

Stone Walls and Revolutionary Memory: Conservation and Communication Value of Anti- Encirclement Campaign Sites in Ganzhou, Jiangxi (1930-1934)

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Abstract

Ganzhou, Jiangxi Province, was a major battleground during the Chinese Anti-Encirclement Campaigns from 1930 to 1934, and it is home to many important revolutionary sites from that time. Among them, the stone wall is an important historical witness, bearing rich revolutionary memories and cultural value. This research focuses on the three counties of Shicheng, Anyuan, and Yudu in Ganzhou, Jiangxi Province. Through a field survey, questionnaire, and in-depth interviews. It systematically examines the current state of preservation of stone wall sites associated with Anti-Encirclement Campaigns, investigates their dissemination value, and proposes corresponding sustainable preservation strategies and dissemination pathways. The research reveals that existing stone wall heritage sites face conservation challenges, including weak overall awareness, inadequate government and social resource allocation, and limited communication channels. Further research shows that these sites have a dual value in terms of historical and cultural education, as well as promoting tourism development. As a result, this research proposes sustainable protection and dissemination strategies from five perspectives: government management, community residents, social forces, digital technology, and cultural innovation. The research findings provide practical recommendations for revitalizing and utilizing sites that have not yet been effectively protected, as well as new research approaches and perspectives for the preservation and promotion of revolutionary sites in Jiangxi Province.

Keywords: Anti-Encirclement Campaign, Site Stone Wall, Current State of Preservation, Communication Value, Sustainable Development

Introduction

Jiangxi Province, in central China, has long been known as the “cradle of revolution” because of its rich red historical heritage (Xiong & Zhang, 2020). In recent years, as China has placed a high value on the preservation of revolutionary culture, the protection of revolutionary sites

has emerged as an important issue and direction in national cultural construction and dissemination. Local governments across the country have actively responded to the central government's request, promoting the implementation of relevant policies. In 2021, Jiangxi Province issued the Jiangxi Province Regulations on the Protection of Revolutionary Cultural Relics (Xiong, 2022), which established institutional safeguards for the preservation of revolutionary cultural relics and the transmission of the revolutionary spirit.

In the long history of the Chinese revolution, the Encirclement Campaigns that erupted between 1930 and 1934 marked the first large-scale internal military conflict between the Kuomintang (KMT) and the Communist Party of China (CPC) (Dillon, 2010; Fairbank & Twitchett, 1978; Lew & Leung, 2013). During this period, the KMT launched five large-scale encirclement and suppression campaigns against the CPC and the Red Army it led, with a focus on the Central Soviet Area, which included Jiangxi province. The Red Army demonstrated tenacity in multiple counterattacks but was defeated in the fifth Anti-Encirclement Campaign, forcing it to withdraw from the Central Soviet Area and relocate strategically. However, the struggles of this period not only laid the groundwork for the Long March's eventual victory but also cultivated and refined an extremely valuable revolutionary spirit.

Against this historical backdrop, Jiangxi Province's Gan Nan region, an important part of the Central Soviet Area, served as the Red Army's main base and strategic stronghold during counterattacks (Zhao, 2024). It is precisely on this land, steeped in the blood of heroes, that numerous revolutionary sites and memorial buildings remain, serving as historical witnesses to those tumultuous times and constituting a rich source of revolutionary spirit worthy of in-depth exploration.

Previous research has revealed that research on Jiangxi's revolutionary culture primarily demonstrates three characteristics. To begin, research has primarily been conducted at the macro level, with provinces and cities treated as integrated units. In terms of red culture, tourism, inheritance, and development, such research has focused on Jiangxi Province (Liu & Xie, 2023; Lu & Xiong, 2023), Nanchang City (Hong & Dai, 2022), and Ganzhou City (Wan & Yi, 2023). Revolutionary sites are typically integrated into a larger red culture framework and discussed as a subset of that framework. Second, there are numerous case studies about specific revolutionary cultural sites. For example, Chen & Hu (2013) conducted a thorough review of the existing issues at the August 1st Nanchang Uprising Site. Xiong (2018) proposed increasing public awareness and education about revolutionary sites in response to the destruction of the Niu Xing Railway Station in Nanchang, Jiangxi Province. Xiong & Zhang (2020) proposed six conservation strategies based on their survey of New Fourth Army sites in Jiangxi. Third, some studies focus on the preservation and use of specific site forms, such as scholars' attention to red slogan protection techniques in Ji'an (He et al., 2016) and the Jinggangshan area (Liu et al., 2024).

Although research on revolutionary cultural sites in Jiangxi has been extensive and diverse, there has been insufficient attention paid to sites from specific historical periods with significant historical value. Historical traces of the Anti-Encirclement Campaign, such as slogans engraved on stone monuments and battle scars on walls, can be found throughout the ruins. The cultural information and spiritual connotations they contain have yet to be fully investigated and disseminated. In fact, these stone walls are not only important physical

evidence of a specific historical period but also embody a rich revolutionary spirit, possessing significant historical value and research potential.

