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RESEARCH ON THE DIGITAL ECOLOGICAL CONSTRUCTION OF HISTORICAL REVOLUTIONARY TOURISM IN YANCHENG UNDER THE GUIDANCE OF DUAL CARBON GOALS

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ABSTRACT

With the increasing global attention to climate change, the goal of carbon neutrality (dual carbon) has become an important direction for the development of various countries. In China, various regions are committed to exploring new paths for achieving coordinated development of the economy, society, and ecological environment under the dual carbon goal. Yancheng, as a coastal city with rich historical revolutionary cultural resources, has demonstrated unique advantages and potential in the development of historical revolutionary tourism. This study delves into the necessity, current development status, existing problems, and response strategies of digital ecological construction for Yancheng's historical revolutionary tourism under the dual carbon target orientation. The aim is to empower Yancheng's historical revolutionary tourism through digital means, promote its sustainable development, and strive to achieve the organic unity of economic, social, and environmental benefits, provide new impetus and support for Yancheng's high-quality development.

Keywords: Dual Carbon Target; Yancheng; Historical Revolutionary Tourism; Digital Ecological Construction.

1. INTRODUCTION

The dual carbon goal, namely peak carbon emissions and carbon neutrality, is a major strategic decision made by China to actively address global climate change and promote green transformation of the economy and society.Various industries in China are seeking low-carbon and green development models to align with the national macro strategic direction, achieve their own industrial upgrading and sustainable development. As an important pillar industry of the national economy, the tourism industry carries multiple important roles such as driving domestic demand and promoting consumption, and also facing pressure and opportunities for transformation and upgrading. Historical revolutionary tourism, as an important component of the tourism industry, carries the important mission of inheriting the historical revolutionary genes and promoting patriotic spirit, while also having enormous economic development potential.

Yancheng has extremely rich historical revolutionary cultural resources which provide a solid foundation for the development of historical revolutionary tourism. However, the traditional development model of historical revolutionary tourism has many limitations in terms of resource utilization efficiency, tourist experience, and dissemination effects. The construction of digital ecology provides new ideas and methods for the development of historical revolutionary tourism. Through the application of digital technology, the optimization, integration, innovative

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dissemination, and sustainable development of historical revolutionary tourism resources can be achieved, making them better adapt to the requirements of the dual carbon goal and meet the increasingly diverse and personalized tourism needs of people.

2. THE CONNOTATION OF DUAL CARBON GOALS AND THE CONSTRUCTION OF DIGITAL ECOLOGY OF HISTORICAL REVOLUTIONARY TOURISM

2.1 The connotation of the dual carbon target

The "dual carbon" goals, namely carbon peak and carbon neutrality, are major strategic decisions made by China to promote global climate governance and achieve sustainable economic and social development. Carbon peak refers to the period during which the total emissions of greenhouse gases such as carbon dioxide reach a historical peak and then gradually decline. Among them, "peak carbon emissions" refers to the process in which a region or industry's annual carbon dioxide emissions reach a historical high and then enter a sustained decline during a plateau period.[1] Carbon neutrality refers to offsetting its own carbon dioxide emissions through afforestation, carbon capture and storage (CCUS), renewable energy substitution, and other forms, then achieving "zero carbon dioxide emissions".[2] The proposal of this goal aims to promote the comprehensive green transformation of economic and social development, and achieve a qualitative change in the improvement of ecological environment from quantity to quality.[3] From the perspective of the tourism industry, the dual carbon goal requires the tourism industry to "optimize resource allocation, reduce energy consumption and carbon emissions, explore low-carbon tourism product development, green tourism transportation construction, and ecological tourism facility operation"[4], in order to achieve ecological and sustainable development of the tourism industry.

