

## Research on the Innovation and Development of Study Trip from the Perspective of Cultural Confidence in Liaoning

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**Keywords:** Cultural Confidence Studies to Travel Innovation; Domestic Perspective; Cultural Confidence

**Abstract:** The fine traditional Chinese culture is the root and soul of our nation. Grasping the hot spot of the market and combining the research and tourism organically will not only enhance the cultural confidence of young students but also contribute to the innovative development of the tourism market. This paper focuses on the study tour in Liaoning province, to improve cultural confidence, looks for problems and puts forward countermeasures, so that young students can get training and improvement in the travel and study.

### Introduction

Since the 18th CPC National Congress, Prime Minister Xi Jinping has mentioned cultural confidence many times. Our extensive and profound traditional culture is our deepest cultural soft power, the mother of our cultural development, and the deepest spiritual pursuit of the Chinese nation. Chinese traditional culture is the root of our nation and the soul, The idea of building a socialist cause with Chinese characteristics is based on the red culture. And advanced Chinese culture in the new era is the source of our great dreams. To build cultural confidence, we must start at an early age. Grasping market hotspots and organically combining research and tourism will not only help to strengthen the cultural confidence of young students but also help expand the tourism market.

Study trips can be traced back to the 16th century in Britain. It is a required course in the growth of British noble children. In early modern times, young British aristocrats needed to travel to the European continent to increase their knowledge. Therefore, they were called mainland study tours. By the 18th century, the mainland study tours had reached its peak<sup>[1]</sup>. Foreign study trips developed earlier than China and have accumulated a wealth of experience. In addition to the mainland study trips, Japan's "study trips" and American adventure trips, etc., while the Korean Ministry of Education takes graduation trips as a compulsory subject for students And included in academic credit<sup>[2]</sup>.

From a domestic perspective, the "National Tourism and Leisure Program (2013-2020)" issued by the State Council in early 2013 first proposed "Study Trip" prosper as a comprehensive practical course in the new curriculum reform<sup>[3]</sup>. In August 2014, the State Council reissued "Several Opinions on Promoting the Reform and Development of Tourism" and further listed "Study Trips" as a separate entry<sup>[4]</sup>. In 2015, the "Opinions of the General Office of the State Council on Further Promoting Tourism Investment and Consumption", at the national level, "Study Trip" was taken as an important measure to expand tourism development space and promote tourism consumption<sup>[5]</sup>. In 2016, 11 departments including the Ministry of Education jointly issued the Opinions on Promoting Study Trips for Primary and Middle School Students, stating that study trips should be incorporated into education and teaching plans for primary and secondary schools, and gradually establish a curriculum system for study trips based on the characteristics of the school segments and regions<sup>[6]</sup>. Jinzao Li, the director of the National Tourism Administration, proposed the six elements of the new tourism development "quotient, cultivate, learn, leisure, affection and inquisitive" in the 2015 National Tourism Working Conference. "Learn" refers to study trips, including study tour, scientific investigation, and training, outward bound training, photography, landscape photography, various summer camps, winter camps, and other activities, which pointed out a clear direction for

study trip <sup>[7]</sup>. In 2018, the "China Research Travel Development Report" jointly issued by the China Tourism Research Institute and other institutions pointed out that the demand for study trip market is continuously released, and the overall scale of China's research travel market will exceed 100 billion yuan in the next 3-5 years.

From the perspective of the province, the Liaoning Provincial Department of Education launched a research study pilot in 2017 and gradually promoted it. In 2017, Yingkou held a study trip on season activities; in 2018, Jinzhou organized research and practice activities for primary and middle school students, which provided strong support for expanding the study tour market. In July 2018, Shenyang established the Shenyang Primary and Middle School Students' Study and Travel Professional Committee to promote the continuous improvement of the quality of study and travel education, teaching, and services. In October of the same year, established enterprises in Liaoning Province gathered in Shenyang to promote Liaoning's research and travel career. In July 2019, the eleventh plenary session of the 12th Liaoning Provincial Committee proposed: "To accelerate the development of tourism, learn to tell stories, to lay the tourism brand."

In summary, from the perspective of cultural confidence, innovative development of study trips in Liaoning, to show the beauty of Liaoning and promote the goodness of Liaoning through the study tour, so that young students can experience the traditional virtues of China, the glorious history of revolution, and the great achievements of reform and opening up. To make the young felt that "my country is great."

