

Research on the development of study tour products of Odors

Lv Xiaolei^{1,2}, Liu Junxia^{1,2}

¹ Ordos Eco-environment Vocational College, Ordos, Inner Mongolia, 017010, China

² Ordos City Yijinhuoluo Banner Xinmiao Elementary School, Ordos, Inner Mongolia, China

Keywords: Ordos city; Study Tours Products; Development

Abstract: With the support and guidance of the state in policy, study tours, as a new form of tourism that adapts to the development of global tourism, has attracted wide attention from schools and travel-related institutions with the mode of “education + tourism”, and is striving to develop tourism products with the theme of research tourism. Study tours travel has developed rapidly in a few years, and has become a new favorite of tourism in recent years. This paper studies the current situation of study tours in Ordos, analyses the advantages and problems of the development of study tours in Ordos, puts forward strategies and suggestions for the development of study tour products, and tentatively designs study tours products with local characteristics in order to realize the healthy and efficient study tours in Ordos. This research provides theoretical basis and reference.

1. Introduction

The research travel course developed in our country is not the first one in our country. To a great extent, it is a reference for the study travel course in Japan. As a comprehensive practical activity course in primary and secondary schools, research travel is an educational activity combining research learning with travel experience. Research travel is the purpose, travel is the means, and it is the emphasis of carrying moral cultivation education, excellent traditional culture education, patriotism education, social education and national conditions education important platform. From the beginning of the concept of research travel, to the attention of research travel products continues to rise, and then to the research travel activities with local characteristics quietly rise throughout the country. As one of the six new elements of tourism development, research travel will become a growth point of tourism development.

2. Analysis on the advantages of developing study tours in Ordos city

2.1 Policy support

From the National Tourism and Leisure Program (2013-2020) in early 2013, the first time “research travel” was put forward. By 2014, “Several Opinions on Promoting Tourism Reform and Development” for the first time clearly defined that research travel should be included in the scope of daily education of primary and secondary school students, followed by “General Office of the State Council on further promoting tourism” in 2015. Some opinions on investment and consumption regard “research travel” as an important measure to expand tourism development space and promote tourism consumption at the national level. By 2016, 11 departments such as the Ministry of Education and other departments, Opinions on Promoting Research Travel for Primary and Secondary School Students, require that “research travel should be included in the school education and teaching plan”. With the encouragement and support of relevant national policies, research travel in Ordos is in an opportunity period of development.

2.2 Resource endowment

Ordos is rich in tourism resources, diversified products and perfect system, with distinct regional and ethnic characteristics. With first-class resource endowment, basic conditions and regional popularity, tourism in Ordos has developed rapidly. By the end of 2018, the city has built 49

national A-level tourist attractions, including 2 5A-level tourist attractions, 28 4A-level tourist attractions and 13 AAA-level tourist attractions; 29 star-rated hotels, including 1 five-star hotel, 7 four-star hotel, 17 three-star hotels; 118 travel agencies; 1 model village of rural tourism in China; There are 1 demonstration base for rural tourist creation and 20 gold medal farmhouse entertainment in rural tourism in China.

2.3 Strong demand

In the whole year of 2018, the city of Ordos received about 14.5 million domestic and foreign tourists, an increase of 18% over the same period of last year; realized a total tourism income of 44 billion yuan, an increase of 16% over the same period of last year; Ordos tourism developed vigorously, the market demand was strong, the scale of tourists was constantly expanding, the tourism income increased year by year, and the tourism development situation was good. On May 6, 2017, the first desert research camp, parent-child cat Desert Research camp, covering an area of 500 mu, was officially built in Engelberg ecological zone, Ordos City. The launch of parent-child cat Desert Research camp marks a substantial step in desert research tourism in Ordos, and also brings new vitality to desert tourism. The first desert research camp located in Ordos is an important opportunity for the development of research travel in Ordos.

3. Problems Existing in the Development of study tours Products in Ordos City

3.1 The Form of Activities

In the current practical operation, the research activities mainly take the form of summer camp and winter camp. Most of them pay more attention to traveling than to studying or watching flowers on horseback. They deviate from the purpose of “traveling in middle school, in middle school”. There are phenomena of “only traveling but not learning” or “only learning but not traveling”, which lead to poor quality, low efficiency and even low efficiency of the research travel. It makes it alienated, deviates from the original intention of research travel, and the effect of education is not very obvious. There are still many people who fail to distinguish the similarities and differences between research travel and classroom learning and general tourism. Many parents and even some school administrators and teachers confuse research travel with off-campus activities and second class. Many tourism departments take research travel as a business opportunity to expand tourism business. In fact, research travel is different from general tourism, and there should be special requirements for its “learning” and “doing”. The fundamental purpose of research travel is to “learn”, and “doing” is only a means of “learning”.

