

Research Article

# "Red Resources + Green Ecology" Painted a, New Picture of Rural Revitalization -- Based on the Field Investigation of Yangzhou Section of the Grand Canal

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## Abstract

Promoting the comprehensive revitalization of rural areas, drawing a new picture of livability and business and beauty of rural areas, is the key task of "three rural" work in the future period. In order to grasp the current situation and actual achievements of rural revitalization in the Yangzhou section of the Grand Canal, this field survey was carried out in the first half of 2024. Through field visits and investigations, the "red + green" integration and rural revitalization status of the Yangzhou section of the Grand Canal were carefully analyzed and studied after fully grasping the rich red cultural resources and green ecological resources in the Yangzhou section of the Grand Canal. A new working idea of "red + green" integrated development in Yangzhou section of the Grand Canal to promote the overall rural revitalization of the area is given. In order to promote the common prosperity of urban and rural areas for the cities along the Grand Canal, drawing a new picture of the revitalization of the beautiful countryside to provide useful suggestions and thinking.

## Keywords

Red Resources, Green Ecology, Yangzhou Section of the Grand Canal, Rural Revitalization

## 1. Introduction

The No. 1 document of the Central Committee in 2024 emphasizes that it is necessary to "fight a beautiful battle for the comprehensive revitalization of the countryside, and draw a new picture of a suitable place to live and work and a beautiful countryside." [1] Chinese rural revitalization strategy includes "five revitalization", including industry, talent, culture, ecology, organization five aspects [2]. Yangzhou, as the origin city of the Grand Canal, has become an important chapter in Chinese history and reality since Fuchai of Wu Wang started the first shovel to dig Hangou Ditch in Yang-

zhou in 486 BC. With the change of history, this river, which flows Chinese civilization and culture, is becoming a green ecological belt, a bright cultural belt and a characteristic tourism belt [3]. The Regulations of Jiangsu Province on the Protection and utilization of red resources have been implemented on March 1, 2024. The rural revitalization of the Yangzhou section of the Grand Canal cannot be achieved without the support of local red resources and the escort of green ecology, which is also the only way for the rural areas along the Grand Canal to achieve sustainable development.

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Yangzhou Ploytechnic College, as a higher vocational college, has been adhering to the "quality of the school" and "science and technology to revive the school", education and teaching fruitful, scientific research services remarkable results. In recent years, students have frequently won national and provincial awards such as innovation and entrepreneurship, career planning competitions, and good professional construction and the atmosphere of "promoting learning by competition", so that students can get experience and grow in learning and competition.

Lu (2015) pointed out that Bijie should make efficient use of its rich national and red cultural resources to create new economic growth points [4]. Chen (2016) proposed not only to enhance the tourism value of red resources, but also to accelerate the optimization and upgrading of green ecological industries and promote the coordinated development of red tourism and ecological tourism [5]. Li (2020) pointed out that the revitalization of old revolutionary areas in the new era can find a road of revitalization and development of two-wheel drive through "red inheritance + green feeding" [6]. Zhu (2020) proposed the construction of characteristic cultural tourism villages and towns along the Grand Canal, which could not only promote the development of all-region tourism in Yangzhou, but also promote the rural revitalization of Yangzhou [3]. Zhu (2021) pointed out that the beautiful Zuoyoujiang Revolutionary old Area could be better built by inheriting red culture and demonstrating ecological civilization [7]. Fang (2021) explored how Banzhuyuan Town at the foot of Dabie Mountain could build a small town with red characteristics by relying on its unique red, green and cultural resources to help the old revolutionary base area consolidate the achievements of poverty alleviation and comprehensively promote rural revitalization [8]. Fan (2023) paid attention to Fujian Yongding's efforts to promote rural revitalization through the integration of "red resources, green ecology and characteristic industries" [9]. Deng (2023) discussed the improvement of urban and rural features in Jiahe County, Hunan Province through the integration of "red" historical and cultural resources and "green" ecological advantages [10]. Chang (2023) explored how Lushan County could "animate" the green ecology and create high-quality rural revitalization by "activating" the red resources [11]. Xu (2024) proposed to promote the full implementation of the rural revitalization strategy by improving the joint development mechanism of rural red cultural resources [12]. Zhang (2024) proposed to promote the transformation of red culture in creation and development in innovation from the perspective of new development concepts [13]. Wei (2024) proposed to explore Shanxi's red cultural tourism resources and promote the integrated development of Shanxi's red cultural tourism and rural revitalization by strengthening the awareness of red cultural communication [14]. Qin (2022) proposed the systematic construction of the Grand Canal National Cultural Park through high-quality integration of cultural relics and cultural resources with outstanding significance and major themes

