

Research on Red Education Empowering Rural Talent and Cultural Development in Dongying Yellow River Estuary

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Abstract. This paper focuses on the Yellow River Estuary area in Dongying, exploring effective mechanisms for red education to empower rural talent and cultural development. Using questionnaire surveys, field investigations, and interviews across 23 townships, six key townships were selected based on demographic structure analysis, demonstrating advantages in talent attraction and cultural resources. A PESTLE analysis was applied to evaluate opportunities and challenges in policy, economic, social, and technological dimensions. Two innovative models were proposed: "Red Education + Talent Cultivation" and "Education + Online-Offline Integration." Evaluation results show significant improvements in talent quantity, cultural activity participation, and cultural ecosystem vitality in key townships. With sustainable talent resources, robust economic support, and high social acceptance, this mechanism plans to expand to the Yellow River Delta within three years and nine provinces along the Yellow River within seven years, providing a replicable model for rural revitalization.

Keywords: Red Education; Rural Revitalization; Talent Development; Cultural Development.

1. Research Design

1.1 Purpose of Research

In the survey concerning the integration of Dongying's rural revitalization and red education, a total of 23 township samples were selected, among which 6 are key townships. This survey is significant for revealing the current state of regional red education development and exploring effective models. The sample selection considered industrial diversity to comprehensively understand the situation and problems faced by different types of industries in the process of empowering rural revitalization through red education, ensuring reliable data for subsequent model and strategy formulation. These 6 key townships showcase unique advantages in combining their distinctive industries with red resources. When selecting the 23 township samples, designers took into account the diversity of industries, covering various types such as traditional agriculture and emerging industries. By fully considering these industrial differences, the survey results aim to comprehensively reflect the current status, issues, and potential opportunities of different industry types during the process of empowering rural revitalization through red education, providing reliable basis for subsequent development models and strategy formulation.

1.2 Research Methods

1.2.1 Questionnaire Design

Questionnaires were designed focusing on the current state of industries and the impact of red education on them, covering multiple dimensions. After understanding respondents' basic information, questions were set according to each township's industrial characteristics. For example, when surveying Guangrao Liujizhen, questions about the frequency of tourists visiting attractions, their

opinions on visitor numbers, and purchasing behavior regarding red cultural tourism products were asked to explore the status quo of the red tourism industry.

1.2.2 Interview Arrangements

Interviews focused on township industry leaders and practitioners to understand the actual situation and needs of industrial development. For instance, interviewing the director of Kenli Yongan Town Bohai Reclamation District Memorial Hall to learn about school-museum cooperation in conducting red cultural education activities.

1.2.3 Field Visits

Focus was placed on identifying developable industrial resources associated with red heritage sites. For example, examining the facilities of red tourist attractions in Guangrao Liujizhen and assessing the completeness of surrounding supporting service facilities.

1.3 Advantages of Six Key Townships in Combining Industries with Red Resources

The six key townships in Dongying Yellow River Estuary demonstrate distinct industrial features leveraging red education and cultural resources to drive rural revitalization. Guangrao Liujizhen focuses on red tourism and related services, utilizing the old site of the Communist Party Branch to develop study routes that attract students and tourists, boosting surrounding catering and accommodation. Kenli Yellow River Beach Area Yangmiao Community integrates ecological agriculture with red tourism, promoting "Yangmiao Red Fruit" and "Yellow River Beach Life Experience Day Tours" to enhance rural economy. Kenli Yongan Town Bohai Reclamation District Memorial Hall emphasizes red culture education through school-museum collaborations, drawing student visitors. Kenli Yangmiao Town Rice Field Painting combines leisure agriculture with red themes, creating cultural products and boosting agricultural sales. The Yellow River Culture Museum strengthens cultural displays and school-travel agency partnerships, while the Yellow River Estuary Educated Youth Town integrates educated youth history into red tourism through "Educated Youth Return Home" activities and themed homestays. Collectively, these models showcase how red education fosters talent attraction, cultural innovation, and sustainable rural development in the region.