Based on this, this research focuses on Shicheng, Anyuan, and Yudu counties in Ganzhou, Jiangxi Province. These three locations all played a crucial role in the Anti-Encirclement Campaign and provided important support for the strategic transfer of the Central Red Army during the Long March: the battle and reorganization in Shicheng laid the revolutionary foundation for the Long March; Anyuan served as an important revolutionary passageway that ensured the smooth assembly of the Red Army; and Yudu, as the starting point of the Long March, witnessed this great strategic transfer.

Through field survey and analysis, this research aims to explore the current state of these relics that bear witness to major turning points in the Chinese revolution, assess their dissemination value, and discuss protection strategies, thereby providing new research perspectives and practical references for the sustainable development of Jiangxi's revolutionary culture. This research will address the following research questions:

- What is the current status of conservation and communication of stone walls at the Anti-Encirclement Campaign sites in Ganzhou, Jiangxi?
- In what aspects is the communication value of these heritage sites manifested?
- How can the sustainable development of conservation and communication of these stone walls be effectively enhanced?

Methodology

Based on the research questions and objectives, this study used a mixed research method that included field surveys, questionnaires, and in-depth interviews to conduct a thorough examination of the stone walls at the sites of Anti-Encirclement Campaigns in Shicheng County, Anyuan County, and Yudu County in Ganzhou. Between December 2024 and January 2025, researchers made ten field visits to Shicheng, Anyuan, and Yudu counties. Due to the scattered distribution of stone walls at Anti-Encirclement Campaign sites across three counties in Ganzhou and relatively inconvenient transportation conditions, the research team comprehensively considered both the historical authenticity of Anti-Encirclement events and the accessibility of existing heritage remains. The team ultimately selected 15 stone wall sites as survey subjects: 8 sites in Shicheng County, 4 sites in Anyuan County, and 3 sites in Yudu County (see Table 1 for details).

Table 1

Field Survey Statistics of Stone Walls at Anti-Encirclement Campaign Sites in Three Counties of Ganzhou

Region	Site Name	Historical Period
Shicheng County	Lilaishi Shicheng Defense Battle Site	1934
	Former Site of the Fourth Red Army Corps	1931
	Former Site of the Fifth Red Army Corps	1931
	Qiuxi Reorganization Site	1931
	Former Headquarters of Young Communist International Division	1934
	Former Site of Danxi Soviet Government	1931
	Former Site of Red Army Hospital	1930
	Former Headquarters of the Third Red Army Corps	1934
Anyuan County	Zunsanwei Historic Site	1931
	Laohao Defense Battle Site	1933
	Red Army Anti-Encirclement Garrison Site	1931
	Anti-Encirclement Martyrs Cemetery	1934
Yudu County	Third Red Army Hefeng Reorganization Site	1931
	Former Site of Hefeng District Soviet Government	1931
	Fifth Red Army Laiwu Rest and Reorganization Site	1932

Furthermore, in the questionnaire survey phase, the research team designed a survey instrument comprising three sections based on research questions and objectives: basic demographic information, existing problems of heritage stone walls, and communication value assessment. The questionnaires were distributed in both paper and online formats (via the Wenjuanxing platform), totaling 600 copies with a 100% distribution rate. After screening and removing 51 invalid questionnaires, 549 valid responses were obtained, achieving an effective response rate of 91.5% (see Table 2 for details).

Table 2

Descriptive Statistics of Respondent Demographics

Variable	Category	Frequency	Percentage
Gender	Female	244	44.44
	Male	305	55.56
Age	Below 18	117	21.31
	18-30 years old	206	37.52
	31-45 years old	121	22.04
	46-60 years old	82	14.94
	Above 60	23	4.19
Education Level	Junior high school or below	200	36.43
	High school	149	27.14
	College diploma	109	19.85
	Bachelor's degree	76	13.84
	Master's degree or above	15	2.73
Occupation	Student	195	35.52
	Enterprise employee	83	15.12
	Civil servant	39	7.1
	Self-employed	180	32.79
	Retired	16	2.91
	Others	36	6.56

Finally, in February 2025, the research team conducted semi-structured interviews with 5 informants, including local village officials, villagers, and tourists (see Table 3 for details). The interview guide focused on informants' perspectives on heritage stone walls, conservation needs, and communication awareness, with appropriate follow-up questions and extensions based on responses during the conversation. The interviews were conducted online via WeChat voice calls, lasting approximately 15-30 minutes each. With informants' consent, the interviews were recorded and transcribed to provide reliable qualitative data support for research analysis.

Table 3

Demographic Profile of Interview Informants

No.	Gender	Age	Occupation
S-1	Male	57	Village Secretary
S-2	Male	21	Villager
S-3	Female	33	Villager
S-4	Male	27	Tourist
S-5	Female	22	Tourist

Current Status of Stone Walls at Anti-Encirclement Campaign Heritage Sites

According to the survey results shown in Figure 1, local residents and tourists generally gave relatively positive evaluations of the conservation status of stone walls at Anti-Encirclement Campaign heritage sites. Regarding conservation status, 73.05% of respondents held positive attitudes, with 28.42% considering it excellent and 44.63% rating it as good. In terms of conservation effectiveness, 75.41% of informants believed that the sites are currently effectively protected, with 23.50% considering the protection excellent and 51.91% rating it as good.