2.2 The connotation of digital ecological construction in historical revolutionary tourism

The construction of a digital ecosystem for historical revolutionary tourism is supported by digital technologies such as big data, artificial intelligence, blockchain, and virtual reality. It involves the comprehensive and full process digital development, management, and utilization of historical revolutionary tourism resources, building an organic system that includes digital infrastructure, digital content creation, digital communication platforms, and digital application scenarios. This system consists of three levels. The first is the technical level, which emphasizes the deep integration of digital technology and historical revolutionary tourism, providing technical support for industrial development; The second is the application layer, which covers specific practices such as the development of historical revolutionary tourism digital products, digital marketing promotion, and the construction of smart scenic spots. The third is the ecological layer, which focuses on the coordinated development of the upstream and downstream of the industrial chain, promotes the interaction and cooperation of multiple entities such as government, enterprises, social organizations, and tourists, and forms a virtuous cycle of digital ecological environment.[5] As a result, historical revolutionary cultural resources can be more effectively protected and inherited, and tourists can obtain richer, more convenient, and personalized tourism experiences, while achieving a positive interaction between historical revolutionary tourism and ecological environment protection.[6]

2.3 The synergistic relationship between dual carbon targets and the construction of digital ecology of historical revolutionary tourism

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There is a close synergy between the dual carbon target and the construction of digital ecology of historical revolutionary tourism . On one hand, the construction of a digital ecosystem can provide assistance for achieving the dual carbon goals. Virtual display and dissemination of historical revolutionary tourism resources through digital technology can reduce transportation carbon emissions and energy consumption caused by physical tourism activities. The intelligent management system avoids energy waste caused by overdevelopment and improves the energy utilization efficiency of scenic spots by dynamically regulating passenger flow and optimizing resource allocation. On the other hand, the dual carbon goal establishes a green development orientation for the construction of digital ecology of historical revolutionary tourism. Guided by the low-carbon development concept, the construction of historical revolutionary tourism's digital ecology will pay more attention to the application of green digital technology and the development of low-carbon digital products, promoting the evolution of the entire ecosystem towards a green and sustainable direction.[7] Through the collaborative mechanism of "technology empowering emission reduction target guided transformation", the two not only enhance the digital competitiveness and sustainable development capabilities of historical revolutionary tourism, but also provide an innovative path of "digital technology and low-carbon transformation" for carbon neutrality in the tourism industry[8], constructing a high-quality development model for historical revolutionary tourism in the dual dimensions of cultural inheritance and ecological protection.

3. THE CURRENT STATUS AND CHALLENGES OF DIGITAL ECOLOGICAL CONSTRUCTION FOR HISTORICAL REVOLUTIONARY TOURISM IN YANCHENG

3.1 The structural contradiction between technology supply and demand

Although the historical revolutionary tourism attractions in Yancheng have initially achieved digital applications such as VR panoramic guidance and 3D cultural relic modeling, more than 60% of the town level historical revolutionary resources in the 248 historical revolutionary heritage sites in the city are still in the traditional graphic and textual display stage, and the VR device deployment rate in remote areas is only 12%[9]. This technological gap has led to a differentiation pattern of "center edge" in the digitization of historical revolutionary resources. The New Fourth Army Memorial Hall has increased its daily visitor capacity to 3000 through digital technology, while grassroots venues such as the Chenji Battle Site in Funing County lack intelligent navigation systems, resulting in less than 30 minutes of visitor stay and a significant decline in information dissemination efficiency.[9] In addition, the lack of depth in the application of technology is also prominent, with existing digital projects mostly focusing on static displays and a lack of dynamic interactive design.[9] For example, although the historical revolutionary Culture Digital Exhibition Hall in Yandu District has introduced VR technology, it only achieves simple reproduction of historical scenes and lacks deep interactive functions such as "immersive combat simulation"in the "Metaverse · Jinggang" project in Jinggangshan.[9] This superficial application of technology has resulted in a satisfaction rate of only 67.39% among the youth group towards the digital experience of historical revolutionary culture, which is far lower than the recognition of traditional explanation methods.[9]

3.2 Institutional bottlenecks in cross departmental collaboration and resource integration

In the digitalization process of historical revolutionary resources in Yancheng, the collaborative cooperation of multiple departments is crucial such as culture and tourism, party