3.2 Single product form

With the intensive introduction of national policies, different study tour products have been launched in Ordos. At present, the research travel market has a relatively single type and weak pertinence in the design of research travel products. There are still gaps in the research of research travel products. The barrier for research travel products to enter the market is not high, and study tour products lack themes and uniform content design.

3.3 There is no novelty in the design of study tour courses

As an important part of research travel, the design and development of research courses is the core and most difficult problem of research travel. The study tour business in Ordos is in a promising period of development opportunities, but there are also many bottlenecks and drawbacks. After investigation, it is found that the current situation of research travel in primary and secondary schools in Ordos region mainly exists in the lack of subjectivity in curriculum development, the insufficient use of local resources in curriculum design, and the lack of a complete and systematic curriculum system. To break through the bottleneck and achieve development, the key lies in the development and design of research courses.

3.4 Hidden dangers in study tourism safety

The consumer group of study tour products is mainly students, so the safety of study tour is the most important. Because the primary and secondary school students have weak safety awareness, weak self-protection ability and greater risk coefficient, it is more necessary for tourism organizers to avoid tourism risks, guardians to be more cautious and do a good job of safety protection reminder supervision. There is a great hidden danger to personal safety of students.

4. Strategy of study tour products in Ordos city

4.1 Combination of “Learning” and “Action”

Study tour is a combination of “learning” and “doing”, “doing” is a means, and “learning” is a goal. Research travel is to let students “learn” in “line” and “do” in “line”, to ensure the quality of research travel, we must “learn” and “line” combination. The key to the combination of “learning” and “doing” is to reform and improve the evaluation mechanism. On the premise of fully respecting individual differences and encouraging diversified development, schools should scientifically evaluate the situation and effectiveness of students' participation in research tours, and gradually incorporate the evaluation results into the credit management system of students and the comprehensive quality evaluation system of students. Research travel is an extension of school education activities. In practice, only by taking full account of the characteristics of “learning” and “doing” and ensuring their quality, and combining “learning” and “doing” closely, can study tour really play the role of cultivating students' core literacy.

4.2 Enriching the types of study tour products

We should design and develop research travel products according to the law of students' physical and mental development, and combine with the birth of many new forms of tourism, develop new tourism products, such as agricultural tourism, industrial tourism, etc. into the category of research travel, and “learn” in “travel”. Integrating and optimizing the existing tourism resources and enriching the research tourism products, such as the research tourism brand of “The Way of Traditional Chinese Studies” designed by Shandong Province. At present, most of the research travel activities are carried out by travel agencies, and the products designed by them lack educational value. This requires that when designing research travel products, enterprises should consider not only the educational and safety demands of schools and parents, but also the interesting and entertaining requirements of children, and create research courses that can meet the needs of all parties.

4.3 Careful Creation of study tours Courses

The design and development of research courses should focus on the three dimensions of “cultural accomplishment, self-development and social participation”, dig in-depth local resources, enhance the connotation of research practice, and create research courses to highlight the characteristics of education, practice, interest, experience and security, and continue in the process of research practice. Improve and improve. Firstly, the research courses should be designed to improve students' cultural literacy, with different cultural themes, refine the types of courses, and focus on creating high-quality research courses, such as “exploring the mausoleum shrines and feeling the Mongolian and Yuan cultures”. Secondly, we should focus on promoting students' self-development, train students' various abilities in research practice, and improve the effect and value of research travel, such as “learning Mongolian traditional craftsmanship, inheriting the spirit of big country craftsmen” and other research practice. Thirdly, to stimulate students' enthusiasm for social participation as a foothold, to tap local resources in depth, to develop a local characteristic curriculum and to cultivate students' emotions and national feelings towards traditional culture, such as “witnessing national treasures, feeling long history, and loving pride in heaven” study tour courses.

4.4 Establishment of Safety Guarantee Mechanism

Establishing a mature safety guarantee system and formulating a safety emergency plan for research travel activities are important prerequisites and guarantees for the development of a study tour activity. Before the activities, we should make full preparations, and the executing agencies must step on the spot beforehand, establish the safety zone, and take precautions as the main means to ensure safety. Develop safety manual, carry out safety education, and let students learn self-management. According to the age characteristics of the students, a study travel system is established in primary school, in junior middle school, in county and city, and in senior high school, in provincial and national conditions.

5. Conclusion

This paper puts forward some disadvantages in the development of study tour products in Ordos City, and actively adopts corresponding measures and strategies to avoid some common problems in the development and design of study tour products, and to promote the continuous progress of study tours with local characteristics of Ordos.

References

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