

# *Discussion on Teaching Innovation of Red Study Travel*

## —A Case Study on the Second Classroom of Tourism Education in Jiangxi Province

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**Abstract**—Red study travel education is a new pattern of contemporary tourism education, and it is also an experiential tourism innovation project. With the promotion of policies in the sectors of culture and tourism, education and tourism enterprises, as well as the innovative development of tourism industry and the curriculum innovation of quality-oriented education, the study travel has been integrated into the curriculum system construction of young students, - into the daily life of young students, and gradually developed and flourished as a pioneering new way of teaching in the education industry. Based on exploring the development of the study travel industry in Jiangxi Province, this paper analyzed the status quo of the study travel of teenagers in the classroom and discussed the specific problems to offer some references to further deepen the reform of tourism education and simultaneously push forward the teaching development and innovation of the second classroom tourism education.

**Keywords**—Jiangxi province; tourism education; red study travel; teaching innovation

### I. INTRODUCTION

Study travel is a kind of tourism education activity organized by the teaching and learning research department or tourism businesses, which relies heavily on natural and cultural heritage resources, large-scale public facilities, industrial and mining enterprises and scientific research organizations and other well-known institutions. Besides, it takes young students as the subject of learning, and serves the established purposes of teaching and researching. Starting from the market and its development trend, youths have become the main teaching subject, despite the fact that its market subject will be extended to all walks of life, and will gradually, in the future, enter the stage of national participation in study travel. In summary, study travel contains the development, transformation and innovation of contemporary tourism education methods and ideas.

In 2016, China put forward a broad and active educational policy of study travel at the national level, announced the first batch of the top 10 "China Study Tourism Destinations" and 20 research demonstration bases, including Jinggang mountains, Jiangxi Province, Shaoxing city, Zhejiang Province, etc. Among them, the red study travel is the most prominent. Nine

of the 20 study travel demonstration bases announced by the state are red tourist attractions, with a rate of nearly half the list. Red study travel is conducive to the cultivation and practice of socialist core values in primary and secondary school students, to the transmission of excellent red genes, and also to the stimulation of students' love for the Communist Party of China, the country and the people. This is one of the important ways of tourism education.

Against the backdrop of epidemic prevention and control normalization both home and abroad, it has been stressed at the national level that government departments should comprehensively facilitate the prevention and control of the epidemic as well as the economic growth and social development, and adhere to the overall tone of the work of steady progress. The subject of the study travel market should adjust the measures and simplify the procedures, and promote the full resumption of work and resumption of business.

### II. POLICY ANALYSIS AND INDUSTRIAL PROSPECTS

#### A. *The Support of National Policies*

Since February 2013, the General Office of the State Council of China promulgated the Outline for National Tourism and Leisure (2013-2020), which put forward the idea of "gradually implementing the study travel of primary and secondary school students", and several policy documents have been issued. The State Council of China has issued "Several Proposals of the State Council on Promoting the Reform and Development of Tourism", "Several Proposals on Further Promoting Tourism Investment and Consumption"; the National Tourism Administration (2017) issued the "study travel service specification"; the Ministry of Education has issued the "New Situation of Basic Education and Dandelion Action Plan in China", "The Guidelines for the Comprehensive Practice of Primary and Secondary Schools" and "The Key Points of the Basic Education Department of the Ministry of Education in 2019", which provide systematic and comprehensive written specifications in the definition of study travel, significance, standardized management, financial support and the construction of study travel bases.

Among the current red study travel attractions in Jiangxi Province, Jinggang mountains' industrial development benefits the most, from the red training especially in the party and

This paper is a school-level youth project of Jiangxi University of Finance and Economics, "Research on Policy support of Red Tourism in southern Jiangxi province" (Project Code: 04662015). Phased results.

government organs and enterprises and institutions employees, and they have been playing a typical exemplary role throughout the country. In the course of study travel activities focusing on "party spirit education", the market segmentation for primary and secondary school students is insufficient, together with the relatively deficient supply of red study travel tutors. Furthermore, the quality of teaching is yet to be improved, and the development of study travel courses is inadequate as well.

