

Research on the Development Path of Study Tours for Primary and Secondary Schools based on SWOT Analysis

-- Take Shaoxing Non-foreign Heritage Study Tour as an Example

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Abstract: Intangible cultural heritage is an important symbol of the historical and cultural achievements of a country and nation, and is an important part of excellent traditional culture, while study tours are an important means to make intangible cultural heritage "come alive". With the development of economy and society and the improvement of people's living standard, China has entered a new era of mass tourism. Purely sightseeing-based tourism can no longer meet the desire of tourists to "seek new, different, knowledgeable and enjoyable". Through study tours, primary and secondary schools organize students to get out of campus, expand their horizons and knowledge in a life different from the usual, deepen their closeness to nature and culture, increase their experience of collective lifestyle and social morality, and enhance their self-care ability, innovation and practical ability. In this paper, we analyze the current situation of study tours in Shaoxing city, analyze the current situation and problems of the development of non-heritage study tours in Shaoxing city with the help of SWOT analysis, and propose improvement strategies to help the local study tours develop more healthily.

Keywords: Study Tour; SWOT Analysis; Non-Foreign Heritage Culture.

1. Introduction

As modern people place more and more importance on education, the forms of learning have diversified and more primary and secondary schools are asking students to take study tours after school so that they can learn during the tour. Parents and teachers are paying more attention to the overall development of their children's moral, intellectual, physical, aesthetic and labor. And the study tour route selection is a headache for many parents, the project provides a whole study tour route package design, not only can make students more comprehensive learning book knowledge, but also more convenient for parents. We also study the problems of study tours and propose solutions.

2. Background of the Study

In ancient times, there was a way of learning in China, the "study tour". The sons and daughters traveled around the world, learning new things and spreading the ideas of various schools of thought. However, the ancient study tours are too old and have not been passed down. In the West, the "Grand Tour" movement emerged among the aristocracy in the 17th, 18th and 19th centuries, in which children's abilities were developed through travel and study in various European countries, and today European schools can still organize cross-country study tours among the Schengen Agreement countries, which has become one of the traditional activities in Western education. In addition, Japanese school trips have also emerged since the Meiji period - study tours that allow students to experience society directly, learn about nature and culture, develop coordination with others, and emphasize the importance of education.

Study tour is a fast-developing educational project in recent years, which is an attempt to conform to the educational

reform in the context of "double creation" in China.[1] With the functions of both tourism and education, it is an important boost for primary and secondary school students to broaden their horizons, enhance their cognition and improve their quality, and it is of great significance to the overall development of students and the construction of a harmonious campus.

The education system in China is in an important stage of reform, and elementary school students are more inclined to "moral, intellectual, physical, aesthetic and labor" balanced development, this development relies only on the educational activities on campus is far from enough to meet the current educational needs, in more time to put knowledge into practice in society, in practice to enrich knowledge, is to achieve the quality of education. goal. In 2013, the General Office of the State Council issued the "National Leisure Tourism Program" proposed "gradually promote primary and secondary school students to study and practice"; in 2014, the "Opinions on Promoting the Reform and Development of Tourism", mentioned to further clarify the study tours into the daily education of primary and secondary school students.

Study tours have gradually become the most important way and means to achieve quality education. In recent years, Shaoxing relying on the rich natural resources and profound humanistic heritage, to create a number of cultural tourisms, agricultural tourism, military integration study brand, build a "combination of learning and travel, education and fun, distinctive" study development road. At present, the city has a total of 1 national primary and secondary school students' study and practice education base, 5 provincial primary and secondary school students' study and practice education base (camp), municipal and above primary and secondary school students' study and practice education base (camp) 29, the first to develop the "study travel base and camp construction and management norms" and other four local standards. The

city's districts and counties (cities) adhere to the development of research characteristics, around the "cultural roots, the style of the Yueji, sages and celebrities, close to nature, scientific and technological exploration, red heritage, beautiful countryside" and other content "a city a policy" to build research demonstration base, the development of "Sanwei Shuya - Lu Xun's hometown", "Pursuing the footprints of celebrities, inheriting ancient Yue culture", "Maple Bridge experience", "Dayu culture " and a number of research boutique routes.

3. Research Significance

3.1. Relevance

From the school side. Study tours can play a very important outreach role. What students can get from study tours is also not only academic gains, but more importantly, rich social experience and concept development beyond learning theory. Study tours have multi-channel itineraries and diversified forms, allowing travelers to better understand society, observe society, and experience culture, etc. from field observations, practical exercises, and activity participation through a new presentation and combination of travel and study. And for schools, it is also an important channel to cultivate students' social practice ability.

