

# Development of Shaanxi Research Travel Products under the Background of Cultural and Tourism Integration

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**Abstract:** Shaanxi is a Major Province of Educational Resources in Our Country. It Has the Largest Number of Overseas Students in the Country and is a Huge Potential Market for the Development of Research Tourism. However, There Are Still Some Practical Problems That Restrict the Development of Research Tourism in Terms of International Cooperation, Departmental Coordination Mechanism and Standardized Management. as a Form of Thematic Tourism, Red Tourism Can Correctly Guide Tourists' Patriotism, Outlook on Life and Revolutionary Ideal Education, and Can Help Clean Up Various Bad Habits in Society. in Recent Years, It Has Been Vigorously Developed and Supported by the State. under the Background of the Integration of Culture and Travel, This Paper Analyzes the Related Problems of Shaanxi Cultural Research Travel Products Around Research Travel, Aiming At Making Full Use of Resources, Constructing Shaanxi Cultural Research Travel Products and Meeting the Needs of Research Travel.

## 1. Introduction

At Present, about 72% of Tourists in the International Market Are Fond of Cultural Tourism. the Number of Tourists Participating in Cultural Tourism is Increasing At an Average Rate of 15% Per Year [1]. Research Tourism is an Educational Concept and Spirit That Combines Theory with Practice. It Not Only Inherits the Original Traditional Form of Study Tourism, But Also Adds New Contents and Methods and Becomes a New Form of Tourism. as Far as the Country is Concerned, It is an Important Measure to Realize the Development of Tourism and Cultural Industry. for Schools, It is an Effective Way to Reform the Educational and Cultural System and Can Promote Mutual Cooperation between Schools and Society [2]. in Japan, "Study Tour" is the Most Characteristic Teaching Activity for Students. in Ancient China, We Followed the Principle of "Reading Thousands of Books and Traveling Thousands of Miles". All These Discussions Put Travel and Reading in the Same Learning Path [3]. the Integration of Culture and Travel Has Both Career and Industrial Attributes. in the Actual Development, Culture Has a Stronger Career Attribute, But Its Industrialization Degree is Slightly Lower. Tourism Has a Stronger Industry Attribute, But Its Career Characteristic is Weaker [4]. Shaanxi Province is Rich in Natural Resources and Rich in Cultural Heritage, Which is Conducive to the Development of Research Tourism At Home and Abroad. At the Same Time, Shaanxi is in the Forefront of Research Tourism and Education in the Country. Some Educational Institutions Have Also Begun to Build Research Camps in Shaanxi. Travel Agencies Have Also Continuously Introduced Research Tourism Products to Meet Market Demand. the Travel Development Prospect of Research is the Integration of Tourism and Education, an Important Means for Schools to Improve the Quality of Personnel Training, an Important Platform for the Inheritance of Excellent Traditional Culture, and a Main Way to Expand the Space for Tourism Development.

## 2. Basic Concepts of Research Travel

At present, there is no unified view on the basic concept of research travel in academia. In a narrow sense, research travel refers to special tourism activities organized with primary and secondary school students as the main object, according to the characteristics of students' age groups and local characteristics, as well as the teaching needs of the curriculum itself. Research

tourism is not only a form of innovative education and teaching, but also an exploratory learning implication of the combination of study and tourism [5]. From the perspective of tourism development, research travel focuses on cultural resources and can attract more education industries. As an important course of students' cultural quality education, research travel will certainly become an important development direction of tourism industry. In a broad sense, research travel refers to the travel subject that includes the desire to learn and seek knowledge. He leaves his usual place of residence and goes to another place to explore and seek knowledge, focusing on the integration of tourism activities and national education [6]. Therefore, for the tourism industry, active understanding of local cultural knowledge, building distinctive local cultural brands, attracting many eyeballs, can be more conducive to its long-term development. At the same time of leisure and vacation, it will promote the inheritance and innovation of regional traditional culture and achieve the educational function of carrying forward the traditional culture of patriotism, honesty, courtesy, learning, dedication and harmony.

### **3. Characteristics of Research Travel**

#### **3.1 Education**

The fundamental goal of research travel lies in the realization of educational function. It combines tourism with education, and takes a wide range of social and natural resources as the background. It emphasizes the multi-dimensional and multi-level connection with practice. In the travel journey, it should pay attention to the accumulation of experience and knowledge, focusing on “research study”, realizing the unity of knowledge and practice, and integrating teaching with practice [7]. Shaanxi has an irreplaceable influence on the historical development and revolutionary process of China as a whole, especially the revolutionary holy place Yan 'an, where the CPC Central Committee fought for 13 years, leaving behind many well-known revolutionary struggles and numerous red scenic spots. The implementation of this process can be based on class as a unit, can also be based on grade as a unit of collective activities, or even through the entire school organization activities. It is a typical model for the integration of culture and economy in the tourism industry and an excellent opportunity for Shaanxi Province to integrate into the international community and enhance its international image. Through studying tourism, more foreign teenagers can feel Shaanxi, experience Shaanxi and improve their understanding of Shaanxi, which is conducive to further improving Shaanxi's popularity and reputation in the world. Therefore, every student can improve his cultural accomplishment during the trip.