Study travel at the national level has been strongly supported by policy, but at the macro level, management measures still need to be further improved and upgraded, while at the micro-level, for the sake of teaching effect of study travel, there are still no uniform evaluation criteria and teaching evaluation methods. The establishment of the second classroom of tourism education combining learning and tourism is an active exploration of the teaching mode of ideological education for contemporary young students, which needs to be mulled over and improved by all sectors of society.

#### *B. The Practical Significance and Development Prospects of the Development of Study Travel*

First, the number of education objects is huge, and the potential of research travel market is great.

In July 2019, the Ministry of Education of the People's Republic of China issued the 2018 National Statistical Bulletin on the Development of Education, which shows that in 2018, there were 518,800 schools of all levels in China, covering: pre-school education, compulsory education, special education, high school education, higher education, and private education. There were about 276 million students at all levels of education. Among them, 186,391 million children enrolled in pre-school education, 150 million students in compulsory education, 39.3467 million students in high school education, 38.33 million students in all types of higher education, and 53.7821 million students in private education. The study travel in modern sense is still in its infancy of development, and the potential market volume of its industrial development can be huge.

Second, exam-oriented education highlights its disadvantages, and study travel is an innovative exploration of the curriculum reform of quality-oriented education.

In 1993, China established in the form of a document that basic education should be converted from "test-oriented education" to comprehensive improvement of national quality education, which focuses on improving students' ideological, moral, cultural, labor skills and physical and psychological qualities. However, school education is still restricted in the framework system of test-oriented education, and the all-round development of young students is still facing many bottlenecks brought about by examination-oriented education. Contemporary study travel is relying on tourism enterprises on the one hand to carry out capital operation, on the other hand, relying on the education sector for curriculum design, research innovation, with a view to combining more fully those study travel resources and educational concepts, which is not only the innovation of contemporary study travel, but also one of the effective paths of tourism education it is exploring. The

proposal of study travel is an important measure for the country to implement quality education, and its development plan should be able to match the current environment and pattern of tourism development. Therefore, study travel is both the fruit of history and the trend of the development of the times in the reform process of quality education curriculum.

Third, study travel is required by red cultural heritage protection and the innovation of tourism education.

Culture is the general designation of material wealth and spiritual wealth created by human beings in the process of social development, and cultural inheritance refers to the transmission and undertaking process between the two generations. Red culture is the grasping hand of ideological education after the founding of New China, and the people should have cultural confidence in it. Cultural self-confidence lies in the full affirmation and active practice of a nation, a country and a political party to the value of their own culture, and they all fully convicted of its cultural vitality. Red cultural heritage is the memory and inheritance of history, red study travel can help young students to establish a positive view of history and values, which is also the way the red cultural heritage carrying forward the innovation of tourism education.

### III. AN ANALYSIS OF THE PROBLEMS IN THE STUDY TRAVEL IN JIANGXI PROVINCE

#### *A. Research on the Focus of the Tourism Industry*

One of the essential parts in the study travel activities that can cause the community to pay attention to is the safety issues, since a considerable number of the Chinese family has only one child, so schools often face a certain degree of travel risk while organizing students to travel, and parents are also worried. Thus, before the study travel, there will often be insurance, medical industry products involved, which, to a certain extent, increases the economic costs. In the teaching of study travel, the most lacking element is the professional tutor. In the current "good and bad intermingled" market, professional study travel tutors are evidently in short supply.

This should be done at the national level to do a good job of top-level design and strict access mechanism. The institutions and teachers engaged in study travel are qualified to be audited. In the study travel product design, the most urgent plan is to set innovative, characteristic study-travel courses, which are related to the market competition. By means of this, study travel products may stand out, and occupy a share in the market.

#### *B. The Teaching and Research Thinking Caused by the Study Travel in the Academic Circles*

In November 2018, the first Jiangxi Study Travel Summit Forum and Study Travel Instructor Training were held in the Academic Report Hall of Nanchang University Graduate School. The forum mainly discussed the study travel policy trends, industry pain points, consumer hot spots, reality confusion, industry development, base building, curriculum design and other key issues, and carefully designed the study travel industry integration, discipline integration of the two major themes salons.

