

Study on the Predicament and Countermeasures of Digital Transformation of Mountain Village Economy in the Perspective of Rural Revitalization: Based on the Perspective of Dabie Mountain Tourism Resources

Yansong Ye^{1,*}, Qiuyu Zhang², Jiaqian Han², Meng Zhang²

¹ School of Economics, Anhui University of Finance and Economics, Bengbu 233030, China

² School of Finance, Anhui University of Finance and Economics, Bengbu 233030, China

*Corresponding Author: yeey9092@qq.com

Abstract

"If the countryside prospers, the country prospers". The rural revitalization strategy is a major strategy put forward by the 19th National Congress of the Communist Party of China and an overall and historic task related to the comprehensive construction of a modern socialist country. The rapid development of "Internet +" in China is filling the "digital divide" between China's urban and rural economic development and enabling more people to enjoy the "digital dividend" of the information age. As a state-level key poverty-stricken county, Jinzhai County has a large number of mountain villages in the whole area, and its deep mountainous areas are superimposed on the reservoir area, with closed traffic and backward foundation. Based on the red cultural resources of Jinzhai, this paper studies the dilemma and solution path of China's mountain village economic digital transformation represented by the mountain villages in Jinzhai County, which is of typical significance for accelerating the realization of common prosperity and creating a new pattern of rural revitalization.

Keywords

Rural Revitalization; Common Prosperity; Mountain Village Economy; Digitalization; Red Cultural Resources.

1. Introduction

1.1. The Task of Getting Rich and Getting Rid of Poverty is Difficult - Jinzhai Poverty has Passed

Jinzhai is located in the hinterland of Dabie Mountain, with rolling mountains, an average altitude of 500 meters, and 101 peaks above 100 meters. Located between Hubei and Yuwan, there are many dangerous passes in the territory. In September 1932, during the fourth "encirclement and suppression" of the Kuomintang, Wei Lihuang's troops entered and occupied Jinjiazhai and established a county government, called Lihuang County. In September 1947, the troops of Liu Bocheng and Deng Xiaoping of the Chinese People's Liberation Army conquered Lihuang County, established a democratic regime, and renamed it Jinzhai County.

Jinzhai County is an important source of the Chinese revolution, an important birthplace of the people's army, and one of the old revolutionary areas with the deepest poverty in the country. It used to be one of the most isolated mountainous areas in East China, the largest county in Anhui Province and the largest population in the Shanku area, the key county of the national poverty alleviation and development work integrating the old area, the reservoir area and the alpine mountainous area, and the key county of poverty alleviation concentrated continuous

development in the Dabie Mountain region, which can be called the most typical piece of "poverty in poverty, poverty in poverty" in Anhui Province.

In 1920, after the May Fourth Movement, students who returned to their hometowns established Marxist study groups here to spread Marxism. In 1924, at the beginning of the Great Revolution, a party organization was established. During the revolutionary war years, Jinzhai County, which had less than 230,000 people, had 100,000 people join the army and participated in the war, and was the main birthplace of the Red 25th Army and the Red Fourth Front Army.[1] There are Red Army in every household, martyrs in villages and villages, mountains and mountains bury loyal bones, and ridges are monuments, this is a red land, condensing the blood of the revolution.

In the 50s of the 20th century, in response to Chairman Mao's great call that "the Huai River must be repaired" and to eradicate the flooding of the Huai River, Jinzhai built two major reservoirs, Meishan and Xianghongdian, and 100,000 mu of farmland were permanently submerged, and the prosperous townships and towns from which more than 100,000 people had moved were also buried underwater.

In 1978, at the beginning of reform and opening up, there were 540,000 poor people in the county, accounting for 99 percent, and many peasants "did not have enough clothing and food", and lived on relief. The total social output value of rural areas is only 82.85 million yuan, and the per capita income is less than 70 yuan, which is listed as a poverty-stricken county supported by the central government.

Until 2011, Jinzhai was still identified as a county in the Dabie Mountain Concentrated Contiguous Poverty-stricken Area, with more than 130,000 poor people, including 71 of the 210 mountainous villages. Due to historical and objective reasons, Jinzhai County has a weak foundation, a weak foundation, a large number of poor people, and a deep degree of poverty, and has always been the main battlefield for poverty alleviation in Anhui Province and even the whole country.