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history and education. However, Yancheng has not yet established a unified digital ecological governance system, which to some extent restricts the efficient promotion of digitalization of historical revolutionary resources.[10] Although the "Regulations on the Protection and Utilization of historical revolutionary resources in Jiangsu Province" explicitly require the establishment of a directory and a large database of historical revolutionary cultural relics resources, there are significant differences in the data standards of various departments in practical operation. For example, the New Fourth Army Memorial Hall uses XML format to store cultural relic information, while the Central China Working Committee Memorial Hall of the Communist Party of China in Sheyang County uses MySQL database[10]. The inconsistent data format has led to a significant increase in the cost of cross system data calls, estimated to be at least 40% higher.[10]

This phenomenon of "data silos" has had a significant impact on the integrity of digital products for historical revolutionary tourism. Taking the theme route of "New Fourth Army Eastward and Northward" as an example, due to the inability to effectively integrate the digital resources of the 9 counties (cities, districts) along the route, the online display content presents a fragmented problem, making it difficult to form a complete and coherent digital experience.[10] In addition, the lack of resource integration mechanisms further exacerbates this dilemma. Although Yancheng has established a leadership group for the protection and utilization of historical revolutionary resources, it has not yet established a cross departmental data sharing agreement, resulting in a phenomenon of duplicate investment in the construction of digital platforms. For example, the data between the "Yancheng Red Iron Army Soul" ideological and political course platform developed by the education system and the "historical revolutionary Yancheng" smart tourism platform of the cultural and tourism department is not interconnected, which makes it impossible for 575 school-based historical revolutionary courses in the city to be effectively reused in tourism scenes.[10]

3.3 structural imbalance between talent supply and technological innovation

In the construction of the historical revolutionary tourism digital ecology in Yancheng, the shortage of professional talents has become a core bottleneck restricting development. At present, the proportion of digital talents in Yancheng's cultural and tourism industry is only 8%, and 70% of them are concentrated in the marketing field, seriously lacking compound talents who are proficient in both historical revolutionary culture and cutting-edge technologies such as VR development and big data analysis.[11]This talent gap directly leads to weak technological innovation capabilities. For example, in the historical revolutionary Culture Digital Exhibition Hall in Yandu District, due to the lack of professional 3D modeling talents, only 12% of the 5766 revolutionary cultural relics in the collection have completed high-precision digital modeling.[11]

At the same time, the problem of the disconnect between talent cultivation in universities and industry demand is also very prominent. The local universities have not yet established the interdisciplinary subject of "digitalization of historical revolutionary culture", and the proportion of digital technology related courses in the existing curriculum system is less than 15%.[11] This disconnect further exacerbates the lack of driving force for technological innovation. In the digitalization project of historical revolutionary tourism in Yancheng, 70% of the technical solutions rely on external enterprises, and the independent research and development capabilities of local enterprises are significantly weak.[11]For example, the immersive experience project "Under the Moon Love River" at the Dutch Flower Sea Scenic Area was designed and developed

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by a Shanghai team, the local technical team only responsible for equipment maintenance, resulting in a 30% extension of the project iteration cycle.[11]

3.4 The practical dilemma of user experience and communication effectiveness

In the construction of the historical revolutionary tourism's digital ecosystem in Yancheng, there are significant shortcomings in the users' experience design of digital products. Currently, there is a common problem with the digital platforms that prioritize display over interaction. For example, the intelligent navigation function of the "Yancheng historical revolutionary" app only provides basic route planning, lacking personalized interactive services such as "Intelligent Pushing of Historical Revolutionary Story" and "AR Historical Scene Trigger" like the Shaoshan platform.[12] This flaw leads to low stickiness among the youth group towards the use of the digital products of historical revolutionary tourism. According to the survey, only 34.78% of teenagers log in to the new media account of the historical revolutionary Scenic Area every week, while 61.18% of users believe that the pushed content is "unattractive".[12]

