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# *Practices, Issues, and Strategies for Integrating Local Revolutionary Cultural Resources into Ideological and Political Education: A Case Study of Seven Revolutionary Sites in Guangzhou*

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***Abstract.*** Local revolutionary cultural resources serve as the spiritual wealth of the Party and the country. As the birthplace of China's modern democratic revolution, Guangzhou boasts a wealth of precious revolutionary cultural resources. To optimize the path of integrating local revolutionary cultural resources into ideological and political education, it is imperative to focus on specific targets and clarify the current situation, achievements, and deficiencies in such integration from five aspects: precision of educational targets, experiential nature of educational methods, coordination of educational subjects, diversity of educational carriers, and sustainability of educational development. This paper puts forward suggestions including maintaining the advantages of targeted activities, enhancing immersive experiences, establishing a sound long-term mechanism for museum-school cooperation, improving communication influence, and strengthening branded operation.

***Keywords:*** local revolutionary cultural resources, ideological and political education, revolutionary sites in Guangzhou

## 1. Introduction

The Party and the government attach great importance to the development and utilization of revolutionary cultural resources. The report to the 20th National Congress of the Communist Party of China points out that we should "make good use of revolutionary resources", "inherit the revolutionary legacy and carry forward the revolutionary spirit" [1]. In the new era, local revolutionary cultural resources should be fully utilized to empower the high-quality development of ideological and political education. From the perspective of Marxism, revolutionary cultural resources carry the spiritual lineage of Chinese Communists with the great founding spirit of the Party as its source, which can sustain the revolutionary heritage and pass on the revolutionary genes. Integrating revolutionary cultural resources into ideological and political education can not only enrich educational content, deepen the understanding of revolutionary culture, and strengthen the foundation of ideals and beliefs, but also expand educational methods, enhance social identity and converge value consensus in a popular way [2]. As an important birthplace of China's modern

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revolution, Guangzhou is endowed with rich and diverse revolutionary cultural resources. Integrating Guangzhou's revolutionary cultural resources into ideological and political education is conducive to inheriting the revolutionary genes of Guangzhou, and transforming the revolutionary pioneers' high-spirited morale of firm faith, pioneering spirit, seeking truth from facts, courage to strive, and fearlessness of sacrifice into a powerful force for forging ahead in the new era and making achievements in the new Guangdong.

## 2. Guangzhou practices in integrating revolutionary cultural resources into ideological and political education

Making full use of revolutionary cultural resources to conduct ideological and political education is not only an advanced historical experience of the Party, but also an important measure to continuously consolidate the foundation of faith in the new era. In April 2021, the Leading Group for the Promotion of the Guangdong-Hong Kong-Macao Greater Bay Area Development in Guangzhou issued the *Development Plan for the Demonstration Zone of Inheriting and Promoting Revolutionary Culture in Guangzhou (2021–2025)*, which proposed the construction of a demonstration zone for inheriting and promoting revolutionary culture. Exploring the Guangzhou model of revolutionary culture development can be summarized by examining the practical status of seven revolutionary sites from five aspects: targeted activities, immersive experiences, museum-school coordination, communication carriers, and branded operation.