From the aspect of the student body, Study tours can enhance students' practical ability, self-management ability, and the spirit of innovation, expand the youth's horizons, enrich their knowledge system, experience a collective way of life together, enhance the closeness of people to nature and Chinese culture, and thus strengthen the youth's sense of social responsibility. It is a breakthrough from the traditional mode of teaching and receiving in the classroom and awakens students' eagerness for knowledge.[2]

Students meet the psychological demand of pursuing happiness through the activity carrier of study tours. Study tours not only allow students to free themselves from the pressure of heavy study, enjoy a new free and comfortable mood, regain the relaxation of the mind, so that their own mindset to adjust and improve, but also allow students to more comprehensive and in-depth familiarity with their own origins, broaden their horizons and enrich their own social practice experience. The combination of the experience from the study tour activities and the meaning of the study tour affects the degree of cultural awareness and emotional identity, so that cultural awareness and emotional identity become an important educational content of the study tour, which is precisely the practical significance of the existence of the study tour.[3]

At the same time, enhance the tourist travel experience, facilitate patriotism education, revolutionary tradition education and national education for the youth groups, and have an irreplaceable role in cultivating a sense of social responsibility and practical ability of young students, enhancing primary and secondary school students Thai quality education and healthy personality development, deep experience under the red study tour deepened patriotism sentiment.[4]In particular, the integrated study tour of intangible cultural heritage can make primary and secondary school students understand and enjoy intangible cultural heritage more, thus generating national and cultural self-confidence and a sense of mission to inherit and promote excellent traditional national culture, thus promoting the development of intangible cultural heritage and solving the

problem of intangible cultural heritage inheritance from the root.[5]

3.2. Theoretical Significance

The content of current NRM study tours is too single, only around specific regional NRM projects to carry out study, other related knowledge is to be obtained by students themselves in the vast network of information or in the random words of teachers, which obviously has limitations. In this paper, through field research, questionnaire survey, literature analysis and other methods, we enrich the content of the study tour curriculum for different regions and categories of Shaoxing local NRM projects, which is more interesting and selective than the NRM study tour curriculum limited to specific regions and categories, and then more conducive to the inheritance and protection of NRM, the enhancement of students' cultural literacy, and the sustainable development of study tours.

4. Based on SWOT Analysis of Shaoxing Primary and Secondary Schools' Non-Heritage Study Tour Status

4.1. S (Strengths)

(i) Shaoxing's rich non-heritage resources and high cultural value

Shaoxing is one of the first 24 national historical and cultural cities announced by the State Council, with rich and diverse non-traditional resources, of which 11 are listed in the national inventory of intangible cultural heritage and 71 in the list of intangible cultural heritage of Zhejiang Province. At present, among these intangible cultural heritage tourism resources development, the more successful and well-known in the province and even in the whole country are: "Dayu Festival", "Legend of Xishi", Shaoxing Yellow Wine Brewing Technique, etc.; the ones that have a certain scale and are quite well-known in the local area are. "Legend of Wang Xizhi", Yueju Opera, etc. The development of these intangible cultural heritage has brought great economic and social benefits to the development of tourism in Shaoxing. For example, the Anchang Ancient Town of Shaoxing has combined local yearly customs with tourism projects and held the Lunar New Year style festival for several years, which has attracted more and more foreign tourists; Zhujiatai Gate in the scenic spot of Lu Xun's hometown has daily performances of Yue Opera, Shao Opera and Lotus Drop, etc. Every double holiday and Golden Week, you can enjoy the love story of Lu You and Tang Yuan interpreted by Yue Opera in the Shen Garden scenic spot, and other scenic spots such as Lu Town also have displays of these These opera performances with a strong local flavor are very popular among tourists.

(ii) Large size of the source market

2022, Shaoxing City Education Bureau in the "Shaoxing City, primary and secondary school students study tour implementation program" clearly stipulates: in general, the school organization to arrange 1 to 2 times a year study tour activity, a total of 3-4 days per school year to arrange study tour activities elementary school, middle school 4-6 days, high school 6-8 days. Driven by the policy, since 2019, the city's base camps at all levels in the reception of various types of study about 3702 batches, about 613,800 people. Some enterprises have also taken study tours as their main source of

income, and from January to April 2021, the study created a profit of 3,119,900 yuan for 29 base (camp) sites. The city aims to have more than 500,000 primary and secondary school students participating in research and practice education each year by 2023.