In terms of improving communication efficiency, the digital dissemination of Yancheng's historical revolutionary culture still relies mainly on "one-way indoctrination", lacking interactivity and innovation. For example, although the "Iron Army Soul and Red Yancheng" historical revolutionary ideological and political demonstration course has encompassed over 300,000 teachers and students, the online interaction rate is less than 15%.[12] According to social media dissemination, the content homogenization rate of Yancheng historical revolutionary scenic area accounts is as high as 65%, lacking innovative forms such as "AI generated historical revolutionary comics" and "VR retraces the Long March" in the dissemination of Yimeng spirit.[12] This results in less than 25% of young users, making it difficult to attract the attention and participation of young people.[12]

The lag of this dissemination model makes it difficult for the digital ecology of Yancheng's historical revolutionary tourism to break through the limitations of the "middle-aged and elderly oriented, local oriented" circle, and to form a widespread influence nationwide and even globally.

3.5 Systemic risks of data security and copyright protection

In the process of digitizing historical revolutionary resources, data security issues are becoming increasingly prominent and have become an important challenge that urgently needs to be addressed. At present, many historical revolutionary cultural relic databases still rely on traditional encryption techniques, and their protection capabilities are clearly insufficient when facing increasingly complex network attacks. For example, the cultural relics database of the New Fourth Army Memorial Hall was once subjected to SQL injection attacks, resulting in the loss of some precious historical materials. Repairing these losses cost up to 200,000 yuan.[13]

In terms of tourist data management, some historical revolutionary scenic spots have failed to strictly implement the relevant requirements of the Personal Information Protection Law. For example, the APP of a certain historical revolutionary scenic spot collects users' location information without explicit users' authorization, which not only violates laws and regulations, but also poses a serious risk of privacy leakage.[13]

In addition, the lack of copyright protection mechanisms further exacerbates the problem of digital resource loss. In the digitalization achievements of historical revolutionary culture in Yancheng, over 40% of VR scenes and 3D cultural relic models have not yet been registehistorical revolutionary for copyright, which has led to unauthorized reproduction of some content by third-

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party platforms and even sparked intellectual property disputes.[13] For example, the virtual scene of "Songgongdi" in the historical revolutionary Culture Digital Exhibition Hall in Yandu District was reedited and spread by a certain short video platform user, which not only damaged the rights of the original author, but also brought unnecessary legal troubles to relevant institutions.[13] The weak link in copyright protection seriously affects the sustainable development of Yancheng's tourism digital ecology. In sharp contrast, the Gutian Conference Memorial Hall has achieved a successful case of annual revenue growth of 30% through a comprehensive digital cultural and creative product copyright protection mechanism.[13]This fully demonstrates that strengthening data security and copyright protection is not only a legal requirement, but also a key factor in promoting the healthy digital development of historical revolutionary resources.

3.6 institutional lag in policy support and standard specifications

There is a significant structural contradiction between policy supply and industrial demand in the digital ecological construction of historical revolutionary tourism in Yancheng. Although the "Three Year Plan for High Quality Development of Cultural and Tourism Industry in Yancheng (2024-2026)" explicitly proposes to "promote the digitalization of historical revolutionary tourism", there is a lack of clear implementation details in terms of specific support policies, resulting in a low level of social capital participation. For example, in the digitalization project of historical revolutionary tourism in the city, government investment accounts for over 85%, while private capital only participates in 12% of the projects, and most of these projects are concentrated in the field of hardware procurement.[14] This single funding model makes it difficult for the digital ecological construction of Yancheng's historical revolutionary tourism to form a market-oriented and sustainable development mechanism.

In addition, the lack of standard specifications has seriously constrained industrial upgrading. At present, Yancheng has not yet issued local standards for the digital construction of historical revolutionary tourism, resulting in poor compatibility of digital products in different scenic spots. For example, the VR equipment at the New Fourth Army Memorial Hall uses the HTC Vive system, while the Da Zong Lake Scenic Area uses the Pico Neo 3 device. Tourists need to repeatedly download different applications when experiencing different scenic spots, which seriously affects the continuity and convenience of the experience.[14] The problem of inconsistent standards has posed technical barriers for Yancheng to integrate into the Yangtze River Delta historical revolutionary tourism Digital Alliance, making it difficult to achieve coordinated development within the region. Compahistorical revolutionary with the "One Code Pass" service implemented by the "Smart Shaoshan" platform, there is a significant gap in users' experience and technological integration in the digital construction of historical revolutionary tourism in Yancheng. It is urgent to promote industrial upgrading and enhance regional competitiveness through policy improvement and the establishment of standards and regulations.[14]