along the Grand Canal [15].

The above studies initially involved "red + green" and rural revitalization strategy, but there were few studies that integrated "red + green", rural revitalization strategy and the construction of Yangzhou section of the Grand Canal Cultural Park. Therefore, field investigation of red resources and green ecology in the Yangzhou section of the Grand Canal was carried out to promote the organic integration of high-quality "red + green" into rural revitalization from a strategic height, and corresponding investigation and research were carried out based on the new idea of work, so as to explore the specific path of rural revitalization driven by the development of red resources and green ecology. In order to provide some useful reference for the rural revitalization of the Yangzhou section of the Grand Canal.

## 2. Red Cultural Resources in Yangzhou Section of the Grand Canal

Yangzhou is a famous historical and cultural city with more than 2,500 years of history, but also a red resort with a glorious revolutionary history. The red gene is rooted in the hearts of Yangzhou people along the canal. According to statistics, there are more than 100 revolutionary sites, old sites and patriotic sites in Yangzhou, which are divided into the following categories: 31 sites of important Party history events and important institutions; There are 11 memorial sites for important historical events and people's activities; There are 5 former residences of revolutionary leaders and important figures; There are 47 martyrs' tombs and 35 memorial facilities. Over the past 100 years, under the leadership of the Communist Party of China, the people of Yangzhou have endured hardships and worked hard, and red marks have been deeply engraved on the land of Yangzhou. In the main city of Yangzhou section of the Grand Canal, there are Jiang Shangqing Historical Materials Exhibition Hall, Zhu Ziqing former residence, Cao Qijin former residence, Yangzhou Revolutionary Martyrs Cemetery, Yangzhou Wanfu Bridge victims mourning square, etc. Hanjiang District has Zhang Aiping in the lane historical materials exhibition hall; Yizheng City has Yizheng Yuetang Museum of Literature and history, Sheng brothers former residence; In Jiangdu District, there are Xu Xiaoxuan's former residence, Jiangdu Water Conservancy Hub, Guo Village Defense War Memorial Hall, Northern Jiangsu Headquarters Memorial Hall of the New Fourth Army, the former headquarters of the second and third Battalions of the New Fourth Army Advance column, "Crossing the River Campaign" three wild eight corps headquarters, Shaobo Defense War Memorial Hall; Gaoyou City has the memorial hall of the last battle of the Anti-Japanese War, the old site of Xuefeng University in Central China; Baoying County has more than 20 red scenic spots such as Zhou Enlai Youth Reading Office, Red Maple Garden, Yisi Garden, Xia Fengshan Memorial Hall, Revolutionary History Memorial

Hall of Middle Jiangsu, Public School Memorial Park of Middle Jiangsu, etc. These red cultural resources along the canal are not only convenient for people to visit and study nearby; Similarly, on the Long March in the new era, everyone should retrace the footsteps of our ancestors and pay tribute to revolutionary heroes. Tell good red stories, supplement red nutrition; Gathering striving force and contributing to the great era is an duty-bound responsibility for the future bearer.