### 2.1. Targeted activities precisely adapt to diverse targets of ideological and political education

Ideological and political education needs to carry out differentiated and targeted education and practice according to the cognitive characteristics and spiritual and cultural needs of different groups such as teenagers, Party members and cadres, and people from all walks of life, so as to better meet public needs, improve the pertinence of activities, and enhance the educational effect of ideological and political education. For teenagers, revolutionary sites mainly adopt enlightenment education, ideal and belief education, study tours, historical narration, and interactive participation as major forms, aiming to educate and guide this group in four dimensions: ideals and beliefs, patriotism, values, and cultural confidence. First, to strengthen teenagers' belief in Marxism, faith in socialism with Chinese characteristics, and confidence in the great rejuvenation of the Chinese nation. Participation in branded educational activities such as "Lighting the Light of Ideals" and "Establishing the Aspiration of Youth" helps to strengthen teenagers' ideals and beliefs. Second, to foster patriotism, promote the national spirit centered on patriotism, and enhance national pride [3]. In the activity "Yang Pao'an: A Beacon in South China", teenagers can communicate with revolutionary pioneers through unique forms such as board games and picture books, and learn about Yang Pao'an's patriotism in staying true to his original aspiration and mission. Third, to strengthen ideological guidance, shape correct values, and cultivate noble moral qualities. By participating in volunteer services at the sites and three-dimensional revolutionary study tours, teenagers can improve their teamwork and communication skills, cultivate good moral qualities, and enhance their social adaptability and interpersonal skills. Fourth, to strengthen cultural confidence and heighten the ambition, backbone, and confidence of being Chinese. Branded youth education programs such as *Search for Revolutionary Legacies*, traditional cultural interactive programs such as the First Writing Ceremony at Panyu Academy, themed salons such as "Your Youth @ My Youth" Time-Travel Dialogue, and sharing sessions such as "Speech of the Youth at the First National

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Congress of the Communist Youth League" all help to strengthen teenagers' cultural confidence and boost their pride and confidence as Chinese citizens.

For Party members and cadres, ritual education is mainly adopted. Through Party-building activities such as themed Party days, the focus is placed on Party spirit training and mission education. Ritual education, by creating a certain emotional atmosphere, awakens the noble emotions deep in the hearts of Party members and cadres, facilitates their recognition of the moral and ethical concepts advocated by the rituals, and encourages their conscious practice in daily work and life [4]. The sites regularly organize themed experience activities such as "Original Aspiration", "Remembering Martyrs on Qingming Festival, Rubbings Inheriting Original Aspiration", as well as other Party-building activities including visiting special exhibitions, reviewing oaths, watching films, and writing struggle declarations. Rituals such as taking the Party admission oath, reviewing the Party admission oath, and wearing the Party emblem in these activities can only strengthen the ideals and beliefs of Party members and cadres, enhance their recognition of revolutionary culture, and gather strength for progress when truly practiced from the inside out and vice versa.

### 2.2. Immersive programs enhance the sense of gain in the process of ideological and political education

Relying on historical resources and digital technology, revolutionary sites have launched immersive and interactive activities that stimulate public enthusiasm for participation. People are influenced in vivid scenarios of immersive visits, and inspired by direct perceptions of cultural relics and photographs, thus strengthening the appeal of ideological and political education and improving participants' experience.

The infiltrative education method uses activity and cultural carriers to enable people to receive edification and education imperceptibly. Revolutionary sites have opened interactive experiences for visitors including knowledge stations, interactive games, and quizzes on the history, situation, and affairs of the Communist Youth League, and launched immersive dramas and revolutionary-themed script games. Through scenario creation, these immersive programs transform ideological and political education from a passive learning model into an interactive participation model, enhancing its attractiveness and infiltration, strengthening the appeal of revolutionary culture, helping to improve people's ideological, moral, scientific and cultural qualities, and promoting the core socialist values.

The edifying education method creates a healthy, optimistic, and positive cultural atmosphere and educational environment, allowing people to receive ideological and political education through subtle influence. Immersive visual experiences at the Memorial Hall of the Site of the Third National Congress of the Communist Party of China, such as the holographic illusion *Searching for the Site of the Third National Congress of the Communist Party of China*, the holographic immersive scene *Consensus • 1923*, and the film screening *The Light of Ideals Never Dies*, educate people by integrating teaching into scenarios and emotions, purifying their minds and cultivating their moral character.

