

Research on the Role of Research Travel in the Dissemination of Modern Red Cultural Resources

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Abstract: On February 2, 2013, The General Office of the State Council on printing and distributing the national tourism and leisure program (2013-2020) issued the national tourism and leisure program (2013-2020), the program put forward the idea of "gradually promote primary and secondary school students to study and travel". Therefore, this study will also make use of its connection with the dissemination of red cultural resources to explore the role of research travel and analyze its practical significance and value. China has entered the decisive stage of completing the building of a moderately prosperous society in all respects, and postgraduate travel is now in a period of promising development opportunities. Local governments should give priority to postgraduate travel and promote its sound and rapid development. As an innovative form of connection between school education and off-campus education, research travel is an important part of education and teaching and an effective way to educate people through comprehensive practice. Carrying out research and study Tours can help students cultivate and practice core socialist values and arouse their love for the party, the country and the people, correctly recognize the guiding role of socialist core values. In this paper, we proposed a factor analysis algorithm, which conduct a quantitative analysis between the two contents. In summary, our contributions are as follow.

1. Introduction

As an important measure to deepen the reform of quality-oriented education and a new way to explore the transformation and development of tourism, the research on the related policy theories and practices of the educational and tourism circles in China has been initiated. Around the policy promotion, theoretical origin, educational function, implementation characteristics, practical strategies and other issues of research travel, the academic community has carried on a heated discussion and formed a number of academic research results. Combing the past five years the domestic scholars on studies of travel research, theoretical basis and practice to promote and present studies are summarized on the basis of objective existing problems in the research of travel, try to put forward for future research study travel researchers and research learning travel organizer reference research perspective, research field, research methods and practical strategies. Represented by summer camp of new education curriculum gradually attention, this way of practice education to cultivate students' practical ability, social activity ability, and found the problem and the ability to solve the problem, its advantages make up for a lack of school classroom education is increasingly outstanding, driven by the ministry of education policy, along with our country has been a steady rise in household income and the transformation of the parents' education concept, increasingly strong demand studies of travel, travel + education double combination of travel products are widely welcomed by customers, studies travel has a huge market prospects for development and good opportunities for development, research of primary and middle school students learn to travel in golden development period.

As postgraduate travel becomes the rigid demand of students in school, the penetration rate of postgraduate travel in schools will increase rapidly in the next 3 to 5 years. According to incomplete estimation, the overall size of postgraduate travel market will exceed 100 billion yuan. In the future, cross-border integration of schools, study-abroad agencies, training institutions, travel agencies and other related enterprises will become the main direction of the development of study-abroad travel, and the concentration of the study-abroad market is expected to increase. At the same time, by

integrating educational elements, RSM creates more value and forms differentiated competition with ordinary tourism products. In addition, consumers have a lower price sensitivity to RSM, so RSM has a better guarantee of profit margin.

2. The research methods

At present, academic researches on research tourism mostly start from a broad definition, and have achieved certain results in terms of basic concepts, current situation and problems, motivation and behavior, influencing factors and destination product development countermeasures. However, some researches have not made a clear distinction between research tourism, study tourism and educational tourism. Considering that postgraduate travel is a kind of special leisure travel behavior, when participating in postgraduate travel, the age, growth background, family, educational environment and cultural influence of the group should be considered comprehensively. To small and medium-sized students under the background of our country's education environment, the specific analysis of the education environment, family environment, cultural environment, and leisure or tourism environment factors such as the participation studies the impact of travel is very necessary, can also travel further modification studies participation motivation and restriction factor index to provide the reference [1-2].

2.1 Analysis methods

SPSS20.0 and AMOS22.0 were used for statistical analysis of samples, including reliability and validity analysis, exploratory factor analysis, confirmatory factor analysis and path regression analysis. Specific evaluation objects are divided into the following aspects:

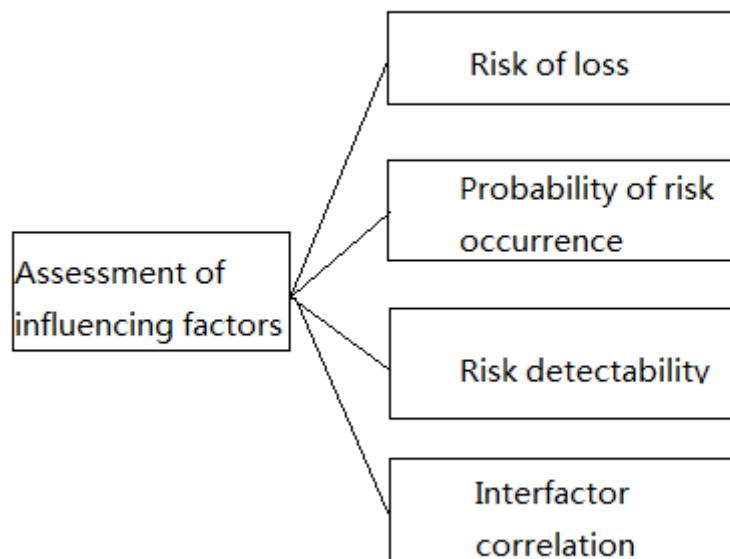


Figure 1 Research travel project evaluation

2.2 Factor estimation

AMOS used the maximum likelihood method to estimate the coefficients of each path, including the estimated value, standard error (S.E) and critical ratio (C.R). If the absolute value of C.R is > 1.96 , the estimated value reaches the significant level of 0.05. The purpose of structural model analysis is to test the consistency between the results and the conceptual model and whether the relevant assumptions can be supported by the model results. Generally speaking, the larger the path coefficient is, the closer the relationship between variables is, and the greater the influence of variables. After the initial construction of the model, the path relationship between factors and indicators was continuously modified with the guidance of the modified indicators [3-4]. See figure 2.

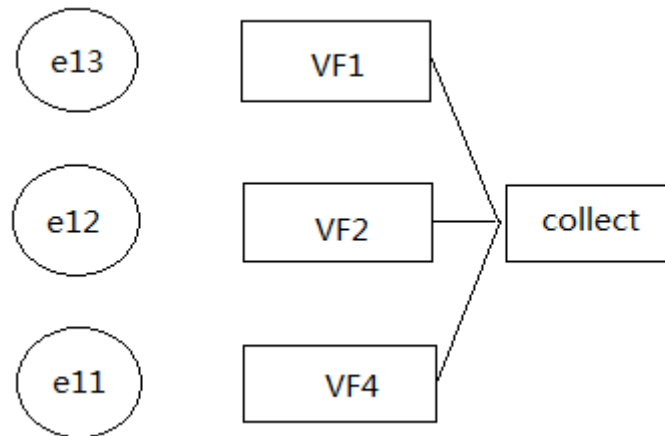


Figure 2 The regression model

2.3 Hypothesis analysis

The practical investigation and data analysis on the subjects involved in the research travel show that: first, the motivation of research travel has a significant positive impact on resource development, and H1 hypothesis has been verified. Further analysis of the influence of common factors contained in motivation on participation shows that, except for the basic participation behavior, all the other motivation factors have a positive impact on the participation of research travel in red resource culture [5]. The second is that travel restriction of research has a significant negative impact on participation, which is shown in figure 3 and figure 4.