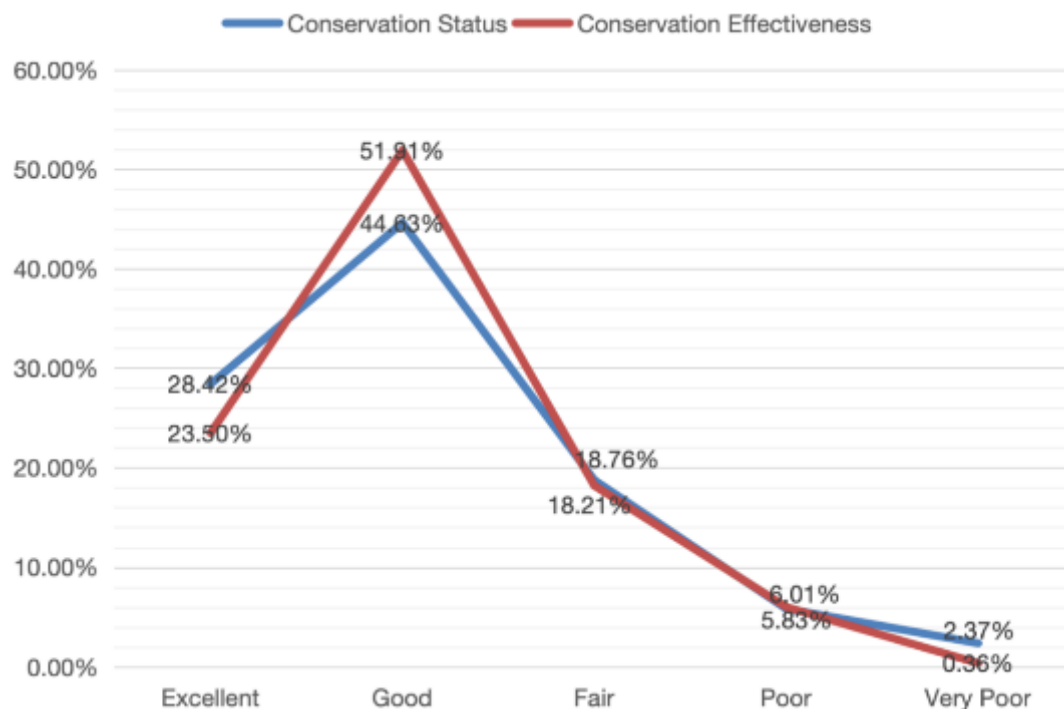


Figure 1 Public Evaluation of Stone Wall Conservation

Although the majority of the public holds a positive attitude toward heritage site protection, some respondents still rated it as fair or poor, accounting for 18.21% and 13.17%, respectively. This indicates that heritage conservation work still has room for improvement, particularly facing certain challenges in daily site maintenance, policy support, communication channels, and communication effectiveness.

Site Maintenance: Overall Conservation Awareness Relatively Weak

According to consistent findings from field surveys and questionnaire results (Table 4), stone walls at Anti-Encirclement Campaign sites in Shicheng, Anyuan, and Yudu counties of Ganzhou currently face problems including natural weathering, lack of maintenance, and human-induced damage.

Table 4

Existing Problems with Stone Walls

Variable	Category	Frequency	Percentage
Existing Heritage Site Problems	Natural weathering	361	32.23
	Human-induced damage	259	23.13
	Lack of maintenance	291	25.98
	Poor surrounding environmental conditions	153	13.66
	No problems	56	5.00

Natural Weathering

Survey results show that 32.23% of respondents identified natural weathering as the most prominent problem facing the heritage sites. During field research, the team discovered that the walls at the Third Red Army Anti-Encirclement Garrison Site in Anyuan County (Figure 2) were built in 1931 and recorded historical events when the Second Division of the Third Red Army Corps arrived in Anyuan. The walls document how the troops immediately organized forces to attack the reactionary stronghold at Yanghu in the northern district and feature 12 revolutionary slogans left during their garrison period, including the *Ten Crimes of the Kuomintang*. However, due to prolonged exposure to wind, sun, and rain without effective maintenance, the stone monument surfaces have suffered severe corrosion, with slogan inscriptions gradually becoming blurred and illegible. Similar conditions are also observed at sites such as the Former Headquarters of the Third Red Army Corps in Shicheng County, the Former Site of Hefeng District Soviet Government, and the Third Red Army Hefeng Reorganization Site.



Figure 2 Current Status of Red Army Slogans at Anti-Encirclement Garrison Site in Anyuan County

Lack of Maintenance

25.98% of respondents identified the lack of daily maintenance as one of the primary issues in current stone wall protection at Anti-Encirclement Campaign sites, noting that relevant authorities have failed to effectively implement conservation measures. During the field survey, the research team found that most sites have virtually no substantive protection measures beyond the installation of notice boards. More seriously, even at locations explicitly designated as provincial-level protected cultural relics, incidents of children playing with fire indoors and setting off fireworks still occur, creating significant safety hazards. Meanwhile, residents continue to live within the heritage site boundaries and raise poultry (Figure 3), placing the sites in an unfavorable conservation environment.



