping them appreciate the historical significance, spiritual value, and social impact of red culture. If the development of red genealogy resources does not align with the market demands of the tourism industry, their integration will likely yield minimal results and may even be counterproductive.

4 PATHWAYS FOR INTEGRATING JIANGNAN'S RED GENEALOGY RESOURCES WITH THE TOURISM INDUSTRY

4.1 Injecting New Vitality into the Inheritance of Red Genealogy Culture

By leveraging the red tourism industry and positioning red genealogy resources as a core element, modern innovation and developmental approaches should be employed to explore and preserve traditional cultural resources dynamically. This will enhance their unifying power and emotional appeal.

The first priority is to deepen the excavation of red genealogy resources. Currently, the inheritance of red genealogy culture is hindered by a singular transmission approach, an underdeveloped management system, and a lack of public awareness. To address this, modern information technology should be utilized to digitize genealogy collections, such as by creating digital museums and cloud-based exhibition halls for red genealogies. This would provide readers with more convenient and efficient access to genealogical services, promote diversified reading engagement, enrich cultural connotations, and drive innovative development.

Next, after accumulating a substantial body of red genealogy resources, efforts should be focused on their transmission. The following measures can be implemented：

4.1.1 Enhancing the environment of tourist sites

The tourism environment serves as a crucial medium for visitors to connect with the historical context of the revolution and experience the essence of revolutionary culture[7]. Renovating the former residences of revolutionary pioneers and memorial halls of red families can transform these sites into key venues for Red history education. This ensures that the history recorded in red genealogies is not merely confined to old documents or archives but is also vividly presented in tangible, physical spaces.

4.1.2 Deepening the exploration of genealogy culture

Through field research and document collection, touching family letters, family traditions, and ethical codes embedded in red genealogies should be compiled into volumes or adapted into easy-to-recite poems. This approach makes it easier for future generations to learn, understand, and inherit the essence of red genealogy culture.

4.1.3 Securing government support and improving the management system

Strengthening communication and cooperation among the government, society, and cultural institutions will create a powerful synergy to promote the integration and inheritance of red genealogy culture. Additionally, initiatives such as selecting "Most Beautiful Families" and "Five-Good Families" can serve as exemplary models for incorporating red genealogy culture into family education. This would help establish an inheritance model led by the government, supported by society, and practiced within families.

Furthermore, in order for red genealogy culture to generate commercial value when integrated with the cultural tourism industry, it must undergo some degree of adaptation. However, this adaptation should have clear boundaries. "Whether one cherishes and respects classics or exploits and desecrates them for utilitarian purposes serves as a crucial benchmark for evaluating the values of the adapter, as well as the limits of adaptation." Therefore, when industrializing red genealogy culture, it is essential to conduct scientific assessments to balance its contributions to both social spiritual civilization and material civilization. Carefully selecting appropriate genealogy resources for integration with the tourism industry will ensure that cultural tourism becomes the optimal platform for showcasing red genealogy culture.

4.2 Establishing an Interactive Cultural Tourism Platform

How can red genealogy culture move beyond obscurity[8]? Its integration with the tourism industry must rely on an interactive, multi-dimensional, and innovative exhibition platform.

4.2.1 Developing thematic historic towns
Selecting traditional architectural sites with well-preserved red family histories—such as Meijia Courtyard and the Family Legacy Museum in Yangzhou, or Yingchunqiao Chongxianfang and Qingguo Alley in Changzhou—can help establish red genealogy-themed historic towns. By maintaining their original historical features while introducing reasonable tourism development, these sites can build strong brand identities and offer immersive tourism experiences.

4.2.2 Designing interactive cultural activities
Interactive cultural activities can significantly enhance visitor engagement with red genealogy. For instance, organizing genealogy knowledge sessions where visitors learn about the history and significance of family heritage can foster a deeper understanding. Additionally, hands-on workshops on genealogy compilation allow participants to explore their own family histories, creating a personal connection to the past. Family story-sharing events provide an opportunity for visitors to share their own family's revolutionary stories, making the experience more personal and emotionally impactful. These activities engage visitors and promote an active, participatory exploration of red genealogy, enhancing their overall experience.

4.2.3 Innovating storytelling methods
Innovative storytelling methods can breathe life into revolutionary history. Performance-based storytelling, such as opera, drama, and role-playing, allows visitors to experience historical events and figures in a dynamic way. Through live performances, visitors can emotionally connect with the struggles and triumphs of historical figures, turning abstract facts into a compelling narrative. Role-playing, in particular, offers a hands-on approach, where participants embody characters from the past, allowing them to experience history from a first-person perspective. These interactive performances help to humanize historical events and provide a memorable, immersive experience for visitors.

4.2.4 Exploring digital display methods
Digital technology plays a crucial role in modernizing cultural communication. Incorporating red genealogy elements into museum exhibits, virtual reality experiences, and interactive theater can attract younger audiences and expand the reach of red genealogy. Live-streaming or short videos on social media platforms can engage a global audience by offering dynamic content. The "Internet + Red Genealogy + Tourism" model brings new life to the tourism industry, combining historical storytelling with modern technology. Digital platforms can also provide virtual tours, allowing visitors to explore red genealogy content remotely, further expanding the reach and accessibility of this cultural heritage.

