Research on the Utilization of Conservation of Red Resources and the Development of Red Tourism: The Collection of Anti-epidemic Evidence in Wuhan Revolutionary Museum as an Example

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Abstract

Wuhan Revolutionary Museum continues to innovate the mode of collection of cultural relics, increase the collection efforts, has formed a red revolutionary witness and urban history witness two categories of collection system. 2020 during the new crown pneumonia epidemic, Wuhan Revolutionary Museum took the initiative to take charge, with responsibility and mission for tomorrow and record today, 14 times to the aid medical team, 6 times to the Thunder God Mountain, 9 times into the cabin and hospital, footprints throughout the city to aid the Hubei Medical teams, key medical institutions, construction units, communities and other corners, the collection of objects covering medical workers, People's Liberation Army commanders, community workers, public security police, engineering builders, volunteers and other walks of life. The footprints are all over the city, making it the museum with the largest number and most comprehensive collection of anti-epidemic exhibits. The collection of 13,447 pieces of anti-epidemic artifacts, and around these anti-epidemic artifacts held exhibitions and activities with great effort and emotion, opening up a new path for the collection of revolutionary cultural relics.

Keywords

Wuhan Revolutionary Museum; Anti-epidemic Material Evidence; Conservation and Utilization

This year is the 100th anniversary of the founding of the Communist Party of China, and red tourism has become the main theme of travel. Red tourism, a form of tourism with Chinese characteristics, is developing strongly, with new lines and new ways of playing emerging, and is deeply integrated with ecological tourism, folklore tourism, study tourism and rural tourism, forming a new tourism industry. Around the centenary of the founding of the party to dig deeper into the connotations of red culture, rich red tourism products, to better meet the people's demand for red tourism, promote the development of red tourism, and better inherit

the red gene. The Ministry of Culture and Tourism recently proposed to encourage the development of "red + green", "red + rural", "red + study", "red + technology " and other new tourism industry, the launch of red tourism and ecological tourism, folklore tourism, study tourism, rural tourism and other in-depth integration of high-quality products and lines, consolidate the achievements of poverty alleviation, promote the people of the old areas to increase income and wealth, and help rural revitalization.

Since the 18th Party Congress, the museums free access to deepen the promotion, heritage protection capacity is increasingly strengthened, the effectiveness of public services significantly improved and the social impact continues to improve. During the "13th Five-Year Plan" period, the number of museums nationwide has increased from 4,692 to 5,788, with an average of one museum opened every two days; the annual number of museum visitors has increased from 700 million to 1.2 billion, an average of 100 million per year; the number of minor visitors has increased from 220 million to 290 million per year. The number of visitors from minors increased from 220 million to 290 million per year. The role of museums in economic and social development continues to emerge, bringing the people a growing sense of access and happiness, and has become part of the good life to which they aspire.

Memorial museums are an important part of the museum family, mainly a cultural and educational institution commemorating major historical events or historical figures with significant contributions in the revolutionary movement. Memorials assume the function of spreading red culture. Visitors to memorial museums enjoy both good services and patriotic education. Now there are 581 primary and secondary school study and practice education bases in the country, 203 are museums and memorials, accounting for about 35%, basically forming a national network of museum study and practice activity positions.

The United Nations Educational, Scientific and Cultural Organization recently reported that 84% of the world's museums are closed in 2020 by the epidemic image, with an average closure time of 155 days, an average drop of 70% in the number of visitors and a 40%-60% reduction in revenue compared to 2019. UNESCO also recommends that: countries should further increase public financial support for museums, strengthen digital capacity building, and continuously strengthen the educational and social functions of museums. The transformative recovery of museums is a common issue for museums around the world today. Since the epidemic, public culture has been welcomed by the general public through digital services. Promoting the construction of museums' big data system, vigorously developing museums' cloud exhibitions and cloud education, and building a museum communication system that integrates online and offline are the directions of future museum development.

Wuhan Revolutionary Museum is now a national-level museum, a national key cultural relics protection unit, a national patriotism education demonstration base, a national clean government education base, and a national 100 red tourism classic scenic spot, receiving more than 2.23 million visitors annually, holding, introducing and exporting more than 10 exhibitions and holding more than 50 social education activities every year. The museum has now become a comprehensive museum collecting, collecting, protecting and researching modern and contemporary cultural relics, revolutionary relics, party history relics and displaying the history of the Revolution, the history of the CPC and major historical events in Wuhan, moreover, it is the research center of the history of the revolution and the history of the party in Wuhan. It is the red tourism resource rich area with the most red attractions, the richest connotation, the earliest resource protection and the highest popu-

larity in Wuhan, and has become the holy place of comprehensive strict governance of the Party, the base of discipline education and the resort of red tourism.