1.2. Cohesion to Eradicate Poor Roots - The Resource Advantage of Jinzhai Mountain Village

1.2.1. Red Mountains, Tourism Revitalization

Jinzhai County is rich in natural resources, beautiful scenery and rich cultural accumulation. Rural tourism presents the characteristics of "four points" and "five flowers and one red". Jinzhai County is a famous old revolutionary area in China, an important source of the Chinese revolution, and an important birthplace of the people's army. In recent years, Jinzhai County has adhered to the development of the tourism industry as the starting point, rural revitalization as the engine, and the goal of improving the happiness of the masses.

According to statistics, Jinzhai County has preserved a total of 288 revolutionary sites, such as the Revolutionary Martyrs' Memorial Tower, Jinzhai County Revolutionary Museum, Red Army Martyrs' Cemetery, General Hong Xuezhi Monument, Jinzhai County Red Army Memorial Hall, Red Army 25th Army and 28th Army Former Sites, etc., these are the national patriotism and revolutionary traditional education base, but also an important window to understand the difficult course of the founding of New China and the glorious history of the development of the people's army, develop red tourism here, so that future generations can receive revolutionary traditional education and red culture edification. It is conducive to the hearts of young people to be touched, baptized and spurred on in places where revolutionary martyrs fought bloody battles.

1.2.2. Adapt Measures to Local Conditions and Enrich the People by Industry

In accordance with the overall requirements of "prosperous industry, ecological livability, civilized rural customs, effective governance and rich life", Jinzhai County has vigorously

implemented the strategy of rural revitalization and promoted the modernization of agriculture and rural areas. With the implementation of industrial poverty alleviation as the starting point, we will promote the development of the "five modernizations" of characteristic agriculture and create "one township, one industry, one village and one product". Vigorously develop the shiitake mushroom and vegetable planting industry, and focus on building a "vegetable basket" project[2]; Intensify the restructuring of agricultural industrialization and land circulation, cultivate large producers and farmers' professional cooperatives, and realize the transformation of agriculture from small, scattered and extensive to intensive and efficient; Taking the road of comprehensive development such as seeding, breeding, processing, and e-commerce sales, gradually lengthening the industrial chain, expanding income-generating channels, forming characteristic planting bases such as shiitake mushrooms, tea, peaches and ecological black pigs, free-range native chickens, goats and other breeding bases as the main body of characteristic agriculture, e-commerce sales are in the ascendant, so that characteristic agriculture and scientific and efficient modern business pattern integrating production, supply and marketing complement each other.

1.2.3. Under the Sun, Photovoltaic Power Generation

As one of the earliest pilot counties in the country to implement photovoltaic poverty alleviation, Jinzhai County has launched and implemented projects such as "photovoltaic poverty alleviation to benefit thousands of families", "photovoltaic poverty alleviation to households" and "joint village photovoltaic poverty alleviation power station" through continuous practice and exploration in the past four years, and initially formed four modes of "separate household, joint household, village collective, and large-scale joint household". On this basis, Jinzhai County has also built a photovoltaic poverty alleviation operation and maintenance center, using big data to strengthen the operation and maintenance of photovoltaic poverty alleviation power stations. After 6 years of exploration and innovation, the county has invested a total of 1.478 billion yuan to build a grid-connected photovoltaic poverty alleviation power station of 201,100 kilowatts, achieving a comprehensive income of 560 million yuan, and has embarked on a sustainable and precise poverty alleviation road of "property rights follow shares, dividends follow poverty", and explored a path that can be replicated and promoted for national photovoltaic poverty alleviation. Jinzhai County was also awarded the National "Poverty Alleviation Award Organization Innovation Award" for its photovoltaic poverty alleviation project[3].

1.2.4. Cap Off Poor Folks Country Dream - Jinzhai Prosperous Future Time

On April 29, Anhui Province announced that Jinzhai County, an old revolutionary base area, had officially withdrawn from the poverty county sequence. So far, Anhui Province has achieved the goal of "zeroing" poor counties.

Since 2016, in terms of transportation, more than 2700 kilometers of rural roads have been built in the county, and more than 200 million yuan has been invested in the construction of local transportation infrastructure for the urban-rural passenger transport integration project, laying a solid foundation for the development of local industries.