4. THE IMPLEMENTATION PATH OF DIGITAL ECOLOGICAL CONSTRUCTION FOR HISTORICAL REVOLUTIONARY TOURISM IN YANCHENG

4.1 strengthening the technological foundation: promoting the deep application of digital technology

The technological foundation is the cornerstone of the construction of digital ecosystem of the historical revolutionary tourism, and it also needs to build a solid development foundation through the deep application of digital technology. Specifically, it needs to strengthen

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infrastructure construction, achieve full coverage of 5G base stations, provide high-speed and stable network support for the efficient operation of the digital ecosystem, and ensure smooth data transmission and interaction. At the same time, promoting the practical application of blockchain technology in the digitization of historical revolutionary resources, relying on its distributed ledger, tampering proof and other characteristics, solving the security storage and copyright protection issues of historical revolutionary cultural relics data, ensuring the authenticity and integrity of data, and providing a trustworthy foundation for resource sharing and circulation. In addition, by enhancing the interactivity and immersion of tourism digital products, the sense of identity and participation of young people in historical revolutionary culture can be strengthened, and promote the intergenerational inheritance of historical revolutionary culture.

4.2 improving institutional design: building a cross departmental collaboration mechanism

Institutional collaboration is the key to breaking down barriers in the construction of historical revolutionary tourism's digital ecology, and it is necessary to form a development synergy through the construction of cross departmental collaboration mechanisms. Specifically, from three aspects, firstly, establish a unified digital ecological governance system, formulate cross departmental data sharing agreements, clarify the division of responsibilities among departments in the digital construction of historical revolutionary resources, break the phenomenon of "data silos", and achieve the interconnection and efficient circulation of historical revolutionary cultural data. Secondly, establish a historical revolutionary cultural digital asset trading platform, standardize the trading process and pricing mechanism of digital assets, promote the rational flow and efficient utilization of historical revolutionary culture digital resources and the development of the historical revolutionary tourism digital industry towards marketization and scale. Furthermore, strengthen policy support and introduce targeted financial subsidies, tax incentives, and other policies to attract social capital to participate in the digitalization of historical revolutionary tourism projects, forming a diversified funding mechanism guided by the government, market driven, and social participation.

4.3 strengthening talent support: building a collaborative mechanism of "Government Industry University Research Application"

Talents are the core driving force for the sustainable development of the digital ecology of historical revolutionary tourism, and it is necessary to cultivate a composite talent team through the collaborative mechanism of "government, industry, academia, research and application". Firstly, deepen cooperation with universities and research institutions, promote the establishment of interdisciplinary fields for "digitalization of historical revolutionary culture", optimize the curriculum system, increase the proportion of digital technology courses, and target the cultivation of professional talents who understand both the connotation of historical revolutionary culture and are proficient in digital technology. Secondly, implement a targeted training program for digital talents, and collaborate with enterprises to carry out internship and skill training programs to enhance the practical abilities of talents and provide practical talents for the construction of the historical revolutionary tourism digital ecosystem. Thirdly, encourage local enterprises to increase their R&D investment, establish incentive mechanisms for technological innovation, attract high-end talents to join through project support, achievement transformation rewards, and other means, enhance their independent R&D capabilities and core technological competitiveness, form

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independent intellectual property rights, and provide technical support for the sustainable development of the historical revolutionary tourism digital ecosystem.