The Wuhan Revolutionary Museum has been exploring and innovating in the construction of digital museums, and on June 1,2017, the museum held a carnival of AR real-life task challenge, in which 84 students, led by the lecturer and Douyu anchor, traveled back to 1927 as ordinary students of the agricultural lecture hall, divided into several teams, and passed through "In December 2019, after the official opening of our comprehensive collection information management system, the Wuhan Revolutionary Museum will incorporate more than 20,000 pieces of collections into its collection resources in full format and with full information. After the official opening of our collection information management system in December 2009, the Wuhan Revolutionary Museum will incorporate the full format and information of more than 20,000 items into its collection resources database, providing a reference for museum development from "experience-driven" to "data-driven" decision-making. The main functions of the business section of the collection information management system include collection management, search statistics, storage management, account management, and system management. The online collection information management system is the first step of Wuhan Revolutionary Museum on the road of collection management informationization and intelligence, the subsequent museum will be based on big data, visualization and other information technology, to further build the museum collection resources digital resource platform, to create an integrated management system from material collection to processing and management and to build a service application system for the audience, to a greater extent to play Wuhan Revolutionary Museum collection of cultural relics of academic research, social education, exhibition appreciation of the comprehensive value.

In February 2020, three digital exhibitions of our museum went online: 1. The digital exhibition hall of the Chinese Communist Party Discipline Construction History Exhibition Hall highlights the theme of discipline and highlights the characteristics of the generation, using industry-leading 720-degree laser acquisition technology, through multimedia interactive overlay graphics, audio and video, etc., so that 525 pieces of cultural relics, more than 700 precious historical photos, more than 200 books of nearly 10,000 pages; 2. Wuhan Revolutionary Museum's panoramic exhibition hall allows you to have a full view of the entire museum from the air to the ground without any dead angle, and you can even enter the interior of the exhibition hall and visit the exhibitions in detail, so that you can enjoy a comprehensive visualization of the high-definition tour experience without leaving home; 3. The digital exhibition hall "Sunrise over the River City – Celebrating the 70th Anniversary of the Liberation of Wuhan" recreates the magnificent history of the liberation of Wuhan through more than 180 pictures and objects and other historical materials.

In recent years, the Wuhan Revolutionary Museum has been innovating the collection mode and increasing the collection efforts, and now has formed two categories of collection system: red revolutionary witness and urban history witness. 2020 during the new crown pneumonia epidemic, the Wuhan Revolutionary Museum took the initiative to take responsibility and mission for tomorrow and record today, 14 times to the aid medical team, 6 times to the Thunder God Mountain hospital, 9 times into the cabin and hospital, footprints all over the The city's medical teams, key medical institutions, construction units, communities and other corners, the collection of objects covering medical workers, People's Liberation Army commanders, community workers, public security police, engineering builders, volunteers and other walks of life. The footprints are all over the city, making it the museum with the largest number and most comprehensive collection of anti-epi-

demic exhibits. The collection of 13,447 pieces of anti-epidemic artifacts, and around these anti-epidemic artifacts held exhibitions and activities with great effort and affection, opening up a new path for the collection of revolutionary cultural relics.

Each item tells a touching story and records a vivid historical moment. To protect these anti-epidemic artifacts, the museum organized professional staff to collect information on the artifacts, renovate and upgrade more than 200 square meters of cultural relics storage room with constant temperature and humidity equipment. These "people's hero" Zhang Boli academician handwritten "return to the word", Chen Wei academician signed the first day cover, Jinyintan Hospital President Zhang Dingyu and "serious illness eight immortals" and other signed protective clothing, "two mountain hospital" The first day cover signed by academician Chen Wei, the protective clothing signed by Jinyintan Hospital President Zhang Dingyu and the "Eight Immortals of Severe Diseases", the letter of request for war from the builders of the "Two Hills Hospital", the flag of the medical team to assist the Hubei National Hospital, the special airport boarding pass, the medical equipment of mobile cabin hospital, the work logs of volunteers, etc., are the physical evidence from the front line of the epidemic fight, bearing the touching story of the epidemic fight, witnessing the vivid historical moments, and highlighting the great spirit of the epidemic fight, which is life first, the unity of the nation, sacrificing life and death, respecting science and sharing fate.