### *C. The Question of the Product Form of Study Travel*

Jiangxi Province has a large number of travel agencies and the provincial capital Nanchang City has an abundant number of brand travel agencies as well. During the outbreak of Novel coronavirus pneumonia, after industry research, people found that study travel products were sold less online, with product customization mainly to teachers and travel agencies to contact. For example, in Nanchang County Phoenix Gou, Nanchang City, the new district of Wangshan Tuku and other places, day trips were carried out for primary school students mainly, including spring tours, autumn tours, and so on, while long-distance study travel like summer camps and other forms, generally as long as three to seven days, mainly for junior high school students with Nanchang and its surrounding study travel, mostly for short-term tourism activities, which is the source of a wide range of tourist groups.

### *D. The Study of the Route Design of the Study Travel*

Jiangxi Province has launched a representative study travel routes which mainly include: hero city Nanchang, Nanchang uprising - Yuzhang old county, Tengwang Pavilion day trip; Nanchang - CHINA, Jingdezhen ceramics - drunken beautiful village five-day tour; the revolutionary cradle, Jinggang mountains - Jizhou kiln, Meipi five-day tour; Lushan Falls - White Deer Cave Academy - Jingdezhen, Wuyuan five-day tour, whose tourist routes are all well-developed. However, this kind of study travel currently lacks the corresponding study travel tutors and more innovative characteristics of the study travel courses, and they are more inclined to carry out commercial tourism activities launched by travel agencies, who pay more attention to the nature of "travel" and pay less attention to the connotation of "learning".

At the same time, in May 2019, Jiujiang City set up the Institute of Study Travel, which is aimed for primary and secondary school students to "read a million volumes of books, travel miles", and thus, it also launched 6 boutique routes. The study travel routes and courses introduced by the Jiujiang study travel Society are still more scientific and standardized, avoiding the phenomenon of "travel only without learning" or "study only without traveling".

## IV. THINKING ABOUT THE TEACHING OF RED STUDY TRAVEL

### *A. The Design of the Teaching Objectives of the Red Study Travel Course*

The main objectives of the study travel course generally include four dimensions: knowledge, ability, emotional and attitude value area, core literacy, etc. First of all, in the teaching goal design of the study travel curriculum, the study travel products on the market are generally positioned as the experience-oriented, participatory and interactive research learning with young students as the main body. The difference between study travel and general in-school curriculum design is that it emphasizes the main position of students, and pays attention to students' participation, social practice, active learning, interest training and research and innovation. Secondly, in the course design of study travel, it highlights the main role of students in the process of travel, and lets students think about research, and actively explore, experience first-

hand, empathize, and finally obtain the further optimization of knowledge structure and improve the self-competence of various aspects. This way of learning is different from the traditional classroom examination education system in that it can stimulate the enthusiasm of the educated students to learn, and promote the "short-board" compensation process of the educated one in the comprehensive quality, and thus, the ability of the educated to think creatively to be greatly improved. Finally, study travel belongs to the second classroom of tourism education, and it is a practical classroom that the government departments, enterprises, schools and parents support and participate in to cultivate students' world outlook, as well as outlook on life and values.

### *B. The Selection of the Teaching Themes and Contents of Red Study Travel, as well as the Discussion of Design Principles*

The topic of study travel teaching covers three dimensions: perceived surface knowledge, promotion of intrinsic emotional cognition and values, and acquisition of individual practical skills. Through the careful design of the research task and content, the educated people set up the sense of task, stimulate the cognitive attitude of exploring the intrinsic nature and law of things through the appearance, and then the students actively study, think, research and innovation, and their key abilities are therefore enhanced: emotional cognition, teamwork, innovation and professional ability. The principle of teaching design of study travel needs to take into account about the age characteristics of the educated, the national conditions of the educated, the provincial situation, the county situation and other regional cultural characteristics, and the differences in the needs of the educated directly affect the principle of teaching design.

And during the outbreak of Novel coronavirus pneumonia, the space for study travel was squeezed; the government clearly put forward that students could not travel out of the province, the city, or even out of the district. The topic of study travel has been adjusted and changed accordingly; some schools began to recruit on-campus study travel activities courses. As for the time dimension, the government, education departments, enterprises, parents reached a consensus as to shorten the study time.