Figure 3 Residential Occupation at Former Site of Fourth Red Army Corps in Shicheng County

Human-Induced Damage

During their field survey, the survey team also discovered cases of human-induced damage, which accounted for 23.13% of the total, reflecting the still weak cultural heritage protection awareness among local residents. During the anti-encirclement campaign, many Red Army headquarters, command centers, and hospitals used local residents' ancestral halls or homes. However, over time, when descendants renovated these ancestral halls, some remaining revolutionary slogans and paintings were carelessly painted over, causing severe damage to the original appearance of the heritage sites. For example, the Former Headquarters of the Young Communist International Division in Danxi Village, Shicheng County, was originally located in the local Xu family ancestral hall. The murals and inscriptions left by the Red Army have now been completely repainted, making the original features nearly unrecognizable. Currently, the historical value can only be reproduced through historical photographs (Figure 4).



Figure 4 Historical Photograph of Former Young Communist International Division Headquarters in Danxi Village, Shicheng County

Poor Surrounding Environmental Conditions

Although some newly constructed Anti-Encirclement stone walls have attracted residents and tourists for “check-in” visits in the short term, they have also brought environmental concerns. Survey results indicate that 13.66% of respondents consider the poor surrounding environmental conditions an urgent issue requiring resolution. For instance, around the Lilaishi Shicheng Defense Battle Site and Laohao Defense Battle Site, vendors have set up stalls to sell snacks, fruits, and other goods, capitalizing on visitor traffic. This has led to crowded conditions around the heritage sites and untimely waste disposal. Many tourists carelessly litter after consumption, resulting in the accumulation of packaging bags, fruit peels, and cooking oil smoke waste, further deteriorating environmental hygiene conditions. More seriously, alongside environmental degradation, these sites also show evident signs of deliberate human damage.

Policy Support: Inadequate Government and Social Resource Allocation

Policy support and financial assistance are crucial guarantees for the restoration and protection of revolutionary cultural heritage sites (Chen & Tan, 2025). Table 5 shows the funding sources for Anti-Encirclement Campaign stone wall sites. The data reveals that government appropriations account for 37.10%, representing the primary funding source and indicating that government support plays a major role in site maintenance. Additionally, cultural tourism revenue reinvestment (27.31%) and social donations (20.36%) also constitute significant proportions, reflecting the development of revolutionary cultural tourism and the role of social attention in supplementing funding. Furthermore, corporate sponsorship accounts for 14.84% of funding sources, but this relatively low proportion indicates that commercial capital's sense of responsibility in heritage protection still has room for improvement.

Table 5

Funding Sources for Stone Walls

Variable	Category	Frequency	Percentage
Funding Sources	Government appropriations	470	37.10
	Social donations	258	20.36
	Cultural tourism revenue reinvestment	346	27.31
	Corporate sponsorship	188	14.84
	Others	5	0.39

However, it is noteworthy that during our field research, we found that although the government provides professional technical support and primary financial assistance for the protection and restoration of these sites, many township-level heritage sites have not received adequate government attention. For example, during interviews, the village secretary of Pingshan Village mentioned:

The county will definitely only promote Lilaishi within the county to promote local culture. (S-1)

This indicates that the government's key resource allocation is primarily concentrated on well-known revolutionary heritage sites, such as Lilaishi and the Anti-Encirclement Martyrs Cemetery in Anyuan County. These well-known sites have received more abundant resource support, including renovation, display and integration, increased publicity, and the development of specialized tourism routes.

Townships, however, face severe resource shortages, with many heritage sites relying solely on the spontaneous efforts of local residents for protection and dissemination. Under limited resource conditions, local residents can only utilize existing conditions to organize and collect local revolutionary slogans and heroic deeds, establish detailed cultural archives, and construct village history museums for display and exhibition. As one informant stated:

Although the government has allocated funds for repairs, our remote area still faces significant financial pressure and lacks professional conservation personnel. In addition, transportation is inconvenient, and cross-regional cooperation mechanisms are not very well developed, making it difficult to form a comprehensive conservation system. (S-4)

Communication Channels and Effectiveness: Limited Channels with Suboptimal Results

In the statistical data on communication channels, Figure 5 shows that the public recognizes that the dissemination of revolutionary cultural heritage sites depends on diversified communication pathways. Tourism-related activities (30.58%) are the most favored. Additionally, organizing revolutionary cultural activities (27.3%), such as thematic exhibitions and lectures, is also a widely recognized approach. Furthermore, social media (23.78%) and school education (17.05%) also account for relatively high proportions. Evidently, most people selected multiple communication channels, further demonstrating the importance and effectiveness of multi-channel communication in the cultural popularization process of heritage sites (Li & Yu, 2024).