### 2.3. Multi-subject collaboration between venues and schools forms joint forces for ideological and political education

Multi-subject Collaboration Between Revolutionary Venues and Schools Forms Joint Forces for Ideological and Political EducationBy jointly building practical teaching bases for the "comprehensive ideological and political course" with schools at all levels and of various types,

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developing characteristic courses and carrying out research and practice activities, revolutionary venues have established a regular collaborative education mechanism between venues and schools. This mechanism guides students to take the initiative in exploring the significance of revolutionary culture and history, realize the internalization and recognition of values, and promote the mutual integration of revolutionary cultural resources in venues and ideological and political education in schools. The Memorial Hall of the Site of the Third National Congress of the Communist Party of China has created educational resources such as the "Red Box", bringing "dual-teacher interactive" comprehensive ideological and political courses to primary and secondary school students. It has promoted revolutionary education from "one-way output" to "two-way interaction", making revolutionary culture perceptible, tangible and participable. In 2025, the museum officially launched the venue-school collaborative comprehensive ideological and political course "Our Dongshan". Taking Dongshan as the base and adopting the dual-module teaching mode of "pre-study at school + community walking", it has promoted the practical innovation of venue-school cooperation and given full play to the role of comprehensive education.

To strengthen venue-school cooperation, attention should be paid to the development of the educational value of revolutionary resources in museums by schools, so as to maximize the educational function of museums and help students better acquire knowledge, improve abilities and literacy [5]. The Memorial Hall of the First National Congress of the Communist Youth League of China has built social practice bases with schools and developed a series of revolutionary culture courses. Through interactive courses at school and practical courses at the venue, students are guided to gain a more vivid understanding of the development history of the Communist Youth League, thus enhancing their political identification with the Communist Party of China and the Communist Youth League of China. The Former Site of the First National Labor Congress launched the activity "Young with Dreams, Inheriting Revolutionary Genes — Model Workers and Artisans Enter Campuses", which brought a touring exhibition of the history of the revolutionary labor movement into campuses and encouraged students to apply the revolutionary strength and model worker spirit they have learned to daily life and study.

### 2.4. Diversified communication carriers innovate methods of ideological and political education

Apart from on-site visits and exchanges at revolutionary venues and venue-school cooperation, the influence of revolutionary cultural resources is relatively limited and not easily accessible or explored by the public. Revolutionary venues have taken the initiative to cooperate with other departments to integrate revolutionary culture into other fields, revitalize and innovate revolutionary cultural resources, expand the scope of influence and radiation of revolutionary culture, and enhance the value effect of fostering morality and educating people through revolutionary cultural resources. Since June 2021, the Memorial Hall of the Site of the Third National Congress of the Communist Party of China has cooperated with Guangzhou's transportation system to launch themed ships, themed trains, Bus Route 3 and themed flights, forming an all-round publicity matrix of revolutionary culture covering sea, land and air. By means of implicit ideological and political education and situational creation, this approach integrates revolutionary culture into public spaces, enabling more intuitive and three-dimensional publicity and education for the public. It subtly touches, inspires and moves the public, expands the influence of ideological and political education, strengthens the penetration and impact of revolutionary culture, and improves the effectiveness of education.

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Digitalization of local revolutionary cultural resources can accelerate the dissemination of such resources in digital forms. The Peasant Movement Training Institute has produced radio dramas and original micro short dramas, which are broadcast on multiple platforms to expand coverage. The micro short drama *I Was a Trainee at the Peasant Movement Training Institute* adopts youthful expression, immersive narration and cross-border integration concepts to create an innovative carrier for the inheritance of revolutionary culture, guiding contemporary youth to carry forward the revolutionary heritage and draw strength for progress. The original revolutionary culture communication brand "New Voice of the Peasant Movement Training Institute" takes "lecturing" as the core, spreading stories of the institute through diversified carriers such as book publishing, video production and micro short drama performances, making revolutionary memories tangible and passed down from generation to generation. To target different groups, revolutionary venues carry out differentiated communication in various forms on multiple platforms, enhancing the penetration and social influence of revolutionary culture, promoting emotional and cognitive resonance among the audience, and strengthening cultural identity.