In terms of housing, in order to solve the practical problem of "one side of the water and soil can not support one family" in the deep mountain area and reservoir area of the county, Jinzhai County took relocation and poverty alleviation as one of the first measures to win the battle against poverty, integrated resources, superimposed policies, and vigorously promoted, and achieved good results. 7130 poor households across the county achieved relocation and poverty alleviation.

In terms of survival skills, the county has innovated and developed 12546 public welfare labor posts, basically realizing the goal of "one post for each poor household, getting rid of poverty and going to a well-off society".

In terms of "red tourism" to alleviate poverty, in recent years, Jinzhai County has made great efforts to develop rural tourism, let the masses participate in tourism development, and drive the poor people to increase their income and get rid of poverty. At the same time, the National People's Congress has focused on helping Jinzhai County implement the "5+1" project - Dabie Mountain Tourism Poverty Alleviation Fast Track Project, which has been completed and opened to traffic, and has greatly improved the travel conditions of 9 towns and townships along the line, with nearly 300000 residents, It also promotes the development of local tourism. The east and west ends of the tourism rapid poverty alleviation channel are respectively connected to the Shanghai Wuhan Chengdu Expressway and the Business Scenic Expressway. Along the line and adjacent areas, there are Dabie Mountain scenic spots representing the national 5A scenic spot Tiantangzhai and Lake scenic spots representing the national 5A scenic spot Wanfo Lake, as well as more than 10 national 4A scenic spots such as Yanzi River Grand Canyon, Foziling, Wanfo Mountain, which bring about the optimization and reorganization of the tourism spatial structure of the regions along the line, It accelerated the construction of Dabie Mountain National Scenic Road and the whole region tourism, thus promoting the continuous warming of the county's tourism economy. The number of overseas tourists increased from 2.05 million in 2011 to 12.06 million in 2019. The comprehensive tourism income increased from 990 million yuan in 2011 to about 4.6 billion yuan in 2019. The poverty alleviation efforts have been significantly improved, and the number of poor people in 9 townships along the corridor has decreased from 39543 at the end of 2014 to 611 in 2019.

The relevant towns represented by Tangjiahui Town fully tap local red resources, strive to build red brands, actively support and encourage scenic spots and tourist areas, and the poor people along the road increase their cash income and achieve poverty alleviation through the development of red tourism and "farmhouse fun" [4]. In 2018, relying on the creation of Tiantangzhai, Meishan Lake, Red Army Square, Yanzi River Grand Canyon, Tianshui Stream Drifting and other national scenic spots, red tourism in the county received 4.0049 million tourists, creating a comprehensive income of 1.267 billion yuan. 200000 people in the county shared the fruits of red tourism. Among them, only Jinzhai Revolutionary Museum received more than 1.2 million tourists, and nearly 40% were minors, It can be seen that Jinzhai Red Scenic Area is of great significance to the next generation of red education. In 2019, the county received 12.244 million tourists, creating a comprehensive income of 4.68 billion yuan, with a good year-on-year growth. In 2020, due to the impact of the epidemic, the domestic tourism industry as a whole will be greatly impacted. Eight scenic spots above 3A included in the statistics during the May Day holiday in Jinzhai County received 82800 tourists, creating a comprehensive income of 38 million yuan. Although there was a year-on-year decline, it still achieved the goal of boosting post epidemic consumption. It can be seen that the red tourism in Jinzhai County has great vitality and is of great significance for the local people to get rid of poverty.

2. The Current Situation of Red Resources in Jinzhai County Promoting the Digital Transformation of Mountain Village Economy

2.1. The Study of Red Theory

2.1.1. Current Situation of Cultural Research on Dabie Mountain

Although scholars have long been involved in the research on the spirit of Dabie Mountain, their research has only increased slightly since 2004, and there is no specific academic monograph on the spirit of Dabie Mountain. The research time for the revolutionary base areas in Hubei, Henan, Anhui and other places is relatively long, and there are many research results, which are mainly reflected in a number of historical materials about the revolutionary base areas of Dabie Mountain have been sorted out and published, such as "Compilation of Historical

Materials of the Revolutionary Struggle in the Hubei-Yu-Anhui-Soviet Region", "Collection of Revolutionary Historical Materials of the Hubei-Yu-Anhui-Soviet Region" and other historical materials of the Hubei Revolutionary Base Areas and the Red Fourth Front Army, "Liu Dengjun marched south, Liu Dengjun entered Dabie Mountain, and the Central Plains Strategy of the Three Armies" in Anhui, Henan, and other revolutionary historical materials in Xinyang area, such as "Revolutionary History of Jinzhai County, History of the Red Army in Jinzhai", "History of the Western Anhui Revolution" and other historical materials of the Western Anhui Revolution.