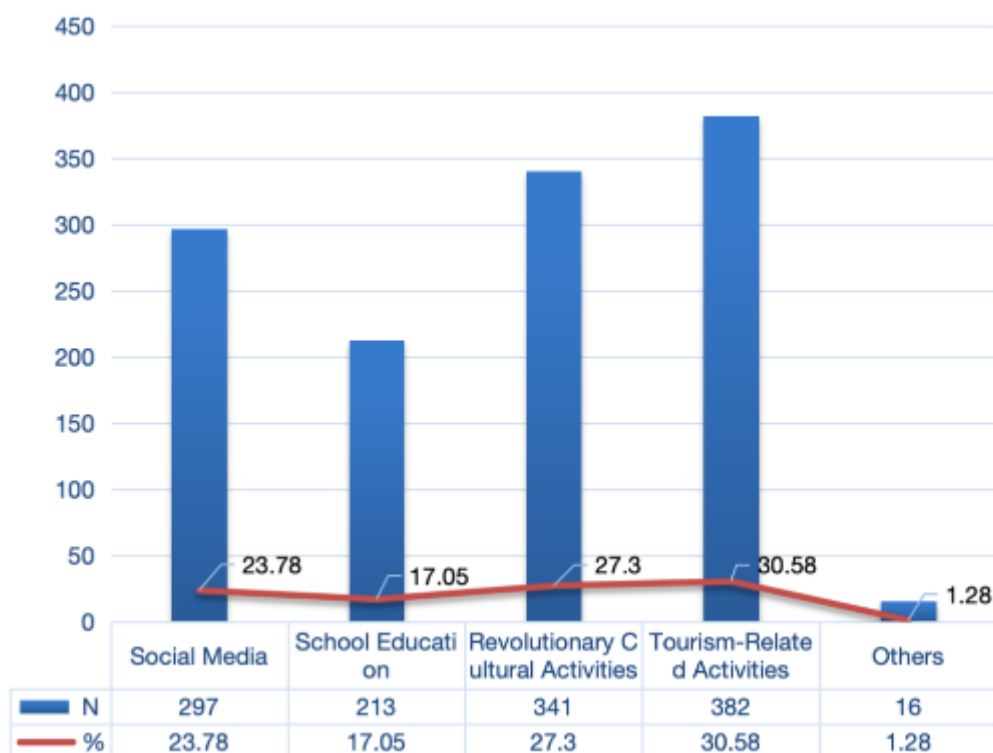


Figure 5 Effective Communication Channels for Heritage Site Dissemination

During the actual research process, it was found that the public has extremely limited access to information about township-level Anti-Encirclement Campaign stone wall heritage sites. Except for local residents, external tourists and even some villagers know very little about these sites. For example, when discussing the Zunsanwei heritage site in their hometown, informant S-3 and S-2 pointed out:

Its communication scope is very small, and almost few villagers know about it because it is located in a remote position, in a small corner, and almost no one visits it. (S-3)

Most people who are aware of these sites are primarily the older generation in our area who know more. (S-2)

This indicates that the current awareness and influence of these heritage sites are mainly limited to the local older generation residents and have failed to achieve effective dissemination on a broader scale.

In addition to limited dissemination scope, heritage site communication faces other challenges. According to survey data shown in Figure 6, the single communication channels and the lack of innovation in promotional content are the two primary reasons for suboptimal communication effectiveness.

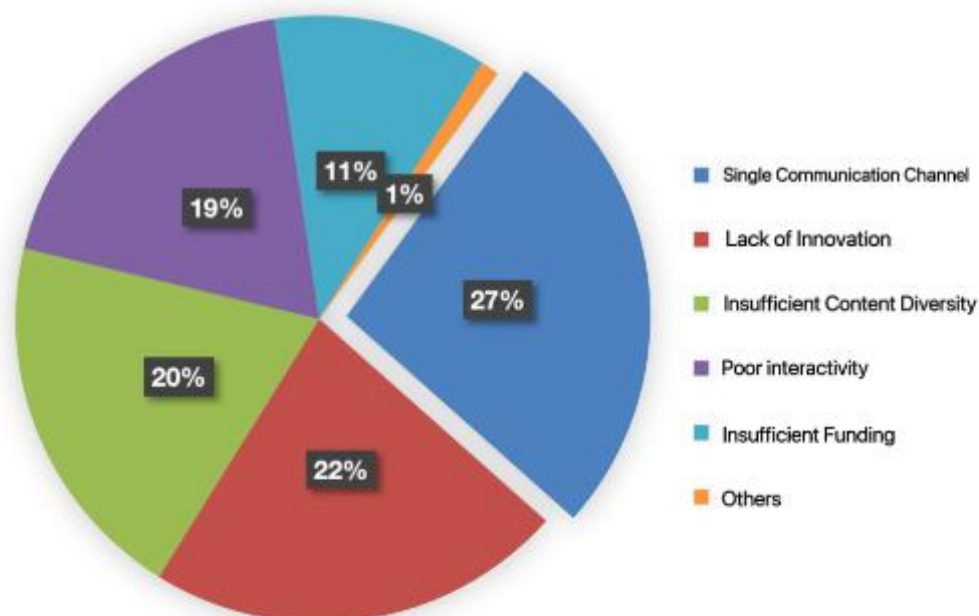


Figure 6 Communication Problems

First is the issue of single communication channels. The village secretary emphasized in the interview:

The village has not established such (new media) accounts. These accounts have other public opinion propaganda, and we are afraid of negative impacts. Due to public opinion work requirements, we dare not post casually. We don't dare to promote on platforms like Douyin and WeChat without going through official formal approval. (S-1)

This demonstrates that due to public opinion management restrictions, many townships have not established public internet promotional platforms, resulting in a lack of autonomy in disseminating revolutionary culture and relying on word-of-mouth transmission among villagers or scattered spontaneous online communication.