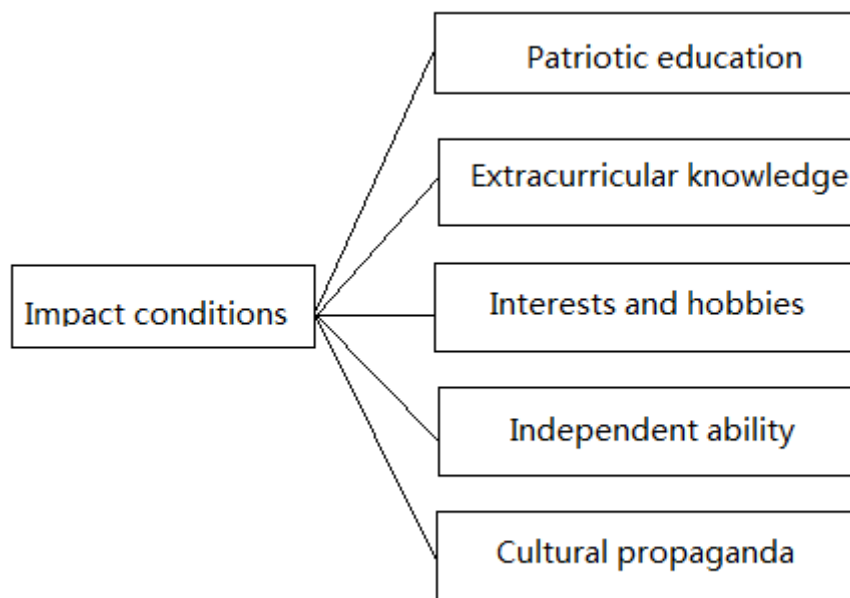


Figure 3 Study the relationship between tourism and red resource culture

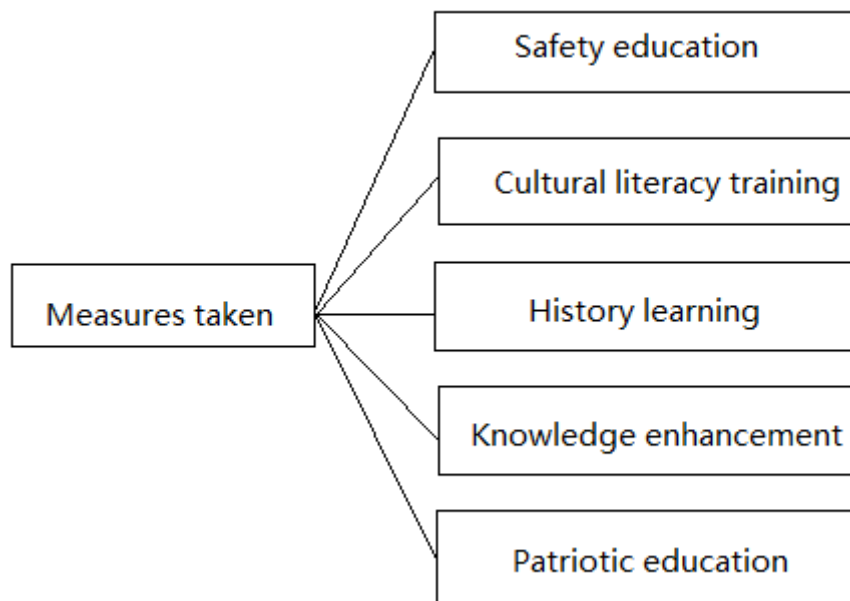


Figure 4 Study the connection between tourism and red resources

3. Experimental Design and Analysis

The party and the government to stand in the strategic height of national and ethnic development, vigorously promote the research of primary and middle school students learn to travel, primary and secondary school students were asked to use a certain amount of time, out of the classroom, to the society, the research-type learning by way of collective travel, concentrated accommodation and travel experience with the combination of external education activities, relying on red resources, humanities resources, natural resources, to the student to carry on the revolutionary tradition, ideal faith and patriotism education, national education and comprehensive education practice. Among the numerous educational goals, only the red theme research is the most important carrier. Red theme research travel is the soul of research travel [6]. From the research results, we can also understand its special importance. The main purpose of the research trip is to get students out of the school, into the memorial hall, exhibition hall, field and other practical bases, so as to understand the life knowledge and the cutting-edge of science and technology, so as to carry out practical training and thematic education.

In the future work, it is necessary to make use of the influence of relevant subjects such as school and parents to promote the internal transformation of students' external motivation. As primary and middle school students lack certain independent ability, they are more dependent on parents and teachers in life and study, and listen to parents and teachers more when making decisions. Therefore, to strengthen students' participation motivation, on the one hand, it is necessary to take the lead in gaining teachers' recognition of the research trip, promote students' interest in the research trip through active publicity and advocacy by teachers, and guide students to actively participate in the research trip [7]. On the other hand, popularize the positive role of research travel in education to parents, change the wrong concept of "research is play", take the lead in obtaining parents' support and recognition for research travel, and then influence students' motivation to participate in research travel through parents' expectations of becoming talents and active guidance. Specific can according to the following requirements.

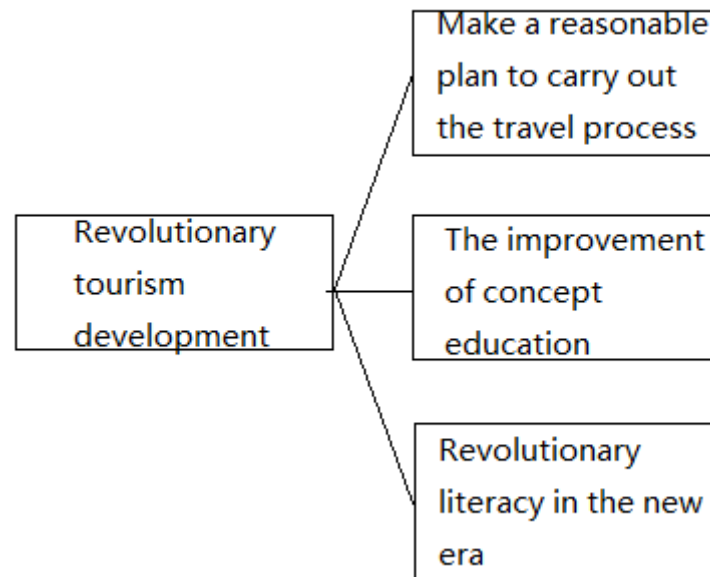


Figure 5 “Red” postgraduate travel in the new era

Students in primary and secondary schools are one of the important groups of tourists. Through red tourism, students can be well educated, and students' patriotism, ideology and morality can be well cultivated. As a new way to distinguish the traditional indoctrinating education, postgraduate travel should not "just swim without learning", or "skim the surface", but truly realize the purpose of "experiencing diverse cultures". Local organizations launch unique research Tours, which provide students with a new life experience. Students can experience a different way of learning, and their traveling colleagues can learn more about history and their hometown. At the same time, it also promotes the development of sichuan's postgraduate tourism [8].

4. Conclusion

Although this study from the perspective of multiple activities subject developed comprehensive studies travel and index system of red resource restriction, but still is given priority to with the students' motivation and restriction factor, only to the government, schools, teachers and parents as the motivation and restriction factors factors refer to the student studies travel, from the Angle of the micro main body discusses the studies of travel motivation and restriction factor, from the perspective of macro subject studies of travel motivation and restriction factor analysis still needs further research. The follow-up work, should construct a universal travel motive force - studies further reading.in matrix chart, used to measure any regional studies travel motivation and restriction of the state, for the division of regional primary and middle school students studies travel development stage, in-depth understanding of regional studies travel development present situation and characteristics, will be of great academic value and practical value.

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