2. PESTLE Analysis

2.1 Opportunities

2.1.1 Policy Support

The government has introduced relevant guiding policies to support the development of red education in Dongying, providing policy leadership. Policies such as "Guidance on Expanding Multiple Functions of Agriculture to Promote High-Quality Rural Industrial Development" emphasize encouraging the development of new forms of red tourism, creating more job opportunities related to red education and tourism, attracting talents back to participate in construction.

2.1.2 Economic Support

Dongying's existing red tourism infrastructure and supporting services provide excellent support for the development of the red education industry. With the deepening of the red cultural tourism industry, the upstream and downstream industrial chains are further extended, creating more employment opportunities.

2.1.3 Good Social Environment

As social attention towards red culture increases, public participation enthusiasm in red education activities rises, gradually improving the rural development environment. Talents who have left recognize the potential for hometown development, enhancing their willingness to return home for employment or entrepreneurship.

2.1.4 Digital Media Injecting New Momentum

Rapid developments in digital technology and new media offer new possibilities for Dongying Yellow River Estuary's red education to aid local talent and cultural development, such as applying digital technology to the protection and dissemination of red tourism heritage, and leveraging new media marketing to expand the customer base.

2.2 Challenges

Despite having abundant resources and good prospects for red education, several challenges hinder effective transformation of promoting talent return and cultural innovation, including an incomplete talent training system and cultural transmission gaps where younger generations show low interest and participation in red culture.

3. Effective Mechanisms

3.1 Establishing a “Red Education + Talent Cultivation” Model

To empower rural talent development in Dongying Yellow River Estuary through red education, it is necessary to create an effective mechanism combining education with talent cultivation. The government should lead in providing financial support for talent development, establishing special talent funds to ensure sufficient funding for red education projects. Through cooperation between schools and enterprises, high-quality talent training bases can be created, offering practical training opportunities to enhance professional skills and practical abilities.

3.2 Building an “Education + Online-Offline” Model

By leveraging digital technologies and new media, the “Education + Online-Offline” model broadens the channels for disseminating red culture while organizing diverse offline cultural activities to improve promotion effects. Utilizing modern information technology, online platforms such as WeChat official accounts, Weibo, and short video platforms are used to spread red culture content creatively. Meanwhile, offline events, including exhibitions, lectures, and themed activities, enrich the content and enhance audience engagement.

4. Effectiveness Evaluation and Feasibility Analysis

4.1 Evaluation System

An evaluation system incorporating social and ecological indicators was established. Social indicators include the number of new jobs related to red education and the number of talents returning to participate in the red industry. Ecological indicators analyze the vitality of the cultural ecosystem and the frequency of cultural innovation activities.

4.2 Evaluation Results

The initiative achieved notable success, particularly in talent quantity, cultural activity participation, and cultural ecosystem vitality. Cooperation between vocational colleges and communities effectively increased the number of specialized personnel and improved the attractiveness of the red education industry.

4.3 Feasibility of Promoting the Mechanism for Red Education to Empower Rural Talent and Cultural Development

This mechanism positively impacts sustainable talent resource development, attracts continuous investment, enhances economic benefits, and improves social acceptance, facilitating widespread implementation and contributing to rural revitalization.

4.4 Promotion Timeline

Over the next three years, focus will be placed on expanding rural revitalization achievements in the Yellow River Delta region. Within seven years, the successful experience of Dongying will be promoted along the Yellow River provinces, establishing pilot bases in 89 prefecture-level cities to promote rural revitalization more broadly.

5. Conclusion

In summary, Dongying City's Yellow River Estuary area has made certain achievements in empowering rural talent and cultural development through red education. The "Red Education + Talent Cultivation" and "Education + Online-Offline" models exhibit promising developmental potential. With the gradual implementation of promotion plans, there is hope to drive rural revitalization on a larger scale, making red culture a powerful driving force for rural development. It is hoped that this research will enhance the effectiveness of red education in boosting rural talent development and red cultural heritage, contributing to rural revitalization.

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