4.2. W (Weaknesses)

(i) non-heritage study tour product design innovation is not strong, experience a single way

Shaoxing local study tour product design disadvantages are mainly reflected in several aspects. First, the number of study tour products with the theme of "non-heritage" is small. The imperfect development of non-heritage scenic spots and the incomplete development of research supporting industries around scenic spots have caused a low ceiling for the development of non-heritage research tour activities, and the homogenization of non-heritage research products among various institutions is serious, and the non-heritage research tour products developed are only relatively monotonous tours, with "non-heritage" as the theme of the research tour products only accounting for a very small part of the proportion of Shaoxing City's rich red tourism resources are fully qualified to support more non-heritage study tour products listed. Secondly, the educational effect of non-heritage study tour products needs to be improved. At present, most of the non-heritage study tour products lack virtual reality (Virtual Reality, VR), augmented reality (Augmented Reality, AR) Most of the displays are mainly in the form of pictures and texts, displays of cultural relics, manual explanations, film and television works, relevant performances, etc., which lack a sense of experience and immersion, and the effect of education on non-heritage needs to be improved. Thirdly, the core non-heritage culture of non-heritage study tour products is not prominent, and the specific non-heritage "main theme" is not obvious. Shaoxing non-heritage study tour products are not very different in terms of cultural connotation and spiritual understanding of non-heritage culture, lacking the subdivision of non-heritage themes according to the background of non-heritage resources, resulting in a situation where the cultural experience of non-heritage study tour products is "uniform" and the theme is not prominent.

(ii) Lack of quality research teachers

Teachers are the direct developers, implementers and evaluators of school research activities, and the quality of research trips is determined by how much teachers play a role in the whole research activities. At present, Shaoxing City study tour teachers are relatively weak, and the current market demand for study tours is far from the current market demand for study tours, resulting in a certain stagnation for the development of study tours.

4.3. O (Opportunities)

(i) The importance of national and provincial attention to the transmission and development of non-traditional culture

In recent years, it has been emphasized that the contemporary value of non-heritage culture should be distilled from its essence and used for modern times. The report of the 19th Party Congress proposes that to achieve the two-hundred-year goal and the great rejuvenation of the Chinese nation, we must inherit the essence from the long-standing Chinese civilization and keep changing, developing and innovating with the needs of the times, so as to achieve the effect of promoting the Chinese spirit, relaying Chinese

values and gathering Chinese strength. Thus, Shaoxing, as the inheritance place of China's non-heritage culture, should shoulder the role of inheritance and dissemination of non-heritage culture.

(ii) Double reduction policy to do strong Shaoxing study tour market to provide strong opportunities

The state called a halt to K12 education in order to maintain the principles of educational equity and common prosperity. Overly market-oriented education can lead to the children of the rich to access better educational resources, in order to prevent the in-volume crackdown on extracurricular training courses, emptying more after-school time so that students can participate in study tour activities, study tours for primary and secondary school students is a combination of research-based learning and travel experience outside school education. "Study tours are not only about research-based learning, but also about giving students a full experience." Study tours derive from realistic situations in terms of learning motivation, participate in authentic practices in terms of learning nature, have distinct cultural characteristics in terms of learning content, and have the interaction of a community of practice in the learning process.

4.4. T (Threats)

(i) Homogenization of research products

Shaoxing local non-heritage culture as the main body of study, study tour products are not innovative and creative enough, not with the social development and study needs and changes in innovation, has become an obstacle limiting the development of Shaoxing study tours, Shaoxing non-heritage existing cultural products that can successfully leave a deep impression only Lu Xun's hometown, Dayu Ling. Because of the different stages of physical and mental development of students, so the face of the same study products, the emotional resonance of different, and finally received uneven study effect. This is a major reason for the difficulty in the development of non-heritage research in Shaoxing.