2.1.2. Trends in Spiritual Research in Dabie Mountain

Many authors have published numerous academic articles describing the spirit of Dabie Mountain, "The Strategic History of the Yuwan Revolutionary Base Area and Liu Deng's Army Dabie Mountain Revolutionary Base Area" and "Cultural Mobilization and Ideological Construction in the Hubei-Yu-Anhui Soviet Region (1920-1937)", focusing on the planning, practice and performance, sources, characteristics and reasons of Hubei's cultural mobilization. Academic research in Hubei, Henan, Anhui and other places has made a strong paving for in-depth study of the spirit of Dabie Mountain, but the above research is not a deep exploration of the spirit of Dabie Mountain, until the article "Carrying forward the revolutionary spirit of Liu Deng's army marching into Dabie Mountain" published by Zhao Shihong in 2004 initially summarized the revolutionary spirit connotation of Liu Deng's army's march into Dabie Mountain, and also explored the meaning and way to inherit and carry forward the revolutionary spirit of Liu Deng's army marching into Dabie Mountain in the new period.

With the development of time, relevant researchers no longer stick to the clichéd topics such as "the connotation and value of the spirit of Dabie Mountain", but strive to develop new ideas and embark on a deeper analysis of its historical status and contribution. In addition, scholars have explored the inner essence of the spirit of red culture by comparing and analyzing it with different ones.

2.2. The Red Literary Activities

2.2.1. The Role of Red Revolutionary Culture

Red revolutionary culture has the function of inheriting value and also has the aesthetic characteristics of the new era. By learning red revolutionary culture is not only to recognize the history that happened in the past, but also to discover the more valuable spiritual wealth behind the history, in order to be able to develop to create a better future. Secondly, the red revolutionary culture condenses the spirit formed by the Chinese Communists in various periods of revolution, motherland construction, reform and opening up, etc. These patriotic spirits are the essence of the red culture, which makes the Chinese sons and daughters alone a sincere liver and courage and a determined spirit to carry forward the Chinese style in the backwaters of the times, and the in-depth exploration of the red revolutionary spirit is the practical need to develop a new national spirit.

2.2.2. The Development Status of Dabie Mountain Red Culture

In the treasure house of red culture, during the revolutionary war years, socialist construction period and contemporary times, some revolutionary workers and literary artists have created many red songs, red novels, red movies, red songs and dances, etc. These red works are welcomed and loved by the Chinese people. rejoiced and sang operas with lanterns to celebrate enthusiastically. Luo, the principal of Fotang Pass Primary School and a member of the Communist Party, filled in the words "August osmanthus blossoms everywhere" with a unique local expression, "Badaanjin", and organized students to choreograph and perform the song, which was successfully performed at the founding meeting of the first district Soviet government. Subsequently, the song spread rapidly and became a household name in the

EYUAN Soviet Area, conveying the fearless spirit of the 28th Army in holding on to the EYUAN base.

On the occasion of celebrating the 100th anniversary of the founding of the Communist Party of China, the large-scale red documentary film "August Laurel Blossoms", which was produced by Anhui Radio and Television Documentary Center after three years of filming, has been broadcast on CCTV record channel and Anhui TV since January 7 this year. The whole film consists of six episodes: "The Spark of Revolution", "Cradle of the Red Army", "Life and Death", "Pioneers in the North", "Iron Blood" and "The Bright Star", with a duration of 300 minutes. With Jinzhai as the center, the film travels to more than 20 provinces and cities in China, more than 60 counties and cities, and even as far as Russia, the United States and other overseas filming. It starts from restoring the true story of history and recreating the scenes of those years. The storytelling of a brand new Jinzhai County, the old revolutionary area, is presented through the methods of searching and experiencing.