### 2.5. Branded operation of resources improves the effectiveness of ideological and political education

Relying on their unique revolutionary culture and resource advantages, various revolutionary venues in Guangzhou have explored the connotation of revolutionary cultural resources, refined the spiritual symbols of revolutionary culture, and developed serialized, identifiable and regular branded ideological and political education activities. Brand experience is an important way for revolutionary cultural brands to establish emotional connections and value recognition with the audience. The revolutionary cultural brand "Mobile Classroom No. 3" launched by the Memorial Hall of the Site of the Third National Congress of the Communist Party of China carries profound history and is full of fun of exploration. By creating an "exploratory" city walking tour and expanding outdoor on-site experiences, it enables participants to feel the tremendous changes of the country and the unique charm of Guangzhou's history in the century-old Xinhepu Block, narrowing the distance between people and history and enhancing cultural identity and sense of belonging. At the same time, the "activity-livestreaming-video" trinity publicity and promotion achieves instant diffusion and promotion, bringing a strong sense of presence and immersion to the audience with vivid three-dimensional scenes, and expanding the radiation scope and social influence of branded activities. Immersive revolutionary script games such as *1927 Guangzhou Storm* can not only arouse the deep patriotic feelings of participants through immersive game sessions, but also enable them to achieve emotional sublimation and improve self-cognition through reviewing the revolutionary scripts. With its excellent experience, "revolutionary script games" have innovated the content delivery form of ideological and political education and improved its effectiveness. The branded operation of venues has effectively standardized the forms and implementation processes of activities, promoting revolutionary culture education from irregular fragmented activities to long-term and professional branded activities. This allows more groups to receive the edification of revolutionary culture, enhances people's recognition and pride in revolutionary culture, and improves the educational effect of revolutionary cultural resources.

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## 3. Practical dilemmas in integrating revolutionary cultural resources into ideological and political education

The seven revolutionary venues have achieved remarkable results in precisely covering diverse groups through targeted activities. However, problems remain, including unbalanced immersive experiences, insufficient long-term museum-school coordination, limited communication influence, and weak branded operation.

### 3.1. Unbalanced immersive experiences weaken educational effectiveness

On the whole, revolutionary venues have made great progress in enhancing immersive experiences and audience emotional identification, but there is still an imbalance in resource allocation. First, many venues adopt static display methods, presenting revolutionary history and stories of figures through texts and physical exhibits. This approach easily leads to superficial "sightseeing" visits by the audience [6]. Temporary special exhibitions at various venues, such as *Patriotism, Public Service, Struggle – Exhibition on the Life and Deeds of Tan Pingshan*, *Exhibition on the Life and Deeds of Comrade Su Zhaozheng*, and *Blood for Eternity – Special Exhibition on Martyrs of Nanshitou*, are almost all static displays. They rely solely on fixed information boards and textual introductions as one-way information transmission media, lacking immersive interaction and experience, as well as an atmosphere that stimulates audience emotional resonance. The audience is prone to information overload, even boredom and inattention, thus failing to reflect on the profound implications behind the exhibits. This is not conducive to the extraction and absorption of revolutionary elements by the audience, and affects their identification with revolutionary culture and history. Second, on-site explanations at venues are mostly scheduled or require advance reservations. Individual visitors mainly conduct self-guided tours; some venues such as the Former Site of the First National Labor Congress provide free self-guided audio devices. Some venues are equipped with immersive experience projects, but they are only open at fixed times. For example, the interactive projection of the "Storming the Public Security Bureau Scene" in the *Basic Exhibition of the Guangzhou Uprising* at the Guangzhou Uprising Memorial Hall is only activated during free guided tours, once in the morning and once in the afternoon on open days. Individual visitors who do not visit at the corresponding times can hardly experience it, which to some extent hinders the full and comprehensive role of revolutionary venues in ideological and political education.