(ii) Study tour safety and security issues

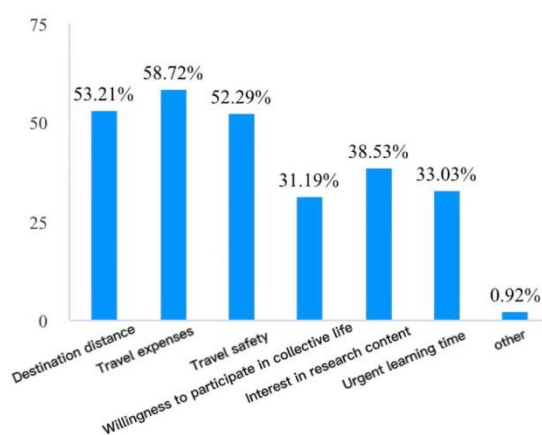


Figure 1. Reasons limiting students' participation in study tours

Study tours have become an innovative way of bridging school education and out-of-school education nowadays. The safety and security of students has always been the most important issue for parents. The main body of the study tour is mainly primary and secondary school students, the age of the group is low, the concept of behavior is not mature enough, the controllability of group activities is weak. As a collective activity of study tours, the personnel have a certain scale,

which brings certain challenges to the organization of study tours. Coupled with the current scarcity of professional teacher resources, in some quality development activities cannot effectively provide professional guidance, affecting safety issues.

The Figure 1 shows the percentage of consumers in the questionnaire survey on the factors that constrain them from traveling on study tours. Regarding the constraints, 58.72% of people think that the cost of travel most constrains their study tours, and more than 50% think the three main constraints are the distance to the destination, travel safety and cost. More than 33.3% thought that study tours would reduce their study time.

4.5. The Problems and Reasons for the Study Tour of Shaoxing Primary and Secondary Schools

Although the study tour is hot, but there are still some parents and students do not understand the concept of study tour. Even the existence of "only travel without learning", "walking around" study tour way, the lack of in-depth experience and perception, coupled with the imperfection of infrastructure and resource integration is not in place, as well as the curriculum design is not scientific enough.[6]

(I) Insufficient publicity for non-foreign heritage study tours

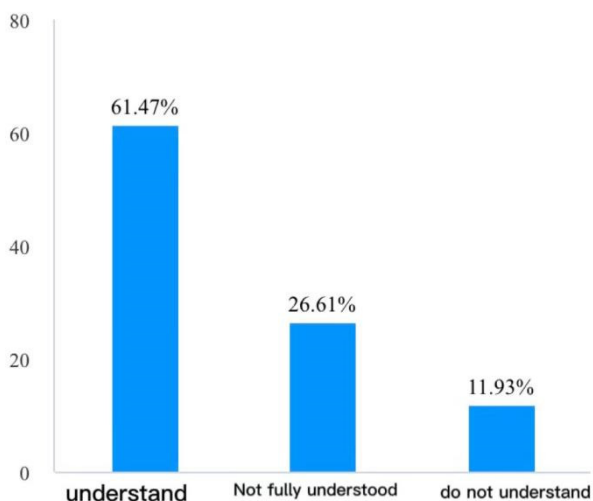


Figure 2. Parents and students' understanding of study tours

The chart above shows the level of consumer knowledge about study tours in the questionnaire survey. The data shows that 61.47% of people know about study tours, 26.61% think they do not fully understand, but there are 11.93% of people who do not know about study tours.

Shaoxing City on the study tour information propaganda, platform propaganda means single, one-sided propaganda information, propaganda work ineffective and other issues lead to low popularity of study tour information, not bold enough in the propaganda report, the level of innovation is not distinct enough, the lack of fanfare to promote the characteristics and highlights of the name, from top to bottom attention is not enough, the propaganda work in a relatively single way. From the figure shows that there are still some people who are completely ignorant of the study tour, which brings certain obstacles to the design of the project package.

Secondly, the publicity channels of scenic spots are relatively single, and the publicity and promotion of scenic

spots are insufficient. Shaoxing city tourism area publicity, long-term highly dependent on traditional media, the audience is small and the scope of influence is very small. This not only directly ignores the role of some emerging media platforms for communication, but also very easy to cause the lack of publicity and promotion efforts.[7]

(II) The phenomenon of "touring without learning" is more prominent

In November 2016, the Ministry of Education and other 11 ministries jointly issued the "opinions on promoting study tours for primary and secondary school students" will study tours as a compulsory course for primary and secondary school students, study tours have entered a new stage of development.[8] But Shaoxing City, primary and secondary schools "only travel without learning" or "travel more learning less" phenomenon is still relatively prominent. The content of the study course is still more in the "visual" and "listening" on the connotation and depth is not enough, the experience of participation in the project is less. Many studies to provide research services targeted, interactive, fun, inspirational and guidance are not strong, especially the local non-heritage culture of Shaoxing display and experience, without highlighting the local characteristics of Shaoxing. Difficult to meet the current study tour team multi-level, diversified service needs.