Second, promotional content lacks depth and innovation. Even when some official departments have established new media promotional accounts, the content remains primarily composed of text-image posts or simple videos with music and narration, resulting in relatively uniform presentation formats. The cultural value and educational significance embedded in the heritage stone walls have not been fully explored, and the dissemination of their underlying historical depth and revolutionary spirit lacks vividness and emotional appeal. The overall dissemination strategy clearly lacks innovation.

The Communicative Value of the Stone Wall at Anti-Encirclement Campaign Heritage Sites

Based on a clear understanding of the current status of stone walls at Anti-Encirclement Campaign heritage sites, this study further examines their value in cultural communication to reveal the site's role in historical inheritance and social education. The results of the questionnaire survey in Table 6 show that historical and cultural education (32.59%), red

tourism promotion (30.06%), and patriotic education (23.69%) constitute the primary value dimensions of Anti-Encirclement Campaign heritage sites in cultural communication.

Table 6

Communicative Value Dimensions of Stone Walls

Variable	Category	Frequency	Percentage
Communicative value	Historical and cultural education	465	32.59
	Red tourism promotion	429	30.06
	Academic research	185	12.96
	Patriotic education	338	23.69
	Others	10	0.70

Furthermore, public perceptions of the role of heritage site stone walls in historical cultural dissemination and tourism development also demonstrate a positive trend (Figure 7). Regarding historical cultural dissemination, 28.23% of respondents considered their role to be very large, while 48.63% rated it as large; concerning tourism development, 34.85% regarded their role as very large, and 52.92% considered it large. These results indicate that the communicative value of heritage site stone walls in historical cultural transmission and tourism development has gained widespread public recognition.



Figure 7 Public Perceptions of the Historical Cultural and Tourism Communication Roles

To further explore their communicative value, this study combines field surveys and in-depth interviews to analyze and identify the specific manifestations of historical cultural education and red tourism development in heritage site communication, which primarily include the following aspects.

Dissemination of Revolutionary Political Ideas

This study found the stone wall slogans at Anti-Encirclement Campaign heritage sites not only serve as carriers of historical memory but also embody the will of the masses and social opinion of that era. Through extensive field investigations of heritage site walls, researchers observed that Red Army slogans at different sites reflected the political demands and social concerns of various localities (see Table 7 for details).

Table 7

Representative Slogans at Anti-Encirclement Campaign Heritage Sites

Heritage Site	Representative Slogans
Yudu Hefeng District Soviet Government Heritage Site	Establish Soviet Government, Overthrow Kuomintang Rule
Red Third Army Corps "Hefeng Reorganization" Heritage Site	Establish a Government of Workers, Peasants, and Soldiers; Beat the Local Tyrants and Redistribute Land
Yudu Red Fifth Army Laiwu Rest and Reorganization Heritage Site	Oppose Imperialist Partition of China; The Red Army Represents the Vast Exploited and Oppressed Workers, Peasants, and Soldiers; Oppose Local Tyrants and Evil Gentry's Oppression of Peasants and Exploitation of the Poor
Anyuan Red Army Anti-Encirclement Campaign Garrison Heritage Site	Ten Crimes of the Kuomintang
Shicheng Red Fourth Army Headquarters Site	Grasp the Key Link to Govern the Country
Shicheng Red Fifth Army Corps Site	Confiscate Land from Local Despots and Distribute to Poor Peasants
Shicheng Red Third Army Corps Command Headquarters Site	Pull Down White Flags and Plant Red Flags

These slogans reflect how the Red Army and the revolutionary forces it represented used graffiti on walls to express and convey their political views, stance against hostile forces, and intention to gain public support during the Anti-Encirclement period. For example, the slogans at the Yudu Hefeng District Soviet Government Site clearly reflect the Red Army's determination to overthrow Kuomintang rule, establish Soviet government, and promote social change. Although the slogans at the Anyuan Red Army Anti-Encirclement Campaign Site are faded and blurred due to long-term disrepair, the *Ten Crimes of the Kuomintang* listed there still accurately reflect the Red Army's strong criticism of the Kuomintang at the time. These slogans not only provide direct evidence of historical events but also reveal the Red Army's strategy of political mobilization and public opinion guidance through public spaces in a specific historical context.

The Continuity of Historical Memory

Apart from the old stone walls engraved with Red Army slogans, some stone walls were built to commemorate specific historical events or heroic figures. Figure 8 depicts the walls of the Laohao Defence Battle site, which provide a complete record of the battle's course. Stone walls, unlike paper materials, are more durable and less prone to deterioration, allowing them to preserve historical information for extended periods of time. By engraving historical events and heroic deeds on steles and walls, these sites not only provide the public with a direct

understanding of the hardships of specific historical periods but also demonstrate respect for history and the function of preserving historical memory.