### 3. Green Ecological Resources in Yangzhou Section of the Grand Canal

The relevant management department stressed, it is necessary to firmly establish and practice the concept of clear water and green mountains is gold and silver mountains. Yangzhou is a famous historical and cultural city with water. Located in the north of the Yangtze River Delta, it is not only the watershed of Jianghuai River, but also the confluence point of the Grand Canal and the Yangtze River. On November 18, 2016, Jiangsu management department proposed to plan the construction of the Jianghuai Ecological Corridor at the high starting point along the South-to-North water Transfer. Therefore, Yangzhou must adhere to ecological priority and green development, support the effective implementation of major strategies such as ecological protection and high-quality development of the Yangzhou Basin of the Grand Canal, and actively explore new ways of green ecological development of the Yangzhou section of the Grand Canal.

Ecology is the natural color, green is the base color. Ecological livability is the urban characteristic of Yangzhou, and it is also the name card of Yangzhou. In recent years, the city has taken ecological construction as the starting point and truly realized the transformation of "urban park" into "park city". Parks are built everywhere in the city, and the city itself is a big park. In order to focus on the construction of an ecologically livable city, the city promoted the construction of ten ecological centers, covering an area of 200 square kilometers; It has successively become a national forest city, a national ecological city, a national ecological civilization construction pilot demonstration city, and a national water ecological civilization construction demonstration city. From May 15 to 16, 2024, principal leaders of Jiangsu Province went to Gaoyou City and Baoying County of Yangzhou for investigation. He stressed that Gaoyou and Baoying are located in the "green heart zone" of Jiangsu. He called the local government to make greater efforts to develop characteristic industries, protect the ecological environment, strengthen the protection and inheritance of cultural heritage, and steadily promote high-quality development to achieve greater achievements. The Grand Canal has been flowing for thousands of years, running north and south. Efforts should be made to protect, inherit and utilize this long cultural roots, fresh ecological

green veins and surging economic arteries to benefit future generations.

### 4. Yangzhou Demonstration Zone of Grand Canal Culture Belt

On June 22, 2014, the Grand Canal of China was successfully listed as a World Heritage site at the 38th World Heritage Assembly. In February 2019, the Outline of the Plan for the Protection, Inheritance and Utilization of the Grand Canal Culture was promulgated. With its name card of "canal origin, exquisite Yangzhou" and canal heritage advantages, Yangzhou has become the only district city in Jiangsu Province that is classified into the planning core area. Yangzhou has taken the lead in promoting the construction of the Grand Canal Cultural Belt and the National Cultural Park and set a good example.

Yangzhou Demonstration Zone of the Grand Canal Culture Belt includes: Yizheng, Hanjiang, Guangling, Jiangdu, Gaoyou and Baoying. All kinds of canal relics and cultural heritages along the canal are dazzling. Located in Sanwan Wetland Park, Yangzhou China Grand Canal Museum, which has been built and opened, is an innovative practice of cultural and tourist integration in the Grand Canal Cultural Belt, and is also an "encyclopedia" of the Beijing-Hangzhou Grand Canal. At present, it has become the "top" and "phenomenon" museum of Jiangsu provincial museums, and it is the first choice of tourists from all over the country to punch card. The beautiful Yangzhou section of the Grand Canal is scattered along the pearl like Twelve Wei, Guazhou, Wantou, Fangxiang, Shaobo, Jieshou, Fanshui and Sheyang Lake Town and many other ancient villages and towns, these ancient villages and towns not only have a heavy historical heritage and traditional cultural accumulation, but also the key demonstration area of the Grand Canal Yangzhou section. The cultural heritage protection and display projects included in the Planning Outline include: Yangzhou City Site (including the tomb site of Emperor Yang of the Sui Dynasty), Intersection of the Yangtze River and the Grand Canal, Yangzhou Lacquer painting technique, Shaobo Town, Jiangsu Gaoyou Lake Wetland agricultural system, Yangzhou Grand Canal Museum, Yangzhou - Hangzhou section of the Great Canal Heritage Line, etc.; The Yangzhou section of the Beijing-Hangzhou Grand Canal waterway is included in the "River system resource improvement Project"; Yangzhou Sanwan Wetland Park, Gaoyou Lake, Yiyang River included in the "green ecological corridor construction project"; Jade carving, lacquer ware, Qin Zheng, World Famous Canal Expo (Yangzhou), Yangzhou Huaisi Shipyard included in the "cultural tourism integration and promotion project"; Qianqiu Huaiyang is included in the "Canal Cultural Highland prosperity action", and the Yangzhou section of the Grand Canal has achieved full coverage of various projects. Located at the junction of the "T" of the Grand Canal and the Yangtze River, Yangzhou is a over-