(III) Base infrastructure is not good enough

Because of the study tour objects are primary and secondary school students such as the special nature of the main body, the health, environment, safety and other aspects of the reception service capacity requirements are higher, compared with this, the current Shaoxing City in the operation of the study base is generally operating on a small scale, the lack of supporting facilities, service capacity is not strong and other issues, in terms of transportation, accommodation, catering, medical, etc., cannot provide the reception services to match the study tour. In addition, the city has not been a study tour camp completed for business, bringing great pressure on the team reception.

In the study tour base, the equipment and facilities are an important guarantee of students' safety and learning effects. Considering the high cost of base operation, many study tour bases choose some simple and cheap operation methods to operate and promote the management of study tour bases in order to save operation costs, but it is difficult to achieve the expected teaching effect.

(IV) Local research and study tour resources are not organically integrated

Shaoxing City, despite the good foundation of traditional tourism, but there is no effective integration of study resources according to the industrial characteristics of study tours, the educational needs of primary and secondary school students. The existing study bases and study lines in the city are relatively loose, mostly singular, without the formation of scale and agglomeration development, and even the tendency of homogenization and low-end development. At the same time, the existing study base, study line design is not enough rationalization, a variety of non-heritage and other cultural resources are not fully developed and utilized in the study tour, lack of strong market competitiveness.

Secondly, the current study tour has formed an industry, but because it is still in the early stages of development, the lack of scientific and reasonable industry standards, more capital holding the concept of "profit first" into the construction of the study tour base not only disrupts the study tour market,

but also the development of the study tour has a certain obstructive effect.

5. Suggestions and Countermeasures for the Development Path of Non-Heritage Study Tours for Primary and Secondary Schools in Shaoxing

With the development of economic and social and life concept of change, study tour will become the blue sea of future tourism competition, the city should enhance the sense of urgency, the sense of crisis, to seize the opportunity, surplus live resources, digging deep potential, innovative development, accelerate the brand of Shaoxing study tour, in-depth promotion of non-heritage culture and penetration, the non-heritage culture heritage and spread.

5.1. Multi-channel to Increase the Publicity of Non-Foreign Heritage Study Tours

(i). **Design project packages.** This includes the destination of the student study tour, the route to be taken, the arrangement of the activities to be experienced, the interpretation of the guide of the relevant attractions and the design of food and transportation. A series of down, only parents can purchase a package to lead students to participate in a series, the complete study process.

The following table is an example of the route planning and design package for the study tour of Lu Xun's hometown. the package gives consumers route options to choose whether or not to visit Shen Yuan. And transportation and meals are included. This package also provides a docent to explain the tour.

Table 1. Lu Xun's former residence package design

Study Tour Package to the Former Residence of Lu Xun		
Content	Introduction	Price
Points to see (experience projects)	Viewing old Shaoxing architecture and display pieces, close understanding, experience the living environment of Mr. Lu Xun, experience a ride on a wu-top boat, experience brush writing	
Travel time	From 8:30 -	
Travel mode	Take the bus from the school gate to the entrance of Lu Xun's former residence	
Route Package 1 (to Shen Yuan)	Lu Xun's ancestral home (foyer, hall, incense hall, seat building) - Baicao Garden (vegetable garden of the Zhou family in Shaoxing's Xintai Gate) - Sanwei Shuya (home of Mr. Shou Jingwu, Lu Xun's private school teacher) - Shen Garden (China's first love garden, The Hairpin) - Lu Xun's former residence (Lu Xun's family home, bedroom) - Lu Xun Memorial Hall (exhibition hall [Shaoxing's humanistic history - social drama], reading room [brush practice room])	50 yuan / person (round-trip Wu-top boat ride to Shen Garden and Lu Xun Memorial Hall to experience brush writing) 40 yuan / person (round trip by wu-top boat to Shenyuan) 25 yuan / person (walk to Shen Garden, Lu Xun Memorial Museum brush writing experience)
Route Package 2 (without going to Shen Yuan)	Lu Xun's ancestral home -- Baicao Garden -- Sanwei Shuya -- Lu Xun's former residence -- Lu Xun Memorial Hall	20 yuan / person (Lu Xun Memorial Hall experience brush writing)
Gourmet food (midday meal)	Yellow wine lollipop/stinky tofu (separate for lunch)	15RMB/person
Docent	More than 10 people can bring a docent for a more comprehensive and detailed understanding	(35 people or more) 8 RMB/person (20-34 people) 10 RMB/person (10-19 people) 12 RMB/person

(ii). **Designing posters for study tour packages.** Through the study tour related posters, leaflets and other ways to promote offline, in addition to increase the online video number, public number, Shake Yin, Xiaohong Shu and other social software on the video, article shooting and writing publicity, in order to let the dissemination of the way to expand, so that more people know, understand the study tour, and actively promote the project package, to attract more students in groups to participate in the study tour project, so that the project can not only facilitate the students and parents, but also drive the development of Shaoxing tourism, but also to improve the level of education quality of students.

