

Research on Independent Product Design in Tourism Economic Projects in Research Travel

Ma Yue

Endicott College, Woosong University, Korea

College of Economics and Management, Xianyang Normal University, Xianyang, Shaanxi, China

Keywords: Research travel, Economic project, Independent product, Design, Research

Abstract: The design of independent products in the tourism economic project in the study tour is an activity in which the planners and organizers integrate, analyze and design various tourism resources according to the teaching objectives. At present, China's research travel is still facing weak problems in designing independent products, difficulties in the development of tourism resources and lack of professionals, which is not conducive to the smooth promotion of research and travel programs. Therefore, this paper analyzes the current situation of China's research travel and combines the difficulties faced by independent product design in tourism economic projects in research travel, and further proposes corresponding solutions, which is conducive to improving product development quality and deepening teaching reform.

1. Research Background

1.1 Literature review

Starting from the actual situation of current research and development in primary and secondary schools, combined with the role of research travel in actual operation, it is beneficial for students to fund the design and implementation of tourism project resources and fully enhance students' learning ability (Wu and Guo, 2018). With the advent of the knowledge economy, the traditional way of tourism has gradually shifted to the cultural and knowledge-oriented direction. In this context, China has seen research and tourism projects such as science and technology tours, college tours and cultural tours, which greatly enhance the attractiveness of tourism. Through in-depth analysis of the current research tourism products, analysis of the current status of related product design, and propose corresponding solutions to the current situation of product design, is conducive to the healthy development of research travel (Yi et al, 2016). As long as education is the main goal, the study tour combines tourism and education to form a new form of tourism education. On the basis of analyzing the current status and problems of the development of China's research tourism products, some suggestions on product development are helpful to guide the development of practice (Du, 2015). From the perspective of product creative design, this paper analyzes the basic characteristics of research travel products, discusses the creative design method of research travel products, and proposes new ideas for the current research travel design, which is conducive to meeting the needs of the general public (Yang, 2018).

1.2 Purpose of research

In order to further implement and implement the relevant spirits put forward in the "Opinions on Promoting the Study and Study of Primary and Secondary School Students", to meet the growing demand for research travel in different schools and society, through designing independent products in tourism economic projects in research and travel, and planning differently Studying the travel route is conducive to the realization of a combination of travel and learning. Therefore, designing independent products in tourism economic projects in research and development travel has become one of the urgent problems to be solved in related education fields and travel agencies. During the course of the study tour, the students were able to access the content that was not accessible during the usual learning process, and the personal knowledge system was further completed. At the same

time, in the process of research and study, students also need to rationally plan their own learning and life, and promote the individual's comprehensive development while traveling, which is conducive to the new requirements of the relevant educational institutions. In this context, this paper analyzes the current situation of China's research travel and combines the difficulties faced by independent product design in tourism economic projects in research travel, and further proposes corresponding solutions to further play the role of research travel in educational activities.

2. Research and development status

In the 1930s, Mr. Tao Xing zhi actively promoted the concept of “integration of knowing and doing” and organized primary school students to travel long distances (Zhang et al, 2016). In 2013, the concept of research travel was officially proposed by the State Council. In recent years, the driving role of national policies has been small, and research travel has gradually developed in different dimensions and depths, and its position in different fields has gradually increased. At the same time, in the context of consumption upgrades, the relevant policies for research travel have gradually landed, and the public has gradually begun to focus on diversified and multi-level research travel activities in different educational fields (Shi, 2016). As a result, relevant educational institutions have gradually organized a variety of research and travel activities to cater to the needs of the public, and promote the smooth development of research and travel programs.

In order to further develop the new world of research and development travel, relevant universities make full use of the resources within and outside the school, strive to achieve the sharing of information resources at different levels of education, promote the experiential teaching methods within the university, and carry out innovative talent training mode, greatly enhance The quality of education in the school. As early as 2003, the University of Vienna united five universities and jointly launched the Children's University Summer Camp. It mainly created a good science education environment for students through efficient and idle resources, and fully mobilized the enthusiasm of students while playing. In China, in 2006, the leader of research travel in Beijing's colleges and universities camps was produced, effectively promoting the development of domestic research and travel programs. Judging from the current new model of comprehensive quality education, while the comprehensive quality education for young people is carried out, the vision and goals of research travel and quality education are basically consistent.