lapping city of the "three belts" of the Grand Canal Cultural Belt, the Yangtze River Economic Belt and the Huaihe River Ecological Economic Belt. Its heavy history and the government's attention are of great significance to the dissemination of the Chinese story carried by the Grand Canal and the high-quality development of the regional economy.

## 5. Draw a New Picture of Rural Revitalization of Yangzhou

As the origin city of the Grand Canal of China and the only prefecture-level city in the whole province that is classified into the planning core area, Yangzhou should better integrate its unique "red + green" resources into the construction goal of Yangzhou cultural tourism city and ecological livable city, and make full use of the cultural belt, ecological belt and tourism belt characteristics of the Yangzhou section of the Grand Canal, so as to draw a new picture of rural revitalization along the Grand Canal.

### 5.1. Current Situation of "Red + Green" Integration and Rural Revitalization in the Yangzhou Section of the Grand Canal

#### 5.1.1. Lack of In-depth "Red + Green" Integrated Development Plan

The red cultural resources and green ecological deposits in the Yangzhou section of the Grand Canal are very rich. Generally speaking, they are large in quantity, diverse in categories and widely distributed, but they are currently in a fragmented state. In addition, the management of red resources has also led to coordination difficulties, which is not conducive to the overall linkage and development, so the lack of deeper development planning and integration. Many old revolutionary sites, revolutionary cultural relics, memorial facilities, etc., are mostly used in traditional static display, and the exhibition means are relatively monotonous. With the development of science and technology, the immersive experience exhibition can bring better experience to the audience on the one hand, but also better explain the red scenic spots, revolutionary cultural relics, carry forward the revolutionary culture, and inherit the red gene from generation to generation. Similarly, a good green ecology not only shows people the beauty of nature, but also provides people with a better life, work and travel experience, and can also enhance people's national pride. Therefore, it is necessary to put forward practical planning guidance at a higher management level, and formulate relevant protection regulations, so that "red + green" resources can better play a role in the rural revitalization construction along the canal, and promote social harmony and common prosperity of urban and rural areas.

### 5.1.2. "Red + Green" Integration of Rural Revitalization Is in Urgent Need of Government-Enterprise Cooperation

Whether it is the protection, management and use of revolutionary cultural relics, or the continuous protection, overall display and echelon utilization of red resources, it requires the management and investment of government departments. For example, the current mainstream museums often use 5G+VR and other high-tech means to display the real scenes of the revolution at that time, restore historical events, provide the audience with digital immersive experience, so that visitors can perceive the power of red culture in the experience, and achieve the integration effect of shaping travel with culture and demonstrating literature with travel. The introduction of these high-tech display means is inseparable from the investment of large funds. Therefore, to tell the red story well and inherit the red spirit, more cooperation between government and enterprise is needed. The market mechanism can be introduced in a fair, open and just way to obtain the investment of private funds, so that red cultural resources can be optimized and matched with market resources. At the same time, by continuously improving the ecological environment quality of the Yangzhou section of the Grand Canal, promoting the cooperation between government and enterprise protection and non-governmental protection, increasing the investment in green ecological construction, naturally transforming the green water and green mountains into gold and silver mountains, thus improving the construction efficiency of the rural revitalization of the Yangzhou section of the Grand Canal.