### 3.2. Inadequate museum-school coordination undermines the continuity of ideological and political education

Revolutionary venues and schools are two important subjects in building "comprehensive ideological and political courses". Making full use of educational resources in revolutionary venues helps enrich the forms of school ideological and political education and improve its educational effect. However, in practice, due to factors such as pressure from academic advancement, time and economic costs, there is a lack of effective coordination between revolutionary venues and schools. Cooperation is mostly carried out in the superficial form of "organizing visits", which easily leads students to only stay at the level of "sightseeing" and "checking in", failing to reflect the teaching objectives of "comprehensive ideological and political courses" [7]. In addition, in activities bringing revolutionary cultural resources into campuses, a long-term museum-school cooperation mechanism has not been established, resulting in insufficient continuity and depth of cooperation, as

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well as a lack of long-term and regular operation. General Secretary Xi Jinping has emphasized that "ideological and political work is fundamentally work concerning people", [8] which requires ideological and political workers to integrate ideological education, political education, historical education, and values education into the whole process and all aspects of ideological and political work. The Memorial Hall of the Site of the Third National Congress of the Communist Party of China has innovatively developed the "On-site Classroom on the Theme of the Third National Congress of the Communist Party of China", which enters campuses with the "Red Box" as the carrier, building an immersive comprehensive ideological and political classroom. This promotes the organic connection between museum educational resources and school educational needs, transforms rich museum resources into school teaching resources, and integrates emotional education into school ideological and political classrooms. However, the "Red Box into Campus" program and activities were rich at the initial launch but gradually lost momentum. New activity brands are being promoted and activity innovation is ongoing. This leads to insufficient continuity and sustainability of ideological and political education, which is not conducive to the sustained effect of revolutionary cultural resources empowering ideological and political education.

### 3.3. Limited communication influence narrows the scope of education

First, communication carriers need to be more diversified and communication subjects need to be enriched. Some venues lack sufficient publicity for research and practice activities, resulting in a limited radiation scope of ideological and political education. Most people are unaware of such activities, leading to low participation. Insufficient communication strength and influence block the transmission chain from emotion to action, making it difficult to form an emotional bond between the public and revolutionary culture and history. In addition, significant differences in the times and environments in which different generations live have affected their preferences and acceptance of revolutionary cultural narratives. Different revolutionary narrative discourses can hardly touch the emotional points of people of different ages, nor easily trigger embodied empathy, which is not conducive to cultivating different groups' identification with revolutionary culture. Second, digital communication platforms need iteration and upgrading, and the operation of official accounts needs to be strengthened. Official accounts of various venues lack in-depth analysis of online user behaviors such as click preferences and interaction frequency, failing to provide targeted and personalized push services. Among the seven revolutionary venues, the Guangzhou Uprising Memorial Hall and the Memorial Hall of the First National Congress of the Communist Youth League are subordinate to the Guangdong Museum of Revolutionary History and do not have independent official WeChat accounts. Relevant information is only released through the WeChat account of the Guangdong Museum of Revolutionary History, which is not conducive to personalized information push for each venue and cannot effectively meet the public's demand for the latest news of specific venues.

### 3.4. Weak brand operation hinders the long-term effect of education

First, the development of branded activities lacks regularity. Most activities organized by venues are mainly concentrated on festivals and holidays. The Former Site of the First National Labor Congress holds a series of activities during the May Day International Labor Day holiday to encourage the public to inherit the spirit of model workers and inspire enthusiasm for work. Although activities held on specific festivals can better touch the emotional points of the audience and arouse positive emotions by virtue of their revolutionary significance and emotional atmosphere, ideological and

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political education is a long-term process of edification. The lack of regular activity carriers outside holidays makes it difficult for the public to transform short-term emotional touches into long-term emotional and cultural identification. Second, the demonstration effect of branded activities needs to be strengthened. The "Mobile No. 3 Classroom" launched by the Memorial Hall of the Site of the Third National Congress of the Communist Party of China is mainly led and interpreted by the secretary of the Party branch and curator of the memorial hall. In practice, the curator gives relatively few guided tours, while interpreters conduct most of the tours. The demonstration effect of authoritative experts is absent, and the expert influence of the branded activity has not been fully realized. Third, resource integration is insufficient. There is little interaction and cooperation among various revolutionary venues. Existing recommended revolutionary routes mostly provide independent check-in and visiting services through online WeChat mini-programs such as "Check in Guangdong Red" and "Huacheng Red Map", without forming offline coordination. This easily leads to the fragmentation of Guangzhou's revolutionary spiritual lineage, which is not conducive to gathering the striving force of the whole city.