The Wuchang Square Cabin located in Hongshan Gymnasium is one of the first square cabin hospitals put into operation in Wuhan, and also the last square cabin hospital to be closed. From the admission of the first batch of patients at 23:00 on February 5 to the discharge of the last batch of patients in the afternoon of March 10, Wuchang Square Cabin has admitted 1,124 patients, discharged 833 and transferred 291, achieving zero patient deaths, zero turn-back and zero infection of medical and nursing staff. Wuchang Square Cabin has given great support to the collection of the museum's anti-epidemic artifacts, and the donated artifacts cover many aspects such as medical and nursing supplies, household items, creative cultural and creative works, and party building materials. Wuhan Revolutionary Museum collected a variety of medical devices such as defibrillation monitors, medical carts, ventilators, mobile power, oxygen bottles, etc. These medical devices provided strong hardware for the rehabilitation of patients and made a great contribution in the struggle against the new crown pneumonia virus. According to statistics, a total of 868 medical personnel from 14 medical teams from 9 provinces and cities across the country participated in the rescue and treatment in Wuchang Square Cabin Hospital. During the 35-day course of fighting the epidemic, the medical workers fought day and night to fight against the disease and bring hope of recovery to the patients, they are the most lovely people and they are the real heroes. "Miss in the square cabin, I hope you will grow better because of Chihiro's kindness, bravery, like Chihiro, brave, fearless, insist on doing what you have to do, even if the road ahead is difficult, Happy Queen's Day! You fight for me and I bless you." A patient drew a cartoon of Chihiro to give to the healthcare workers, and the words full of deep emotion let us see the warm and harmonious doctor-patient relationship in Wuchang Square Cabin. Wuchang Square Cabin also prepared a variety of books for patients to enrich their daily lives, many of which were donated by caring people from all walks of life. Among the collected exhibits, there are a large number of records of patients' conditions and hospital operations, a record sheet witnessing the patients' recovery process, and a record board showing us the accumulated "results" of Wuchang Square Cabin. In the Wuchang cabin, both in the ward and in the public area, you can find a variety of slogans, cartoon graffiti, wish wall, inspirational literature and other creative works, which accompany and inspire the patients to face the virus bravely and optimistically, bringing them strong

spiritual strength. The museum has also collected a large number of physical evidence related to the party building work of Wuchang Square Cabin, and the temporary party committee and party branch of Wuchang Square Cabin have played an important leading role in the operation of the Cabin.

Collecting, protecting and utilizing anti-epidemic artifacts, telling the story of the anti-epidemic and promoting the great anti-epidemic spirit are both the original intention and mission of the museum people and the expectation of the public. The Wuhan Revolutionary Museum has used these anti-epidemic artifacts to hold the "Watching and Helping One Another – Donation of Artifacts to Fight the New Epidemic in 2020" and the "Art to Spread Emotion – Exhibition of Anti-Epidemic Artworks". Live broadcast" and other rich online and offline exhibitions and activities. In the exhibition "People First, Life First – Fighting the Covid-19 Epidemic", organized under the guidance of the Ministry of Propaganda, 252 pieces of anti-epidemic artifacts provided by the Wuhan Revolutionary Museum were displayed.

In the "Top Ten Cases of Protection and Utilization of Revolutionary Cultural Relics in China in 2020", the project of Wuhan Revolutionary Museum "Promoting the Spirit of Anti-Epidemic and Passing on the Red Gene – Collection, Protection and Utilization of Anti-Epidemic Artifacts in Wuhan Revolutionary Museum" won the "National Revolutionary Cultural Relics Protection and Utilization Project". "It is the only one among more than 100 declared projects with the theme of fighting against the new pneumonia epidemic.

Recently, the National Museum of China research curator Xiang Ruihua in the Chinese Society of cultural relics, China Heritage News, Sichuan Provincial Bureau of cultural relics jointly organized the "revolutionary cultural relics protection and utilization of the practice and concept of innovation forum" on the importance of revolutionary cultural relics collection of foresight. At present, the museum system for the collection of modern and contemporary cultural relics do not pay enough attention to the collection of cultural relics is seriously inadequate. For example, the integration of Beijing-Tianjin-Hebei is an important national strategy, but Beijing-Tianjin-Hebei museums are not related to the collection of cultural relics; precision poverty alleviation is the focus of the work of the party and the state in recent years, but the curatorial team has been to a dozen provincial museums to collect relevant cultural relics pictures, the results are disappointing. For a long time, revolutionary, party history and national history exhibitions had few cultural relics available after the founding of New China, especially during the reform phase. But Wuhan Revolutionary Museum's collection philosophy and practice is worth learning from. The museum believes that present and contemporary cultural relics also need to be rescued. Under the high priority of the museum leadership, collect today for tomorrow. The collection of cultural relics to fight the new epidemic became an important exhibit in the "Wuhan Anti-Epidemic Exhibition"; the collection of Party building relics became an indispensable exhibit in the "Red Centennial" exhibition.