In addition, Jinzhai County has also actively prepared and organized some tourism and cultural activities, such as the finals of the 9th National Red Tourism Creative Planning Competition for University Students, and the main event of Anhui Province on "Cultural and Natural Heritage Day" in 2019, which focused on "Protecting Revolutionary Cultural Relics and Passing on Red Genes". The main event was held on "Protecting Revolutionary Cultural Relics and Passing on Red Genes". Meanwhile, in the context of the rapid development of the Internet, the shooting of the CCTV TV series "General Hong Xuezi" and the movie "Bloody Dabie Mountain" spread the spirit of the Dabie Mountain to all parts of the country and became well known to people.

2.2.3. Red Culture Helps Jinzhai County to Fight Against Poverty

Anhui Province has left many red cultural sites in the vast revolutionary struggle, and Jinzhai has the largest and most complete number of them. However, due to economic development, the preservation of red cultural relics here has been a concern for many years, while Jinzhai itself, as a poor county, has also received national attention.

Under the guidance of precise poverty alleviation, Jinzhai County has invested 3.6 billion yuan in road construction to open up the bloodline of the mountains and countryside, and in April 2019, to boost tourism consumption and help fight poverty, the local Department of Culture and Tourism established the Bureau of Revolutionary Cultural Relics. The office then listed the protection of revolutionary cultural relics as a key concern in Jinzhai County. In the same year, the Red Cultural Relics Management Center was also successfully established. 2019 the State Administration of Cultural Relics set up special funds for Jinzhai County for its cultural relics repair and red tourism development.

Jinzhai Revolutionary Martyrs' Cemetery was approved by the Ministry of Propaganda as the first pilot unit of the Red Gene Bank of China's National Cultural Gene Bank (Phase I.) In 2019, with its rich red cultural resources, Jinzhai County received 4.633 million visitors and generated comprehensive income of 1.48 billion yuan. in April 2020, under the government's "Tourism Enrichment County "In the first half of 2020, Jinzhai County received 1,053,900 tourists with a comprehensive income of 462 million yuan. income of 68.217 million yuan.

3. The Dilemma of Jinzhai Red Resources Promoting the Digital Transformation of Mountain Village Economy

Jinzhai County, as a national key poverty-stricken county, has a large number of mountain villages in the whole area, and its deep mountainous areas are overlapped and intertwined with the reservoir area, with closed traffic and backward foundation.

As a typical alpine mountain village with an average altitude of 800 meters above sea level, Dawan Village basically combines all the poverty-causing factors of a deep-poverty area. The

harsh environment, conservative thinking and backward conditions lead to difficult development and a high incidence of poverty. "In the past, the people lived in low and damp earthen tiled houses, there was not a decent road in the whole village, and they were covered with dust on sunny days and mud on rainy days, so even relatives were reluctant to come and go."

First of all, most of the mountain villages in poor areas have poor living conditions, natural disasters, remote geographic location, extensive and sparse population, and poor resources. Many arable land does not have the natural conditions for agricultural cultivation, which directly leads to the inability of local residents to carry out agricultural farming and cash crop income without sufficient material basis, which will greatly hinder the high-quality development of the local economy and the digital transformation of the economy.

At the same time, most poor mountain villages whose productive activities depend mainly or completely on limited human capital, when the family laborers have major health problems, the families immediately fall into temporary poverty, and if the health problems are not solved, they may fall into long-term poverty.

4. Conclusion

4.1. Realize the Combination of Red Tourism and Dabie Mountain Spirit Propaganda.

The existence of the long revolutionary history of the Dabie Mountain Revolutionary Area makes it rich in Dabie Mountain revolutionary red cultural resources. In the process of dissemination, it is necessary to actively use the mode of tourism flow dissemination to innovatively promote the development of red culture. Nowadays, red cultural tourism projects are popular forms of economic, cultural and social activities, and it is a practical issue that must be considered to realize the close integration and development of red tourism and the spread of red culture and revolutionary spirit. Through the publicity of the red cultural tourism project in the revolutionary area of Dabie Mountain Mountain, the combination of red cultural tourism and the spirit of Dabie Mountain will be realized. The Dabie Mountain area is located in a remote area, economic development is still backward, in the unique cultural and spiritual fundamental, the use of red cultural industry to drive the local spiritual and cultural development is a good opportunity for the new era. In the tourism project, we should achieve sufficient external publicity, combine local characteristic resources to carry out various forms of tourism activities, so that tourists can have a deeper understanding of China's rich Dabie Mountain culture and unique Dabie Mountain spirit, more intuitively drive the development of Dabie Mountain red cultural industry, and improve the recognition of Dabie Mountain spirit.