### 5.1.3. The Revitalization of Rural Industries Is in Urgent Need of "Red + Green" Integration

Rural revitalization, industrial revitalization first. Therefore, the initiative to integrate the "red + green" resources along the Yangzhou section of the Grand Canal into the development of rural industries is the top priority of local rural revitalization. Relying on the "red + green" resources in various places, Yangzhou can build a production system and management system to enhance the comprehensive production capacity of agriculture. According to the characteristics of each district and county, everybody should not only "look up at the stars" but also "down to earth", keep up with the development direction of emerging industries, but also pay attention to the upgrading and improving the quality and efficiency of local traditional agricultural industries. It is necessary to highlight the regional characteristics of various places, integrate the "red + green" resources in various places, give priority to the development of local characteristic industries and advantageous agriculture, create new products and best-selling product that can form competitive advantages, and form obvious local characteristics and misplaced competition. In addition, it is necessary to further promote the structural reform of the agricultural supply side, achieve the integrated

development of the primary, secondary and tertiary industries, form the development and upgrading of the whole chain of rural industries with local characteristics, constantly improve the added value of agricultural products, extend the "red + green" integration of the industrial chain, and promote the continuous increase of farmers' income. It can be seen from [Table 1](#) that Gaoyou, Baoying and Jiangdu are all major agricultural counties (cities/districts), and their total agricultural output value is far ahead among the six districts and counties. While Yizheng, Hanjiang, Guangling ranked last, the sum of agricultural added value of the three are less than the third Jiangdu. In forestry, Baoying and Jiangdu ranked the top two,

and the added value of other districts and counties was low; In terms of animal husbandry, Gaoyou is far ahead. Gaoyou is also a famous poultry breeding area in Jiangsu. Baoying and Jiangdu rank second and third, while Yizheng, Hanjiang and Guangling all have low added value. In terms of fisheries, Baoying and Gaoyou are also key areas of aquaculture in the province, and the added value of other districts and counties is not high. As far as the primary industry of each district and county is concerned, it closely combines the characteristics of various places, scientific planting and intelligent breeding to form the characteristic brand products of each district and county, so as to drive the common prosperity of the masses.

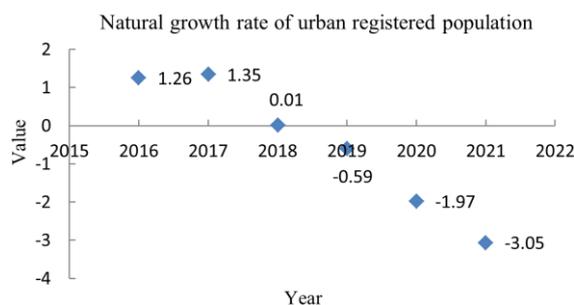
**Table 1.** Added value of agriculture, forestry, animal husbandry and fishery in each district and county of Yangzhou in 2021. Unit: ten thousand yuan.

	Agricultural added value	Forestry added value	Added value of animal husbandry	Fishery added value	Value added of service industry
Guangling	110719	2425	10845	27556	6080
Hanjiang	258434	4504	11526	109239	24743
Jiangdu	776634	18504	52349	135714	28376
Baoying	950079	22415	53937	436915	50495
Yizheng	264679	9411	37118	10142	26315
Gaoyou	993605	5875	89191	375001	60097