4.4 Improving users' experience: optimizing digital product design

Users' experience is the core of the digital ecosystem of historical revolutionary tourism, it needs to be optimized based on users' needs. On one hand, it focuses on upgrading users' experience, optimizing the functional design of the historical revolutionary tourism digital platform, and adding personalized service modules such as "historical revolutionary Story Intelligent Pushing" and "AR Historical Scene Trigger" to enhance users' stickiness through precise matching of users' needs. On the other hand, the innovative design of digital products should be strengthened, deeply explored the connotation of historical revolutionary culture, and developed interactive and interesting product forms, such as "AI generated historical revolutionary comics" and "VR retraces the Long March", to attract young user groups through youthful expression, break through the circle limitations of the digital ecology of historical revolutionary tourism. At the same time, establish a normalized users' feedback mechanism, collect users' opinions and suggestions in a timely manner through online questionnaires, community interactions, etc., dynamically optimize product functions and content, and continuously improve user satisfaction.

4.5 ensuring data security: establishing a sound security protection system

Data security is the bottom line of the construction of the digital ecosystem of historical revolutionary tourism, and it is necessary to build a strong security barrier through a full chain security protection system. Specifically, it includes strengthening the security protection of the historical revolutionary cultural relics database, adopting advanced encryption technology and intelligent network security devices, building a multi-level protection architecture, enhancing the database's ability to resist attacks, preventing data leakage and loss, and ensuring the secure storage of historical revolutionary cultural resources; Strictly implement the requirements of the Personal Information Protection Law, standardize the collection, storage, and use process of tourist data, establish a data classification management system, strengthen privacy protection, and prevent the abuse of tourist information; Establish a historical revolutionary resource digital copyright registration center, improve the copyright confirmation and authorization mechanism for digital achievements, strengthen the copyright protection of historical revolutionary cultural digital achievements, safeguard the legitimate rights and interests of the historical revolutionary tourism digital industry, and create a healthy industrial development environment.

4.6 Optimizing Policy Environment: Formulating Local Standards and Supporting Policies

The policy environment is the guarantee for the high-quality development of the digital ecology of historical revolutionary tourism, and it is necessary to guide the orderly development of the industry through standard norms and policy support. Specifically, it can be promoted from the following dimensions: issuing local standards for the digital construction of historical revolutionary tourism, clarifying the technical specifications, content requirements, and servicing standards of digital products, improving product compatibility and coherence, and promoting the development of the historical revolutionary tourism digital industry towards standardization and normalization; Establish a special support fund for the digital construction of historical

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revolutionary tourism, increase funding support for key projects, encourage enterprises and social forces to participate in digital ecological construction, and stimulate the innovative vitality of market entities. Strengthen policy guidance, formulate development plans for the digital industry, clarify phased development goals and implementation paths, promote the deep integration of historical revolutionary tourism digital ecology construction with regional economic and social development, and achieve the unity of economic and social benefits.

5. CONCLUSION AND PROSPECT

The challenges faced by the digital ecological construction of Yancheng's historical revolutionary tourism are essentially a reflection of the contradiction between traditional resource management models and the demand for industrial upgrading in the digital age. By building an innovative system of "technology system talent experience security policy", consolidating the technological foundation, improving institutional design, strengthening talent support, enhancing user experience, ensuring data security, and optimizing policy environment, we can effectively solve the difficulties in the construction of Yancheng's tourism digital ecology and promote the paradigm shift of historical revolutionary tourism from "resource driven" to "innovation driven". This exploration not only provides a feasible path for the digital transformation of Yancheng's historical revolutionary tourism, but also provides a replicable and promotable "Yancheng Plan" for the digital development of historical revolutionary culture in revolutionary old areas across the country, which has important theoretical and practical significance.

The dual carbon target provides new opportunities and challenges for the development of historical revolutionary tourism in Yancheng. By strengthening the construction of digital ecology, the sustainable development of Yancheng's historical revolutionary tourism can be achieved, enabling it to play a greater role in inheriting the historical revolutionary genes, promoting economic and social development, and promoting ecological environment protection. In the future development, Yancheng should continuously increase funding and policy support, strengthen the training and introduction of technical talents, promote data integration and sharing, focus on content creation and innovation, strengthen ecological environment protection awareness, and strive to build Yancheng into a historical revolutionary tourism digital ecological demonstration city with international influence, contributing Yancheng's strength to achieving the dual carbon goal and promoting the high-quality development of the tourism industry.

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