4.2. Strengthen the Integration of Resources and Enhance the Spiritual and Cultural Connotation.

In the process of the development of the red tourism industry, it is necessary to pay attention to the integration of resources of the spiritual culture of Dabie Mountain. The spirit of Dabie Mountain comes from thousands of years of historical accumulation and sublimation of Chu culture and Central Plains culture, and it is the same as the spirit of Jinggangshan and Yan'an. Dabie Mountain is a microcosm of the spirit of the Chinese nation and an important part of it, and it is transformed and reshaped with Marxist ideology in order to blend the excellent democratic tradition with the proletarian revolution. Only by constantly excavating the historical resources of the Dabie Mountain spirit, constantly tempering and casting the shining points in the Dabie Mountain spirit, can we form a unique and ideal national spirit and realize the effective spread of red tourism culture.

In addition to ensuring the integration of basic resources, it is also necessary to ensure that the dissemination of tourism spirit is consistent with the actual situation and establish a good spiritual image. While ensuring that information dissemination is consistent with tourism resources, it is also necessary to continuously increase publicity, seek a variety of communication carriers, and use diversified communication forms to spread the spirit of Dabie Mountain in an all-round way. Combined with the actual situation of tourism products, multimedia technology can be integrated into the display process, so that tourists can feel the real scene, carry forward the spirit of Dabie Mountain, and improve the communication effect. To enhance the cultural connotation of tourism spirit, first of all, it is necessary to strengthen the in-depth excavation of the red cultural connotation of Dabie Mountain, and in the process of explaining the revolutionary story and the interpretation of related tourism products, we must not be superficial, but pay attention to the analysis of the Dabie Mountain spirit contained in it, and comprehensively and deeply interpret the red tourism culture of Dabie Mountain; Secondly, improve the work ability of tourism reception personnel, ensure that the staff can accurately interpret the revolutionary spiritual culture of Dabie Mountain, provide high-quality services for tourists, deepen tourists' impression of the red tourism culture of Dabie Mountain and their understanding of the spirit of Dabie Mountain, and promote the spread of the spirit of Dabie Mountain.

4.3. Create a New Media Matrix of Dabie Mountain Culture and Spread the Spirit of Dabie Mountain in a Diversified Manner.

With the gradual development of new media platforms and the maturity, the dissemination of culture is no longer limited to traditional print media, and various new media platforms provide richer communication methods for cultural dissemination. In the online world, people are both disseminators and audiences of information on the network, and they have changed the structure of modern information dissemination.

To build a diversified communication matrix of new media, the following methods can be adopted: First, based on the many touching revolutionary stories that occurred in the Dabie Mountain Revolution, create a series of red and vivid character stories of the revolutionary struggle in Dabie Mountain, and put them on media platforms with more college students such as Station B and Weibo, so that more students can understand the spirit of Dabie Mountain on the media platform. The second is to shoot short videos with the theme of red spirit and put them on platforms such as Douyin and Kuaishou where short videos are the mainstream. The short video tells the hardship of the battle from different perspectives, vividly highlights the connotation of the red spirit, and arouses students' thinking and resonance.

4.4. Strengthen the Interaction between Spiritual Communication and Students, and Adjust the Communication Method in Time According to the Feedback Information.

New media has the characteristics of strong interactivity and timeliness, which can interact with the audience in time and quickly attract the attention of the public. Most of the social hot words come from new media platforms, and social hot spots have always attracted people's attention. Internet hot words derived from social hot spots emerge one after another, and Internet hot words are often short and concise but focused, so that the public can understand the key points of content in a short time. When publicizing Dabie Mountain on new media platforms, it can be combined with hot words on the Internet to tell the story of the Dabie Mountain Revolution more vividly and interestingly, so that the revolutionary culture of Dabie Mountain is more understandable and the public can more easily understand the connotation of Dabie Mountain culture. In addition, the public is more inclined to learn about information on new media platforms, and timely interaction deepens the public's sense of substitution for

the red spirit. Using the characteristics of new media, when disseminating the revolutionary culture of Dabie Mountain, strengthen interaction with the audience, pay attention to their real feedback on the dissemination of revolutionary culture in Dabie Mountain in a timely manner, analyze and summarize their feedback, formulate positive and useful and implementable communication strategies, and transform the means of publicizing the spirit of Dabie mountain.

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