### 5.1.4. The Negative Population Growth Trend of Yangzhou Counties and Urban Areas Needs to Be Reversed

Data show that the population of Yangzhou urban area decreased from 2,324,700 in 2016 to 2,319,800 in 2021; In terms of subdivision, in recent years, the population of the six counties under the jurisdiction of Yangzhou is declining, of which the largest decline is Baoying, a decline of 5.86%. The reason is mainly related to the relatively backward economic development of the local counties. Therefore, Yangzhou must increase its support to Baoying and fully support Baoying's economic development from the aspects of people and money. Therefore, Baoying has a long way to go to do a good job in rural revitalization and common prosperity. [Figure 1](#) shows the birth rate of registered population in the urban area of Yangzhou from 2016 to 2021, and the data all show that the population is in a negative growth mode, which is almost similar in other counties and cities. People are the most valuable asset for the sustainable development of a country, a city and a society. If there is no population growth, how can there be economic construction? Where does social development come from? Therefore, in order to change the current state of declining birth rates in the city, all counties and urban areas

must take strong and attractive measures to change the current situation in which the population of childbearing age faces greater living pressure, and then change the idea that residents are not strong enough to have children. In this regard, the local government can introduce some local policies to encourage fertility, such as the issuance of infant milk gold, preferential bonus for child care, birth incentives, housing concessions and other real positive policies to encourage the reproductive will of the population of childbearing age, if there is no population growth, there is no mention of high-quality economic and social development, these jobs and careers need people to do.



**Figure 1.** Natural growth rate of registered population in Yangzhou City from 2016 to 2021.

## 5.2. Yangzhou Districts, Cities and Counties to Promote Rural Revitalization Measures

### 5.2.1. "Red + Green" Integration to Promote Urban and Rural Residents' Income Improvement Ideas

A city's economic development and people's well-being are like the two wheels of a car and the two wings of a bird, which reinforce and support each other. We should encourage everyone to start a business, strengthen the priority of employment, expand more adequate and higher quality employment and entrepreneurship channels, so that the city's people's lives are richer and more prosperous. To develop Yangzhou's GDP, it is necessary to rely on key projects, encourage the development of advanced manufacturing, and vigorously boost the real economy. We must change the thought of "three two one" in the three industries and encourage the intelligent development of advanced manufacturing industry. Rural towns and villages also have a lot to do. We can adapt to local conditions, constantly introduce "red + green" resources into rural revitalization, attract high-quality enterprises to enter, drive the employment of local residents, and create industries with unique advantages that suit local characteristics. This can attract all kinds of industrial and commercial capital to invest in towns and villages, expand and strengthen a number of urban and rural industrial and commercial enterprises, and increase the income of local people. With more various types of industrial and commercial enterprises, township tax revenues will naturally rise, which can continuously feed the local "red + green" resources and industrial development, and improve the living conditions of local people.

### 5.2.2. "Red + Green" Promotes the Path of Industrial Revitalization in Various Districts, Cities and Counties of Yangzhou

The rural industrial system should be open and inclusive. It is necessary to integrate "red + green" resources into the local urban and rural economic cycle. Only with the local "red + green" characteristics of the rural industrial system fully integrated into the urban and rural economic cycle, will be more dynamic and market universality. China's traditional agricultural production status is relatively closed, expand the range of product exchange ratio, and strive to improve its productivity. Therefore, the development of rural industry can not limit the self-limitation of thinking, can not trap the thinking of residents in the countryside, and can not separate rural industry from the urban-rural division of labor system. It is necessary to achieve high-quality economic development in the integration of "red + green" and other resources, create a red industrial chain, achieve "economic localization, local digitization", and promote the revitalization of rural industries. With the continuous introduction of new technologies such as artificial intelligence and new changes in urban-rural relations, the flow of various industries between urban and rural areas

will be a two-way dimension. Therefore, it is necessary to make overall planning, scientific planning and layout based on the local region to promote the integration of the "red + green" value chain in urban and rural areas, and achieve high-quality empowerment for local industries.