#### **3.2 Experience**

The reason why research travel has received extensive attention from the society is that it is different from the learning methods and educational means in the school classroom. It increases knowledge, gets close to nature, expands vision, discusses in groups, and cultivates practical ability in the process of hands-on experience and practice [8]. Red tourism can combine patriotism education with research tourism, broaden the depth and breadth of tourism products, and cultivate the ideological and political literacy of tourism objects. Research travel is a course for effective implementation of cultural practice activities according to relevant regulations. Therefore, schools must formulate relevant courses according to their own characteristics and needs in order to achieve the curriculum objectives planned by the education department. In the way of learning, through the way of “edutainment and fun, moisten things silently”, the main role of participants is emphasized, and the ability of cognition, discovery, thinking and problem solving is improved in the real experience. Shaanxi has inherent advantages in expanding the research tourism market, but the current situation of research tourism market development is not satisfactory, especially in the development of inbound research tourism market, Shaanxi still needs to make great efforts to expand.

### **3.3 Universality**

In a narrow sense, research travel is usually only for students and takes schools as units for collective activities. Shaanxi's red research tourism resources are also the most comprehensive and extensive, with Yan 'an in northern Shaanxi as the leader, Xi 'an in the capital as the development focus, and southern Shaanxi as the extension to construct a complete red research tourism route. Cultural education is the primary goal to cultivate students' comprehensive quality. Schools should pay attention to the interest and scientificity in the teaching process and the cultivation of students' humanistic knowledge. But today's research travel is not only the exclusive property of students and schools, but also the industry it extends covers different ages and different social strata. Any tourist whose main purpose is to study can participate in the research travel. The organic combination of red tourism and research tourism plays an irreplaceable role in expanding research products, cultivating young people's ideological and political quality and inheriting red genes. Xi 'an has many advantages in developing red research tourism.

### **3.4 Purpose**

Research travel is a combination of naturalism education, life education and leisure education. Communication and learning are the main motivation for travel. Specific themes are set up in the project activities to achieve the learning objectives. Relying on its advantageous resources and unique position, Shaanxi Province has continuously strengthened the integration of resources, gradually developed top-quality tourism products, and macroscopically laid out the direction of red research tourism. This requires that each participant should carefully study relevant knowledge, actively explore the attributes and internal laws of travel culture through various channels, and use this to understand, investigate and consult information to develop research travel products with local cultural characteristics. The educational function of research travel may be hidden in effect, even without trace in a short period of time, but it undoubtedly constitutes the soul of research travel. At present, Xi 'an's research tourism still has some deficiencies compared with the development of red tourism. We should actively explore educational resources, closely combine them with red culture, extend the tourism industry chain, and package research tourism as a large project at the municipal level, so as to develop red research tourism into a major feature of Xi 'an's tourism.

## **4. Development of Shaanxi Research Travel Products under the Background of Cultural and Tourism Integration**

### **4.1 Development Principle**

The 19th national congress report pointed out that “culture is the soul of a country and a nation.” Therefore, culture can rejuvenate the country and bring prosperity, and culture can strengthen the nation. Without a high degree of cultural confidence and prosperity of culture, there will be no great rejuvenation of the Chinese nation, “and the competitiveness of tourism products will ultimately be reflected in cultural competition.” Red tourism resources in Shaanxi Province have the regional characteristics of many points and many lines. Through the way of resource integration, the core area of Yan 'an City is gradually formed in the way of point to area and line to line, which drives the harmonious development of Guanzhong region and southern Shaanxi region. The integration of culture and tourism requires both government guidance and market support. Therefore, research travel provides good conditions for students and teachers to realize the inherent meaning of humanistic quality in their own practice and experience. Culture is the soul of tourism development. Tourism products with traditional excellent culture as the theme have eternal vitality. The promotion of research travel is aimed at cultivating morality and talents, thus enabling participants to form correct world outlook, outlook on life and values. Efforts should be made to combine in-depth development with innovative development so as to make Xi 'an stand out among many red tourism destinations and attract red research tourists from all over the world.

Only tourism products with novel themes and distinctive features can attract tourism consumers

and thus be in a favorable position in the market competition. Shaanxi culture is typical, rich and complete. Shaanxi Province is one of the cities with earlier tourism development in the country and has good development foundation and experience. Increase publicity efforts and expand the scope of publicity. For example, to set up a special “Shaanxi Province Human Environment Research and Study Tourism Website” to timely, quickly and accurately transmit detailed information about research and study tourism to Shaanxi Province overseas, we must first make the product lines rich, detailed and full of content. With Shaanxi culture as the theme, many tourism products that can embody the core values of modern socialism can be designed. Through research travel, Shaanxi traditional culture can be organically inherited and innovated, making the development of research travel full of vitality and vigor.