Red is the color of the Communist Party of China, the color of the Chinese Dream, and the color of the revolutionary museum. The people of Wuhan, who have experienced the struggle against the epidemic, are more aware of the connotation of red culture and cherish its value. Wuhan Revolutionary Museum will also work harder to promote red culture, inherit the red gene, and make the museum a new highland of red culture in the new era!

Wuhan Revolutionary Museum has received 294 media reports in 2020, 106 media reports at provincial level

and above, 41 media reports at national level, 161 articles pushed by the public number "Wuhan Revolutionary Museum" and "Wuhan Revolutionary Museum Propaganda Department", more than 130 microblogs published on Weibo, and more than 130 articles published on the website. More than 130 microblogs and 242 websites were published. The collection, protection and utilization of the anti-epidemic exhibits of Wuhan Revolutionary Museum have been reported by the central and local media for more than 50 times. The sakura blossom protection clothing developed around the theme of anti-epidemic received the attention and praise of netizens in the national cultural creative product promotion activities. For three months in a row, the museum was listed among the "Top 10 Most Sought-after Revolutionary Museums (Memorials) in China" in the China Museum Hot List, becoming one of the most popular museums in the community and the media.

The challenges of the epidemic have accelerated the process of building digital museums, and the future direction of red tourism in which museums can create more value with the power of technology. But the digital museum is not simply to move the pictures and text information of exhibits to the network, but to present more visual experience and interactive links with reference to the form of offline museums, so that the online exhibition hall can also have a unique design and aesthetics. The future of offline museum tours will be reshaped, and museums should consider a better combination of online and offline exhibitions that promote and integrate each other. This can be done through in-depth research and excavation of the stories behind the cultural relics to produce innovative small video clips; the use of novel design techniques to render the online exhibition hall, adding interactive games and question-answer sessions to increase the interest of the audience; and by showing the details of the conservation and restoration methods of cultural relics, science and technology to popularize the characteristics of generation and cultural features of cultural relics so that the audience can understand the value of cultural relics.

The continuous development of modern economy and technology has provided more support for museum operations, and technological innovation has become an important trend in the current development of museums. Museums should raise awareness, explore innovative and more efficient conservation measures, continuously improve management, promote sustainable development of museums, and provide a solid guarantee for the transmission of Chinese history and culture.

Trace back to the past is to better lead to the future. Since the 18th CPC National Congress, General Secretary Xi Jinping has visited revolutionary memorial sites many times during local investigations and surveys, paying homage to revolutionary historical memorial sites, and repeatedly stressing the need to make good use of red resources, inherit the red gene, and pass down the red country from generation to generation. Xi Jinping recently to revolutionary cultural relics work made important instructions, points out that the revolutionary cultural relics hosted the party and people's heroic struggle of the glorious history, records the great course of Chinese revolution and moving story, is the precious wealth of our party and country, is to carry forward the revolutionary tradition and the revolutionary culture, strengthening the construction of socialist spiritual civilization, inspire patriotic enthusiasm, the vivid teaching material of encouraging the national spirit. It is the common responsibility of the whole Party and society to strengthen the protection and utilization of revolutionary cultural relics, promote revolutionary culture and pass on the red gene. Party committees and governments at all levels to the revolutionary cultural relics protection using the work on the important agenda, increase the intensity of work, to the revolutionary cultural relics protection, good management and use good, play good revolutionary cultural relics in the party history study education, revolutionary tradition education,

the important role of patriotism education, etc, to inspire the spirit of the cadres and the masses, We have full confidence in building a modern socialist country in all respects and realizing the Chinese dream of national rejuvenation. Museum to deeply understand president Xi Jinping instruction spirit to do a good job of revolutionary cultural relics protection custody, museum of cultural relics protection and management work, should be combined with generation development to raise awareness, update the management idea of keeping pace with generation, improve the management level, through the use of advanced management technology improve the quality of cultural relics protection and management.