### 5.2.3. "Red + Green" Promotes Talent and Labor Optimization Ideas in All Districts, Counties and Cities

Only the thriving buttonwood can attract the gathering and settlement of all kinds of talents, in order to hold up all kinds of construction from the city to the countryside, the talent comes, the industry is prosperous, it can produce a positive cycle. At present, the whole city of Yangzhou is focusing on six leading industrial clusters and 13 emerging industrial chains, striving to build Yangzhou into an influential and competitive advanced manufacturing base and industrial science and technology innovation highland in the Yangtze River Delta. Both advanced manufacturing industry and industrial technological innovation are inseparable from talents, and the construction of talent communities can be vigorously promoted. The integration of "red + green" is a significant feature of Yangzhou to build an ecological livable city. To retain talents, "living" is also a major focus. It is necessary to effectively solve the problem of settling down and working in Yangzhou for all kinds of talents. The first is to provide accurate services, the second is to create a good ecological environment, and continue to amplify the effect of urban nesting. If Yangzhou wants to become an advanced manufacturing base in the Yangtze River Delta, it must attract more industrial workers to continue to find employment and settle down, and relevant policies in this area are also urgently needed to be launched. The integration of "red + green" and rural revitalization, urban-rural integration and common prosperity need to provide more employment opportunities, so that happy work can live in peace.

### 5.2.4. "Red + Green" Encourages All Districts, Counties and Cities to Optimize Urban and Rural Public Service Paths

In order to build this "good place" into a happy city according to the requirements of the management, continue to meet the people's yearning for a better life, and build a better place "Yangzhou" in the people's mind, it is necessary to continue to enlarge the integration effect of "red + green". Yangzhou has a lot to do in promoting the integration of urban and rural areas, building a beautiful countryside, and doing a good job in rural revitalization. All counties and urban areas in Yangzhou should practice the new development concept, actively promote the combination of characteristic countryside construction, ecological circular agriculture construction, fertilizer and pesticide reduction, promote the tilt of public resources to the countryside, and constantly enhance the sense of gain of farmers. Yangzhou can carry out the work of improving public services in the whole city, such as promoting

the high-quality and balanced development of compulsory education in an all-round way, increasing investment in universal childcare, and improving the elderly care service system. It can also provide a full range of full-cycle health and medical services for the city's people, and relevant management departments should focus on the target and give precise policies on real livelihood issues. On the one hand, it can vigorously promote the sinking and extension of public facilities to the countryside, such as the extension of municipal facilities such as water, gas and heat to the township, and at the same time improve the layout of rural logistics, smooth logistics distribution and cold chain station construction, and implement the sharing of urban and rural quality education and regular two-way exchanges of teachers. In the next step, we can also focus on the livelihood of urban and rural people, promote social security with wider coverage, such as the new rural cooperative medical care and the new rural insurance, and do a good job in urban and rural public services, toilet revolution and other practical matters related to people's lives, and strive to improve the well-being of local people.

## 6. Closing Remarks

The word Yangzhou was first seen in «Shang Shu•Yu Gong»: "Yangzhou is the only city in Huaihai". In 486 BC, King Fucha of Wu "opened Han ditch and built Han city" and dug the first shovel to build Yangzhou city. As a famous cultural city with a long history, Yangzhou has a glorious revolutionary tradition, and the red gene is rooted in the hearts of people on both sides of the canal. "Green Yang Cheng Guo" is the ecological background of Yangzhou. In order to continuously integrate the "red + green" resources of the Yangzhou section of the Grand Canal into the rural revitalization strategy of the region, the relevant departments can innovate the new integration mechanism of "revolutionary cultural relics + red tourism + green ecology". It can also empower the industrial heritage resources along the canal with culture, and accelerate the innovation and development of a new model of "industry + cultural tourism + research" through the development of industry + culture education, industry + culture research, patriotism education base, ideological and political course practice teaching base, etc. Taking revolutionary cultural relics as the main body, connecting rural tourism, industrial heritage and other related resources, organizing hard-working and intelligent people along the canal, promoting common prosperity in urban and rural areas, and drawing a beautiful new picture of rural revitalization of Yangzhou.

## Abbreviations

Expo	Exposition
VR	Virtual Reality
GDP	Gross Domestic Product

BC Before Christ

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## Conflicts of Interest

The authors declare no conflict of interest.

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