The invisibility, non-storability, synchronization of production and consumption, and comprehensive characteristics of tourism products determine that the development of research travel products should be differentiated according to different regions, age groups and schools of different natures, and designed and developed according to research travel requirements and objectives. Red culture can be said to be the core of red tourism resources. Therefore, how to excavate the cultural connotation of red resources and improve the taste of destination red culture is the key to enhance the attraction of destination red tourism resources. In terms of publicity methods, the world's media, tourism and schools can learn about Shaanxi's rich university resources and profound history and culture through seminars, exhibitions and other forms. At present, different research tourists have different individual needs for tourism products. The selectivity of tourism products shows a diversified trend. Research tourism products need to have a complete system and diversified construction, and fully follow the market demand.

## **4.2 Development Proposal**

Relying on rich Shaanxi cultural tourism resources, highlighting the characteristics of resources, speeding up the research and development of new forms of research tourism, and creating new research tourism products. The historical and cultural exhibition gallery mainly adopts the combination of traditional static display mode and high-tech means, accompanied by vivid text introduction and picture display, to comprehensively sort out the historical process and character relationship of the Xi 'an incident and the great historical significance produced by the Xi 'an incident. The integration of culture and travel is two major fields with rich connotation and extensive extension. In the actual development, there is indeed a great intersection between the two, but they are not completely identical. Secondly, it should be digging. In addition to the material and intangible cultural heritage, the red heritage also contains many neglected red cultural heritage. These red cultural heritage may be the revolutionary stories dictated by the old people who took part in the revolution in that year or the slogans handed down by word of mouth. Closely around the unique resources for development, forming characteristics, shaping the brand. Secondly, highlight the characteristics of study tourism, dig and integrate deeply, and organically combine “study” and “tour”. At the same time, according to the different audiences, the knowledge of the lecture hall will be adjusted and continuously updated to achieve the effect of promoting teaching through history.

According to the aims and teaching objectives of different schools in organizing study tours, the links in the tourism implementation process should correspond and cooperate with each other, and the tourism itinerary and curriculum content should match with each other. Under the relatively traditional protection and development mode, we should broaden our thinking and preserve the relevant carriers of red tourism, which include static red cultural relics, dynamic songs and dances, movies and other forms. Constructing the red tourism participation experience system of Xi 'an incident. Through the design of revolutionary life participation experience projects such as eating red food, living in red residence and taking red route, tourists can realize the transformation from passive sightseeing to active participation experience. The choice of activity places should match nature with the school, making it the second classroom of the school. Train tour guides with dual identities. Especially the campus network, educational institutions and newspapers and magazines that students are interested in, or the establishment of “research and study tourism inquiry centers”

in prosperous urban areas and areas where schools are concentrated.

The teaching objectives of the research travel course include knowledge objectives, ability objectives and emotional objectives. It also carries education in many aspects such as the cultivation of moral quality, the cultivation of innovative spirit and the cultivation of practical ability. The dynamic carrier of red culture is also the red tourism product that has a wide spread and is most well known by people. The extensive use of these tourism products will inject new vitality into the red tourism heritage and deepen the influence and attraction of the red culture. Therefore, in the process of carrying out research tourism activities, each college student can explain and publish one of the stories by himself. While improving his language expression ability, he can also communicate with his classmates and learn more knowledge. To guide students to truly acquire experience, knowledge and cognition of nature and society, to improve their practical ability, innovation ability and overall social responsibility, to improve their overall quality, to embody the unity of knowledge and practice in research and study travel, and to explore the essence of combining education with travel.

## 5. Conclusion

At the end of 2016, the Ministry of Education and other eleven departments issued “Opinions on Promoting Research Travel for Primary and Secondary School Students”, requiring that the situation and results of organizing students to participate in research travel in primary and secondary schools should be taken as an important part of the comprehensive evaluation system of schools. Research travel in China is in full swing and shows great rigid demand. Research travel can enable students to walk out of closed campus in various ways, embrace local people, experience various scenes in life, rationally understand cultural knowledge, and directly or indirectly realize the important significance of culture in society. The development of red research tourism products cannot be separated from the support and promotion of the government's macro policies. In addition, the coordination and support between local education system, tourism department, transportation department, medical insurance and other industries and departments are also indispensable factors for the rapid development of red research tourism products. In order to enable students to learn knowledge while traveling, they should pay attention to the organic combination of leisure and seriousness of research, and integrate knowledge, participation and interest, so that foreign students can deeply appreciate Shaanxi's unique and long-standing folk customs and experience China's history and culture while visiting Shaanxi Province.

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