Figure 8 Wall of the Laohao Defense Battle Site with Stone Inscriptions

The Subtle Inheritance of Revolutionary Spirit

Many informants stated that the cultural value represented by the stone walls of the Anti-Encirclement site had a profound and subtle impact on them. Informant S-4 reported:

I think it brings us a lot of things, but most fundamentally, it has left behind a cultural heritage in our local community... Since childhood, we have inherited a kind of “red gene” and carried forward that revolutionary spirit. (S-4)

As can be seen, stone walls, as cultural carriers, play an important role in transmitting spiritual values to locals, particularly the younger generation, allowing the revolutionary spirit to be passed down from generation to generation. In addition, local revolutionary publications and educational practices have also subtly reinforced this influence. For example, the three counties of Ganzhou have compiled and published a series of revolutionary-themed books, such as *Red Memory of Anyuan*, *Selected Materials on the Long March in Anyuan*, and *Special Issue of Red Stories from Anyuan*. More than 1,000 copies have been distributed to local students, and the general public. Ningdu County has developed premium courses, including the *First Crossing of the Long March*, to promote revolutionary culture in schools. These initiatives not only extend the channels of revolutionary cultural dissemination but also reinforce the public's historical consciousness and spiritual identity through education and social practice.

Revolutionary Education Practice Base

Within the site, the stone walls not only embody historical memory but also serve as cultural venues, functioning as centers for learning and exchange. As shown in Figure 9, local students carry out revolutionary education practices at the Former Headquarters of the Young Communist International. Through on-site education, history is transformed from the words in textbooks into tangible, perceptible historical heritage, making revolutionary education more vivid and enhancing the audience's sense of participation and identification.

Revolutionary education practices are also closely integrated with tourism development, with an increasing number of revolutionary sites becoming important destinations for red tourism. As informant S-3 noted:

Our village has such revolutionary sites... They bring us red tourism and study-tour activities, and they also generate economic development for our village, improving residents' income. (S-3)



Figure 9 Revolutionary Education Activities Conducted by Students at the Former Headquarters of the Young Communist International Site

Sustainable Preservation and Dissemination Strategies for the Stone Walls of Anti-Encirclement Sites

Overall, the preservation of the stone walls at Anti-Encirclement sites in the three counties of Ganzhou has not yet been comprehensively promoted or given adequate attention, and their potential value for cultural dissemination remains considerable.

Dedicated Management and Enhanced Collaboration

The research findings indicate that the absence of dedicated management or inadequate management constitutes the primary challenge in the preservation of stone walls at Anti-

Encirclement sites, resulting in their oversight to some extent. Therefore, it is imperative to enhance the attention given to these often-overlooked revolutionary heritage sites and to implement effective preservation measures.

Firstly, historical and cultural heritage protection policies should be disseminated from top to bottom (K. Chen & Tan, 2025; Pickard, 2001). Dedicated institutions for the preservation of stone walls at Anti-Encirclement sites should be established not only at the provincial and municipal levels but also at the township level, responsible for daily maintenance, management, and supervision. For example, regular patrols can be arranged in the site protection area, fences, warning signs, and surveillance equipment can be implemented to strengthen supervision. Violations by visitors or vendors should be penalized to minimize damage and inappropriate use.

Secondly, relevant government departments should strengthen collaborative efforts to jointly promote the preservation and communication of the sites (Wai-Yin & Shu-Yun, 2004). Specifically, cultural centers and party history departments can be responsible for site restoration and archival development, while cultural and tourism departments can attract visitors through publicity and promotional activities, thereby enhancing public awareness and engagement.

Finally, a regular inspection and evaluation mechanism should be established (Pickard, 2001) to promptly identify issues and make necessary adjustments, ensuring the sustainable preservation and effective utilization of stone walls at Anti-Encirclement sites.

Strengthened Resident Awareness and Community Participation

The preservation of these stone wall sites requires not only government intervention but also active participation from local residents. On one hand, “Heritage Guardians” can be established (Unesco, 2018). Considering that many residents still live near these sites, local communities can be mobilized to take part in the daily preservation work. Regular cultural heritage protection training can be conducted to guide the Heritage Guardians in applying scientific and standardized preservation methods. Additionally, a performance evaluation mechanism can be established to recognize and reward outstanding individuals, thereby motivating resident participation and enhancing their sense of responsibility and value identification.

On the other hand, residents can be encouraged to participate in red tourism development using nearby resources without compromising the integrity of the sites (Cai et al., 2021). For example, vacant houses can be converted into revolutionary-themed homestays, offering cultural experiences and historical education services. Residents can earn additional income by hosting visitors while actively maintaining the sites and surrounding environment, creating a positive interaction between the transmission of revolutionary culture and local economic development.

The third aspect involves promoting revolutionary culture education and awareness through village governments and schools (H. Zhao et al., 2023) to enhance residents’ preservation consciousness. Specific measures include establishing revolutionary culture notice boards, inviting veteran party members to share red stories, and organizing family participation in

site-cleaning activities. These initiatives not only reinforce revolutionary cultural identity but also strengthen residents' proactive commitment to preserving the sites.