## **The Significance of Innovative Development Study Trips**

**Open a new teaching mode, which is conducive to efficient learning for students.** Study trips help students to better understand their national conditions, love the motherland, broaden their horizons, and increase their knowledge by getting students out of the classroom, focusing on improving their sense of social responsibility, innovative spirit, and practical ability. It is conducive to promoting the comprehensive implementation of quality education, innovating the training mode of talents, guiding students to actively adapt to society, promoting the deep integration of book knowledge and life experience, cultivating students' awareness of civilization and tourism, and developing habits of civilization and tourism.

**Educating people through practice is conducive to promoting omnidirectional development of students.** Study trips are organized as an innovative form of the integration of school education and out-of-school education, which is an integrated form of school education and out-of-school education. It is an important part of education and teaching. The effective way for students to get practical exercises in practice, enhance the practical ability, independent living ability, and help promote the omnidirectional development of students.

### **Realizing education with amusement will help enhance the tourist attraction of Liaoning**

"Read thousands of books to walk thousands of miles", so that the majority of students can enjoy the spirit of the heroic model of Liaoning, by admiring the beautiful rivers and mountains of Liaoning, to feel the profound history and culture of Liaoning. The feelings of the eldest son in Liaoning have strengthened the tourist attraction of Liaoning and further enhanced the cultural soft power of Liaoning.

### **Adding creative elements will help expand the new perspective of study trips in Liaoning.**

Applying creative elements into research travel, and the main purpose of promoting cultural self-confidence is a new perspective on the current study trip development, which has the practical significance of broadening the development of study trip and creating a new study trip mode.

## **Problems in Liaoning Study Trip**

**Focus on the trip instead of study, poor education effectiveness.** In the process of carrying out study tours, the combination of "travel" and "learning" should be fully considered. As a student, it is the golden age when people are curious, active in thinking, and quick to accept new things. Therefore, it is especially important to properly guide students. During the study tour, because the

students left the classroom and walked in the outdoor, most of the students' attention was in the play, thus ignoring the purpose of the trip. During the visit, only focused on the stimulation and browsing of the senses, and did not know enough about the historical and cultural knowledge contained within, which caused the situation of "traveling without refinement and learning without deepening", which failed to highlight the educational significance of the study trip.

**Weak brand awareness and vague regional culture.** The patriotic and enthusiastic red education base also has knowledge and fun science popular science venues. It is the eldest son of the Republic and a blessing place for Chinese football. Therefore, Liaoning has its own unique regional culture. However, most of Liaoning's research travel products are simply a combination of "the colors of Liaoning", which neither highlights the essence of Liaoning culture nor reflects the atmosphere of Liaoning culture. It has not formed a well-known "brand of Liaoning" with distinctive regional characteristics. And therefore it does not cause people to look to invest in their research study trip at the foot of the dark soil but was keen on other domestic hotspots and even foreign popular research routes, which affected the development of tourism in Liaoning.

**Lack of creativity in development, unitary.** At present, there is a lack of creativity in the development of the study trip in Liaoning. Many companies engaged in the tourism and education industry in the market are optimistic about the market prospects of study trips and have launched study trip activities. However, some companies do not consider factors such as business methods, route design, and study trip content arrangements, but simply package them on the general public tourist routes. They generally visit museums, celebrity homes, Reality counter strikes, and some simple participation, experience, training, etc. The form is presented, basically following the trend and imitating, lacking innovation and creativity. Coupled with the lack of product evaluation standards and supervision, the course goals are difficult to achieve, the market competitiveness is not strong, and the research results have not achieved the expected goals.

**Lack of professional talents, neglecting the role of "pedagogical".** Talent is a key factor in the growth of any industry, and the study trip is no different. But in the current study trip market, professionals are scarce. In study tours, tour guides are not only traditional tour guides, but also students' "mentors". Whether it is natural scenery or historical monuments, whether it is manual production or personal participation, we must pay attention to both the word and the body. At present, Liaoning still has certain problems in terms of quantity and quality of study tour guides, which affects the quality of the entire study tour. Therefore, it is extremely urgent to improve the comprehensive quality of study trip professionals.