The new format of research travel is diverse and the content is relatively new. This novel form of education has rich content and effectively promotes the deepening reform of the university education system. At the same time, the study tour is also a further promotion of the concept of college education, which is conducive to the wide practice of different educational concepts in different ways, greatly improving students' interest in learning. In the past two years, the Ministry of Education has gradually established several primary and secondary school travel and education bases, and many universities are among them. This measure fully reflects the emerging educational institutions in the process of moral education and knowledge popularization. The degree of emphasis on the educational model.

3. The Dilemma of Independent Product Design in Tourism Economic Projects in Research Travel

The organization and planners of independent product design in tourism economic projects in research travel are mainly based on the basic objectives of research travel, effectively integrating different tourism resources, and then implementing planning and design activities. The independent product design in the tourism economic project in the study tour is not only a method jointly launched by the school and the travel company, but also a resource integration between the school, the travel company and the relevant travel scenic spot. In the actual implementation process, the study tour is not only a kind of travel activity, but a new mode that integrates play and study, which can promote the curriculum of tourism products. From the data survey of a number of domestic tourism companies that implement research travel, it is found that the design of independent

products in the tourism economic projects in China's research travel is still facing the following difficulties.

3.1 Insufficient product resource development

The distance to study tourism is relatively short, and the product range is generally required to be local. In any given area, the tourism product resources suitable for research and travel are relatively limited, and some civilizations have relatively scarce historical resources. Moreover, products suitable for research travel may not be within the tourist attractions. For example, the cultural experience tour of some well-known colleges and universities also belongs to the field of research travel, so that there will be certain conflicts and contradictions in the development subject. On the one hand, the study travel is limited by the implementation time. The participation time of the participants is relatively short, and it is impossible to achieve a high product culture experience. Even some primary and secondary school parents are not satisfied. On the other hand, research travel is generally carried out by the main body of tourism resources such as universities and enterprises. Due to the interference of outsiders, it has affected the original teaching order to a certain extent. Many colleges and universities have certain exclusions for some research travel projects.

3.2 Product design lacks theoretical guidance

The design of independent products in tourism economic projects in research travel is an activity in which certain tourism resources are integrated in a certain region. It is also a product of the new era of new education mode. There is a lot of theoretical knowledge, which is relatively lacking. Some of the knowledge systems also need to be further explored. For example, the current theoretical basis for the development of research travel products is relatively lacking, and the standards and development procedures for research travel products are lacking, which hinders the pace of product design and development to some extent. For the design of independent products in tourism economic projects in research travel, strong theoretical support is needed. Therefore, the theory of independent product design in tourism economic projects in research travel needs to rely on socialism with Chinese characteristics to form a strong theoretical support system, which can not only meet the requirements of current educational institutions, but also help to form a good order. Teaching order.

3.3 Lack of product development professionals

For the design of independent products in tourism economic projects in research travel, some high-quality, high-level and professional personnel are required to participate. These people need to have different professional knowledge in tourism, psychology and education, and need to have the professional quality of design for tourism resource development. In the actual design process, relevant personnel also need to clarify the product design standards and solve the basic procedures and evaluation of product design. However, according to relevant data surveys, many travel agencies in China still lack the design of independent products in tourism economic projects in research and travel. The existing participants are still regular travel staff. These staff members not only lack the independent product design ability in the tourism economic project in the study tour, but also the basic quality and quality are relatively scarce, which is not conducive to the independent product design in the tourism economic project in the study tour.

3.4 There is a security issue

For the relevant institutions, the safety of research travel has received much attention. Without security, it is difficult to practice research travel programs. At present, there are many safety factors affecting the design of independent products in tourism economic projects in research travel, including the influence of natural factors, the impact of traffic safety, and the influence of human factors. Adolescents are stimulated by external factors, have a relatively large curiosity about some things, lack public safety management awareness, and are difficult to protect themselves when danger occurs. Therefore, in the study of the independent product design process in the tourism

economic project in the study tour, it is necessary to focus on the corresponding security issues and maximize the risk of avoiding the security risks of tourism products.