### *C. The Issue of Innovative Planning for Red Study Travel Routes*

The innovation of study travel products generally refers to the functional innovating of the old products of the tourism enterprises. It is characterized by diversity, covering product innovation, process innovation, market innovation and management innovation. It is the natural law of the survival of enterprise products, and any tourism product that sits according to its life cycle law. The planning of the route of study travel products should rely on the natural and cultural resources of study travel, arrange it rationally in time, and design it scientifically in space. In the specific operation, the management should make full use of the well-built international-level, provincial-level study travel base resources, use and continue to develop and innovate fine research lines. This requires managers to adhere to the principle of overall

planning, to take into account the principle of balance, to take into account the economic capacity of the educated persons who study travel, and to facilitate their research routes. At the same time, the management must take into account the safety principle of prevention, and insurance companies, community hospitals to establish long-term contact.

#### *D. The Evaluation Mechanism of Red Study Travel Course*

Some courses on study travel lack scientific and reasonable evaluation system. Teaching evaluation is an evaluation estimate of teacher's teaching effect and students' knowledge mastery in the teaching process. Scientific evaluation criteria can measure the level of curriculum design of study travel, can effectively feedback the curriculum design and learning of related issues, and can help adjust the teaching content, teaching methods and methods of study travel promptly. This can improve the quality of teaching in study travel. In the academic circles, there are two types of curriculum evaluation mechanism: the target orientation of the results and the evaluation of comprehensive quality. First, the course evaluation mechanism is based on the goal of the results. At present, there are three ways of evaluating the mainstream "result target orientation" education: goal-to-reach orientation, "generative" target orientation (process orientation), and subject orientation. In the evaluation process of the actual study travel course, it is necessary to take into consideration the characteristics of the study travel course itself, to combine the process orientation and the subject orientation, quantitative and qualitative evaluation while highlighting the qualitative evaluation. This is based on the guiding ideology of curriculum reform in the new period; curriculum evaluation should highlight the developmental function and motivational function of evaluation, based on promoting students' learning and comprehensive development. Second, comprehensive quality evaluation. In 2017, the Beijing Municipal Education Commission issued the Measures for the Implementation of comprehensive quality evaluation of ordinary high school students in Beijing (Trial), which emphasized that "comprehensive quality evaluation is an important system for the observation, recording and analysis of students' overall development status and an important system for in-depth quality education" and the importance of "effectively changing the training model of talents". Its main way is to record, based on facts, student growth in the form of manual and document. Harvesting records in the study travel manual, study travel accompanied by growth is a continuous, long-term process.

The management should design the teaching evaluation standard according to the scientific theory, and also integrate the study travel into the comprehensive curriculum, and the study travel should have the mechanism of scientific effect evaluation. If there are no effective evaluation criteria, it will affect the fair competition and progress of tourism education industry.

## V. CONCLUSION

Red study travel in Jiangxi Province is a kind of research learning tourism activity carried out by the main tourist subject relying on the local red culture of Jiangxi Province. This is the second classroom of red thought education in the education department, and it is also the new tourism product developed by tourism enterprises, and the teaching innovation is in urgent demand for the fierce competition in the current tourism market. At present, a considerable part of the red study travel still lack for scientific, reasonable and perfect teaching design. From the perspective of education management departments and schools, study travel needs a perfect curriculum system, which requires the implementation of China's national education policies and guidelines, and the optimization of curriculum design at the school level. From parents, they expect students to further deepen and improve their learning expertise in extracurricular study travel activities and improve students' self-growth ability and social adaptability through study travel activities, so as to obtain the highest return on family investment. From tourism enterprises, we should not only meet the product demand of schools, parents and other source groups by designing scientific, reasonable and innovative products that can arouse the psychological resonance of the student group, but also need to consider the profit return of enterprise selling enterprises.

Therefore, the perfect red study travel course design is the product of multi-party thinking and game. For the innovation of curriculum design, it can't be separated from professional planning talent, but need to take into account the complex market environment faced by study travel, as well as the special needs of the source group. The innovation of red study travel teaching promotes the effective improvement of the teaching quality of tourism education and makes its teaching evaluation mechanism more scientific and reasonable, which is an effective path exploration for the sustainable development of red study travel under the normal pattern of the epidemic.

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