## **The Countermeasures and Suggestions of Innovative Development of Liaoning Study Trip**

**Clarify research theme and highlight the educational significance.** When developing study trip products, Liaoning must break through the shackles of traditional tourism thinking, focusing on research and learning, that is, clarifying themes in research travel products, allowing participants to participate in activities with strong interest and clear goals, and can question issues, ask questions, think about problems, to solve problems, and gain something after the event. It can integrate the province's tourism resources and develop tourism products with different themes. For example, in the field of science, with science and education as the theme, Liaoning can be used as "the world's first flying place of birds" and "the world's first Blooming place of flowers" advantage, make full use of Liaoning Chaoyang Paleontology Fossil Museum, Shenyang Normal University's Liaoning Paleontology Museum, Shenyang University's Natural Science Museum's science popularization education function; in the field of history and culture, the theme of the change of time, make full use of Liaoning Provincial Museum, The historical and cultural value of Shenyang Forbidden City, Yongling Tomb of Qing Dynasty, Fuling Tomb of Qing Dynasty, Zhaoling Tomb of Qing Dynasty, Nine entrance to the water on the Great Wall, Commander Zhang's Mansion Museum and other famous scenic spots; in the field of red tourism, the theme of highlighting patriotic education can highlight Shenyang's "September 18th" The historical significance of venues such as the History Museum ", Benxi" Anti-United Nations Memorial Hall ", Jinzhou" Liaoshen Campaign Memorial ", Dandong" Memorial Hall of Resistance Against the United States and Aid Korea ", and Fushun"

Lei Feng Memorial Hall "; in the field of folk customs, the theme is" Liaoning ". You can use the Manchu Folk Museum, Guandong Movie Town, etc. Residential folk, folk diet, artistic features such as area fully unfolded.

**Highlight cultural orientation and build the brand of Liaoning.** The report of the 19th National Congress of the Communist Party of China puts forward that "culture is the soul of a country and a nation. As a result, culture rejuvenates the country, culture is strong, and the nation is strong. Without a high degree of cultural confidence, and cultural prosperity, there is no great rejuvenation of the Chinese nation" <sup>[8]</sup>, "The competitiveness of tourism products is finally reflected in the competition of culture" <sup>[9]</sup>. The main purpose of the study trip is to guide participants to form the correct world outlook, outlook on life, and values, to promote the outstanding traditional culture of our country, and to strengthen the patriotic enthusiasm and national pride of young students. Therefore, the development of the study tour through innovation in Liaoning. Which in turn improves the confidence of Liaoning culture. Focus on "to feel the history, talking about ancient and modern times; indomitable, heroic struggle; eldest son feelings, heroic spirit; folk art, rich food, and gourmet" and other aspects to create the Liaoning research theme boutique routes, make the Liaoning research travel form lively, and create research that displays "Liaoning characteristics" Travel brand.

**Use "Internet +" to start a new mode of research.** Today, the world has entered the information age. With the development of the Internet, people's lives are gradually inseparable from the Internet. In the Internet era, the "Internet" can be used in the study trip, and the "Internet" can be flexibly used to closely link study trips with other industries, thereby improving the single problem of study trip mode. This new model incorporating various traditional industry elements based on the Internet is "Internet +". For example, when visiting exhibition halls and science and technology parks, you can use research travel + technology, and use VR, 3D / 4D and other high-tech technologies to show students the space they have never been to, and let students feel the wonders of space with immersion, It also simulates disaster scenarios that students have not experienced, such as earthquake simulations, focusing on the causes of earthquake formation, the distribution of earthquake zones, and how to deal with earthquakes. At the same time, using VR technology, visitors can not only immerse themselves in the historical and cultural environment but also simulate the limited participation of historical figures in historical events and develop moral qualities in virtual practice <sup>[10]</sup>, thereby opening a new model of study trip; The facilities and equipment used in the study tour allow students to experience the convenience of technology to life. Therefore, the flexible use of "Internet +" to carry out research travel is not only the trend of this era but also the necessary behavior to promote the progress of the study trips. Also, tourism companies can rely on the Internet platform and use "Internet +" cloud computing and big data technologies to integrate market resources and market segmentation to integrate research travel products that can meet consumer needs and have their characteristics.

**Training professional talents, focusing on the role of "teacher".** The most prominent purpose of the study trip is to disseminate the correct cultural knowledge to the participants and establish the correct concept of life, which has the special significance of talent education. What's more, it breaks through the traditional classroom teaching and allows participants to educate them through intuitive feelings, such as history reflecting on students, geography shocking students, and endless knowledge to give students power. It is this particularity that determines that professional talents in research travel are good tour guides and good teachers. They can not only impart knowledge in explanations, but also be good at inspiring and guiding, and mobilize the rise of learning; not only can they bring knowledge to students. The gains can also lead students to hands-on practice, can lead and guide students to truly understand nature and understand the society, not only broaden their horizons, but also improve their ability to practice and innovate, and enhance students' sense of social responsibility and mission subtly, and comprehensively improve the comprehensive quality of the students, in turn, reflects the essence of the combination of knowledge and action in study and travel, and entertainment.

## Acknowledgements

Project Title: Research on the Innovation and Development of Study Trip from the Perspective of Cultural Confidence in Liaoning

Approved by: Office of Social Science Planning Fund of Liaoning Province

Project approval number: L19BGL024

Approval time: October 2019

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