4. Independent product design strategy in tourism economic projects in research travel

4.1 Strengthening theoretical research on research travel products

In order to promote the curriculum design of independent product design in tourism economic projects in research and travel, and to achieve the educational goals of all teaching institutions, relevant institutions should strengthen the theoretical research on research travel products and enhance the professional level of planning and developers. Relevant travel agencies should further deepen the relevant research travel courses, and conduct in-depth discussions on some problems in the course of research travel, and provide corresponding theoretical guidance for independent product design in tourism economic projects in research travel. At the same time, relevant institutions should strengthen the training of relevant research and development personnel, and improve the ability of relevant personnel to design independent products in tourism economic projects in research travel. Moreover, the relevant institutions should plan a study tour plan for the department in a coordinated manner, and introduce a reasonable study travel plan, so that students can continue to learn independently, and then cultivate more specialized talents, which is conducive to independent product design in tourism economic projects in the study tour.

4.2 Improve product quality

In view of the current low quality of research travel products, relevant travel management departments and educational institutions should gradually improve the corresponding product laws and regulations, adopt industry standards, standardize the smooth implementation of independent product design projects in tourism economic projects in research travel, and promote the research tourism industry. Develop in a healthy direction. The independent product design in the tourism economic project of high-quality research travel must meet the basic psychological characteristics of different students, and combine the basic psychological conditions of college students to design personalized products. Therefore, relevant teaching institutions should base on the psychological characteristics of different college students and carry out corresponding product design, which is conducive to improving the matching of related products and student needs.

4.3 Rational development of regional research travel resources

China has rich historical resources, and its tourism resources are relatively abundant. The resources available for research and travel projects are relatively large. Relevant institutions not only need to organize corresponding tourism projects, but also need to pay attention to the development of students' knowledge during the travel process, which is conducive to broaden the horizons of students' access to knowledge, improve students' learning ability, and achieve both tourism and learning. Therefore, relevant education and tourism institutions should rationally develop regional research travel resources in response to the problem of insufficient development of tourism resources. On the one hand, relevant institutions should use the existing resources to carry out secondary development of existing resources and improve the utilization rate of existing tourism resources. On the other hand, relevant institutions should develop and form the independent product design system of tourism economic projects in research travel by rationally analyzing regional related tourism resources and combining the educational characteristics of different educational institutions, which is conducive to constructing a new ecology of research travel and forming a unified and systematic system. The travel system has achieved the goal of simultaneous improvement of travel and learning effects, and can ensure the rational use of tourism resources in different regions.

Acknowledgements

This research has been financed by The special research program Project of ShaanXi Department

of Education in 2016 “The Study of Export-oriented Economic Strategy in Shaanxi under the Regional Cooperative Background of Silk Economic Belt”(16JK1806).

References

- [1] Wu Y.Y., Guo S.S.(2018). Research on Independent Design of Tourism Projects in Research Trave, Reference for Geography Teaching in Middle Schools,47(18):71-72.
- [2] Yi L.L., Cui W.Q., Wu B.L.(2016). Research on the Development of Travel Products, Examination Weekly,10(75):164-165.
- [3] Du L.Q.(2015). Research on the Development of Travel Products for Research and Learning: A Case Study of Jin hua, China Commerce,24(24):98-100.
- [4] Yang J.(2018). Research on Tourism Product Design from the Perspective of Creativity, Tourist Survey (Second Half Month),8(07):242.
- [5] Zhang L.Y., Zhao W.Z., Zhang J.N.(2016). Research on the Design and Development of Experiential Tourism Products from the Perspective of Development Consumption View, Merchant,6(29):141-141.
- [6] Shi Q.Y.(2016). Research on the Development and Design of Experiential Tourism Products, New Economy, 35(27):43-44.