## 4. Optimized paths for integrating revolutionary cultural resources into ideological and political education

In addition to further carrying forward the existing advantages of carrying out targeted activities, improvements and enhancements should be made in four aspects based on practical problems: improving immersive experiences, establishing and improving a long-term mechanism for museum-school cooperation, enhancing communication influence, and strengthening branded operation.

### 4.1. Improving immersive experiences to enhance educational effectiveness

It is necessary to fully explore the connotation of revolutionary culture, adopt emotional narrative design that highlights revolutionary culture, and give full play to the ideological and political education function of revolutionary venues. We should "strive to create high-quality exhibitions, enhance their expressiveness, communication power and influence, and vividly spread revolutionary culture" [9]. For exhibitions adopting static displays, efforts should be made to improve exhibition quality, refine details, and strengthen expressiveness and influence. On the premise of putting political nature first, situational experience projects close to historical reality should be appropriately introduced to stimulate emotional resonance among the audience, prompt reflection on history and reality, and enhance the audience's identification with revolutionary culture. While further innovating immersive experience activities and improving audience experience, the political nature, seriousness and authenticity of revolutionary culture must be upheld to avoid prioritizing form over content. Some revolutionary venues can learn from the practice of the Guangzhou Uprising Memorial Hall in upgrading its revolutionary-themed immersive dramas from Version 1.0 to Version 4.0, realizing continuous innovation so that the audience can resonate more deeply through plays and strengthen their emotional identification with revolutionary history. Such immersive approaches can touch people's hearts more directly, deepen their understanding of history, enable them to experience heroic deeds and revolutionary sentiments, strengthen revolutionary memories, and effectively improve the educational effect of revolutionary resources.

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### 4.2. Establishing and improving a long-term mechanism for museum-school cooperation to strengthen educational continuity

First, co-construction of courses. Reference can be made to the "Red Box" course resource package launched by the Memorial Hall of the Site of the Third National Congress of the Communist Party of China, which contains rich teaching resources such as board games, courses and themed scene games. School teachers can use the resource package to break the spatial and temporal boundaries between the memorial hall and schools, conduct on-site lessons of the memorial hall on campus, narrow the distance between students and revolutionary culture, and enhance students' sense of identity and pride in revolutionary culture. In addition to bringing their own revolutionary resources into school classrooms, all revolutionary venues can continuously develop and explore revolutionary cultural resources in line with school curriculum needs, realize integrated development and youthful communication of revolutionary culture, and effectively improve the educational effect of "comprehensive ideological and political courses".

Second, co-cultivation of teaching staff. A comprehensive teaching team should be built to form a long-term mechanism for advanced representatives such as model workers and great country craftsmen, as well as commentators and volunteers from revolutionary bases including revolutionary memorial halls and Party history museums to regularly participate in ideological and political teaching in schools, so as to gather joint educational forces of the whole society. Through activities bringing advanced representatives into campuses, the exemplary role of role models can be brought into play to guide students to integrate individual goals into the collective cause and serve the people and society. Integrating revolutionary cultural resources into ideological and political education can edify students' minds, elevate their ideological realm, strengthen their emotional, cultural and value identification with revolutionary cultural resources, and better give play to the role of ideological and political education in fostering virtue and morality.