(iii). **Build a digital platform for research and study tours.** Accelerate the construction of the digital platform for research and practice education to form a closed loop of management. Docking the provincial "Zhejiang study" system platform to develop and use the "Shaoxing study" primary and secondary school study and practice education digital management platform, through information

technology, transparent, accessible data, the formation of vertical penetration, horizontal open closed-loop system, dynamic management of school study and practice education work and the basic data information of the base (camp) reception services. Practice education work and the basic data information of the base (camp) reception services, to achieve the whole process of digital supervision, accurate services, intelligent analysis and other functions.

5.2. Strengthen the Integration of Research and Tourism, the Construction of Shaoxing Research and Study Course System

(i). **To highlight the learning to travel.** Increase the study tour "non-heritage" elements of the excavation, the establishment of the core values of socialism, civilization and etiquette and Shaoxing non-heritage culture-based public mandatory content, effectively combined with the characteristics of the school section, school curriculum and

the city's regional characteristics, Shaoxing non-heritage culture implanted in the study course, and strive to build Shaoxing study tour curriculum resource system. To grasp the actual professional training, education, cultural tourism and other departments to establish as soon as possible to study the instructor qualification access standards and assessment mechanisms, strengthen business skills training, improve the overall quality of the talent team.

(ii). By highlighting the educational nature of the study tour. To make the goal clear, vivid activities, learning effective, in order to avoid the phenomenon of "travel without learning". Study tour involves courses have clear educational themes and educational objectives, which requires the guide in the preparation of the content, to be familiar with the educational objectives and teaching tasks of the curriculum, closely follow the educational theme; at the same time, combined with the physical and mental characteristics of students, the ability to accept, targeted secondary creation of traditional guide words, supplemented by practical knowledge and practical content.[9]

5.3. Clear Target Positioning, Accelerate the Construction of Base Camps

To build a national model level study and travel destination as the goal, and improve the base camp cloth build a national model level study and travel destination as the goal, and improve the base camp planning, investment in a number of, a number of new, renovation of a number of benchmark camps, the formation of the overall layout of the camp. Pay attention to and strengthen the study travel base camp branding, agglomeration development, in accordance with the principle of safety and appropriate, perfect facilities, prominent themes, distinctive, accelerate the standardization of the base camp, standardization, boutique construction, enhance the study travel reception service capacity. To focus on the development of non-heritage cultural heritage and other research activities. To encourage the development of diversified models, and actively introduce social capital to participate in the construction and operation. To strengthen the dynamic management of the base camp, improve access standards, exit mechanisms and evaluation index and other standard systems.

5.4. Strengthen the Integration of Resources and Focus on Improving the Quality of Study Tours

To comprehensively mapping the city's most characteristic non-traditional cultural tourism resources, carefully build study lines, reasonable layout of study bases, to prevent single brute force, repeat investment, to avoid fragmentation, homogenization, fragmentation. Adhere to local conditions, staggered development, fully explore the ecological, tourism, cultural, agricultural history and other characteristics of resources around, to create a unique regional characteristic, competitive research products. To strengthen the tracking and evaluation of the effect of study travel products, according to market feedback to enrich the study products, improve the quality of service, to better meet the needs of study teams.

Innovation in the form of study tour products is the key to success, and often receive unexpected results. For example, the "study tour" process, the explanation can no longer be limited to the individual guide, before the trip can be organized in advance to collect information about the study

base, design the visit route, prepare the explanation words, the guide to the time only need to make comments and add to the student's explanation. This will undoubtedly effectively stimulate students' learning enthusiasm.[10]

6. Summary

As the country further increases its efforts in research and practice education, it is speeding up related work in terms of policy formulation, financial guarantee and standardized management. As the Ministry of Education strengthens the practical education of study tours, this project keeps pace with the times and actively launches a series of routes designed for study tour packages, which allow students to learn more deeply from textbook knowledge through hands-on experience, combine textbooks with reality, open up students' horizons and enhance their independence and interaction skills.

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