Coordinated Resource Allocation and Social Engagement

In the context of relatively imbalanced funding, the collaboration of stakeholders in site management should be emphasized (Góral, 2015). First, regional barriers between county and township levels should be broken down to promote the sharing and integration of site resources. Government departments can establish a four-tiered heritage resource sharing platform at the provincial, municipal, county, and township levels to ensure that grassroots departments, particularly those at the township level, have immediate access to protection policies and guidelines as well as advanced digital technologies and resources. Meanwhile, professional personnel at the municipal and county levels can be dispatched to townships to provide guidance, supporting local site preservation and management.

Second, social resources, such as nonprofit organizations and enterprises, should be fully utilized to establish a multi-channel protection model involving both the government and society. Raising enterprises' awareness of the importance of site preservation is a key pathway to achieving sustainable protection (Hong & Dai, 2022). Specifically, enterprises can be encouraged to sponsor or adopt restoration projects or participate in the design of local tourism and study-tour routes, thereby integrating site preservation with brand promotion and forming a sustainable protection strategy collaboratively advanced by government, society, and commercial capital.

Development of Digital Technology and Site Database

In in-depth interviews, site visitors noted, "*We can advance digitalization and improve the database to enhance the preservation of Revolutionary slogan sites, achieving systematic improvement (S-5).*" This highlights that digital technologies are an indispensable tool in the preservation of Anti-Encirclement sites. Techniques such as 3D scanning and photogrammetry (Georgopoulos, 2018; Yastikli, 2007) allow for rapid and precise recording of the sites' current conditions and the creation of comprehensive digital databases.

Meanwhile, technologies such as artificial intelligence (AI), virtual reality (VR), and 3D printing (Skublewska-Paszkowska et al., 2022; Zhong et al., 2021) can be used to restore existing or damaged sites on a 1:1 scale, recreating historical scenes. This not only helps visitors to gain a thorough understanding of the site's original appearance, but it also increases public engagement and immersion through the creation of interactive experience areas, promoting in-depth digital preservation and innovative display of revolutionary heritage sites.

Expanded Media Channels and Site Cultural IP

In response to the current issues of single-channel and formulaic promotional methods, in addition to traditional offline education and on-site explanations, multi-channel online media platforms should be fully utilized to achieve broader dissemination and higher public awareness. For example, dynamic image archives (documentaries, short videos) can be created to tell the story of the site (Davidson & Reid, 2021), thereby expanding audience reach. Social media platforms, including Bilibili, Douyin, and Weibo, can also continuously promote relevant content, enhancing public attention and interaction.

Furthermore, high-recognition cultural intellectual property (IP) related to the site can be created (Wei & Zhang, 2024), and regionally distinctive derivative products can be developed to further promote cultural dissemination. For instance, under specific historical contexts, stone wall features can be personified as characters in films or games, or revolutionary slogans and inscriptions derived from site culture can be developed as digital collectibles for display and trade, thereby achieving multi-dimensional dissemination and value extension of site culture.

Conclusion

In terms of practical significance, this study aligns with national policies on the protection of wartime and red heritage sites, focusing on the current challenges in preserving the stone walls of Anti-Encirclement sites. The research reveals that these sites generally suffer from insufficient protection, natural weathering, lack of maintenance, and human-induced damage. Regarding government resource support, there exists a regional imbalance that favors counties over townships. In terms of communication channels, promotional methods are monotonous and lack innovation, making it difficult to effectively reach younger audiences.

In terms of communicative value, the study highlights the core role of the stone walls of Anti-Encirclement sites in historical and cultural education as well as red tourism development. These walls serve not only as key carriers for the dissemination of revolutionary political ideas but also play vital roles in the continuity of historical memory, the subtle inheritance of revolutionary spirit, and as practical bases for revolutionary education, reflecting their irreplaceable cultural and educational value.

In terms of sustainable development, this study proposes practical strategies from three dimensions: government, society, and individuals. These include dedicated management, interdepartmental collaboration, community participation, social force support, digital technology inheritance, and cultural dissemination innovation, providing an operational reference path for the future protection and dissemination of revolutionary heritage.

This research focuses on the stone wall sites from China's Anti-Encirclement Campaigns during a specific historical period (1930-1934), enriching and expanding academic understanding of revolutionary cultural sites in Jiangxi Province and Chinese revolutionary cultural heritage more broadly. Theoretically, the study deepens discussions on revolutionary site preservation, education, and red tourism development by demonstrating the current status of these material heritage sites and their role in transmitting revolutionary memory, thereby extending existing perspectives in heritage studies. Contextually, this research concentrates on three counties in Ganzhou City (Shicheng, Anyuan, and Yudu), elucidating the unique challenges of preserving revolutionary heritage within local environments and proposing sustainable preservation strategies that integrate the historical, educational, and tourism values of these sites. This study not only fills an academic gap regarding these particular wartime relics but also provides a solid foundation for understanding the theoretical and practical value of local revolutionary sites in maintaining China's collective memory and promoting regional cultural development.

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