4.2.5 Leveraging cutting-edge technologies
AI can help organize vast genealogy databases and create structured knowledge graphs for better information accessibility. VR can reconstruct historical scenarios, allowing tourists to virtually "travel" back to revolutionary times and experience red family stories firsthand. The combination of AI and VR would create a smart and immersive red genealogy cultural experience, enhancing visitor engagement and promoting innovative cultural heritage transmission in the digital era.

The development of virtual digital exhibitions and cloud genealogy databases further expands the reach of genealogy culture. For example, in Figure 2, the Dongjia Genealogy Museum had already launched a virtual digital exhibition. These initiatives break the limitations of traditional museum spaces, enabling visitors worldwide to explore family histories online. Through 3D modeling and dynamic interactions, users can access detailed information and actively participate in family story explorations. Additionally, cloud genealogy databases allow centralized storage of historical family records, facilitating convenient retrieval and continuous updates. By leveraging big data analysis, cloud platforms can also provide personalized recommendations to increase audience engagement.

Figure 2 The Dongjia Genealogy Museum Launched a Virtual Digital Exhibition

4.3 Expanding Communication and Operations through New Media

Scholars generally believe that "family genealogy is a record that clarifies bloodlines, organizes generational sequences[9], and documents the historical development of a family." The significant value of genealogies spans multiple disciplines, including clan systems, socioeconomics, and family education. However, genealogy had not been closely linked with literature until the turn of the 21st century, when it began to serve as a resource for literary creation[10].

Similarly, to ensure that red genealogy resources reach a wider audience, they can be creatively adapted into diverse literary and artistic forms while maintaining core ideological themes and historical integrity. One approach is to integrate literary red genealogies with the cultural tourism industry. This could include compiling concise and engaging red story collections, composing rhythmic and impactful red-themed poetry, and using vivid language to depict the turbulent revolutionary era. Additionally, red genealogies can be adapted into short films, documentaries, dramas, and musicals to recreate those historical moments through visual and performing arts, allowing audiences to experience history as if they had traveled back in time.

Leveraging the efficiency and broad reach of new media platforms is essential. For example, short videos of red stories, illustrated articles, and H5 interactive pages can be published on social media and video-sharing platforms to attract younger audiences with engaging and dynamic content. Scenic spots can also host interactive or promotional events, such as establishing free stamp collection stations or offering ticket discounts and souvenirs to visitors who dress up as historical figures and create promotional videos.

To further enhance visitor engagement and a sense of belonging, marketing campaigns can be launched on new media platforms. Activities such as red story submission contests can encourage visitors and internet users to share their personal or family revolution-related stories. Red-themed photography competitions can also be organized, allowing tourists to capture the unique charm of red tourism sites through their lenses. These initiatives mobilize public participation, enabling the collection of additional red stories and visual materials while simultaneously increasing awareness and influence.

4.4 Thoughtfully Designed Tourism Routes and Cultural Products

Based on Jiangnan's red genealogy resources, tourism routes with distinct thematic characteristics should be designed. Key historical events, important figures, and significant moments from red genealogies should be arranged chronologically and geographically to form coherent and educational travel itineraries. For instance, locations related to Zhou Shuiping, Li Da, and the Changzhou Three Heroes can be organized into a "Marxism's Entry into Jiangnan" route. Another example is the design of a "Tracing the Footsteps of Revolutionary Forebears" route, linking the Mao Clan Ancestral Hall in Qingyang Village, Jiangshan, Zhejiang Province, with the Li Zhenqian Martyrs' Memorial Hall in Xuzhou, Jiangsu Province, and Gongpu Road in Changzhou, Jiangsu Province.

Additionally, diverse tourism routes can be developed to cater to different visitor groups and interests. For example, research-oriented travel routes can be tailored for young students, family-friendly routes for parents and children, and in-depth exploration routes for history and culture enthusiasts.

Developing creative and culturally rich tourism products is also a key aspect of enhancing visitors' travel experiences. The distinctive figures and historical scenes from red genealogies can be transformed into unique souvenirs such as collectible figurines, character dolls, themed badges, and commemorative stamps. Furthermore, digital products related to red culture can be developed, such as red genealogy mobile apps, red story e-books, and red-themed script-based role-playing games. By leveraging modern technology and entertainment formats, these initiatives can enrich visitors' interactive experiences. These products are not merely physical souvenirs; they also serve as emotional bridges between tourists and the destinations they visit.

5 CONCLUSIONS

This study focuses on the integration of Jiangnan's red genealogy resources with the cultural tourism industry, analyzing the interaction and coordinated development between red genealogies and red tourism. To address the challenges of merging red genealogy with the tourism sector, future efforts should strengthen cross-disciplinary collaboration, improve the management and protection mechanisms for red genealogy resources, promote digital transformation, and enhance the vitality and market competitiveness of red genealogy culture through innovative operational models.

Through this analysis, two key insights emerge. First, red genealogy culture plays a crucial role in enhancing the appeal of red tourism sites, stimulating cultural innovation, and contributing to regional economic development. Second, the study explores how modern information technology and multi-dimensional interactive platforms can expand the dissemination of red genealogy culture. Particularly, with the strong support of new media and digital technology, red genealogy culture can be presented in a more vivid and intuitive manner, significantly enhancing its appeal to visitors. Furthermore, the practical strategies proposed—integrating Jiangnan's abundant red resources with local cultural characteristics—provide feasible solutions for the innovative development of red tourism.

COMPETING INTERESTS

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