Third, joint research on projects. Both schools and venues are encouraged and supported to conduct in-depth cooperative research on themes such as the educational value, communication strategies and teaching model innovation of revolutionary culture [9], so as to explore the core revolutionary spirit and values behind Guangzhou's revolutionary culture, including firm faith, pioneering spirit, seeking truth from facts and putting people first, realize the internalization of values, and strengthen mutual value identification.

### 4.3. Enhancing communication influence and innovating diverse educational forms

First, build diversified communication carriers. Revolutionary venues can learn from the practice of the Memorial Hall of the Site of the Third National Congress of the Communist Party of China in cooperating with the Guangzhou transportation system, making full use of the wide coverage and strong communication capacity of public transport. This allows the public to be immersed in revolutionary culture in daily travel, subtly influenced by it, and thus strengthen their emotional identification with revolutionary culture. Disseminating venue information through diversified carriers helps expand coverage, raise awareness of information and participation in activities, and lay a foundation for the public to deeply engage with and experience revolutionary culture, thereby enhancing their sense of identity and pride in it.

Second, construct a digital communication matrix. Integrate various media resources and advantages to form a communication matrix featuring integrated media development. Make full use of advanced technologies such as smart education platforms and big data to synchronously release information on revolutionary cultural resources through multiple channels including Party

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newspapers, periodicals and WeChat official accounts. Meanwhile, digital technologies such as artificial intelligence should be fully applied to accurately analyze user profiles, so as to deliver targeted and customized content that meets public needs.

Third, encourage audience collaborative communication. Mobilize the audience to share their feelings and experiences of visits through social platforms and take the initiative to participate in the communication of revolutionary culture. This self-narrative approach in co-creation enables individual emotional expression, enhances the influence, cohesion and appeal of revolutionary culture, and facilitates communication among peer groups. It can trigger resonance among peers, create opportunities for embodied empathy, and further stimulate the desire of peers to visit. This is conducive to promoting collective identity and deepening social and cultural identity.

### 4.4. Strengthening branded operation to promote long-term education

First, carefully develop one or two branded activities to highlight the characteristics of each venue and increase the recognizability of branded activities. Quality matters more than quantity for branded activities. Each revolutionary venue should integrate human and material resources to refine branded activities based on its own revolutionary resources and the inherent revolutionary spirit, incorporate contemporary elements, and enhance the educational value of ideological and political education. Regular content updates and activity upgrades should also be carried out to avoid the dispersion of participants caused by excessive brands, which may even compromise the depth of each branded activity.

Second, build a strong professional team to improve the professionalism and authority of branded activities. For the branded activity "Mobile No. 3 Classroom" of the Memorial Hall of the Site of the Third National Congress of the Communist Party of China, in addition to explanations by professional commentators, relevant experts should actively participate in regular branded activities when time permits. Well-known professors and Party secretaries from universities can also be invited to join the interpretation team and participate in the development of branded activities, so as to give full play to the demonstration effect of branded activities and expand their influence. Other venues should also build professional teams, forming a lecture team featured by "leadership by curators, lectures by experts and professors, and improved services by commentators", with emphasis on enhancing emotional appeal in lectures. Only with warmth can activities attract and move people; only with affinity and appeal can they win value recognition and emotional identification. Only by integrating genuine belief and sincere emotion can the effect of moving people with emotion be achieved [10].

Third, deepen coordination and cooperation, establish and improve a long-term mechanism to realize the regular operation of branded activities. Revolutionary venues can take the initiative to invite local schools, enterprises and public institutions for cooperation, deepen coordination, innovate educational forms, promote the communication and infiltration of revolutionary culture, and jointly build an education community. Local governments should also play a coordinating role, encouraging revolutionary venues to establish cooperative relations and joint mechanisms with other institutions to promote the integration of local revolutionary cultural resources into ideological and political education and give full play to the advantages of revolutionary resources in venues. In addition, branded activities of various revolutionary venues can be incorporated into the series of activities of *Kapok Blossoms in the Heroic City* in Guangzhou, realizing city-wide linkage and gathering joint forces for education.

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