

# *Research on the Situation and Countermeasures of the Second Classroom Development of Tourism Education*

—Taking Study Travel in the Old Revolutionary Area in Jiangxi Province

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**Abstract**—Modern study travel has gradually developed in Jiangxi province, an old revolutionary area, which is an important embodiment of the sustainable development of red tourism. It is also an innovative way for the tourism education industry to continuously carry out patriotism, revolutionary traditional education and national conditions education, relying on the unique historical and cultural resources of the old area. The development of study travel in the old revolutionary area not only enriches the connotation and significance of tourism education, but also expands the teaching content and teaching means of the second classroom of tourism education. The study travel in the old revolutionary area is a new form of tourism education in the new period and a new way for the development of the second classroom of tourism education. However, in the course of its development, there are some problems that need to be paid attention to, and the analysis of them and the relevant suggestions are helpful to promote the continuation of tourism education. And it can deepen the reform continuously and promote the innovation and development of the second classroom of tourism education.

**Keywords**—*Revolutionary Old District; Red study Travel; Tourism Education; Second classroom*

## I. INTRODUCTION

Education is the historical and civilized heritage of the continuous development and progress of human society, and tourism education is an organic part of it. With the development of the social process, the level of tourism education is constantly being improved. Tourism education not only includes inside-school education, but also covers practical teaching. Tourism practice teaching has always been regarded as an affiliated part of theoretical teaching. At present, there are many problems in the teaching of tourism practice, such as the outdated teaching concept, the disconnection between the teaching content and the reality, the weakness of the teachers, the shortage of professional knowledge, the closed backwardness of the teaching environment and so on. At present, under the background of the marketization of tourism education, under the principle of adhering to the international

development road, tourism higher education must constantly adapt to the operation law of marketization and construct a practical teaching mode to meet the needs of the tourism market. As a special project in China's tourism industry and the cultural heritage of the world's tourism development history, study travel continues its unique cultural tourism education function.

Study travel is a kind of tourism education activities, which relies on natural and cultural heritage resources, large-scale public facilities, well-known colleges and universities, industrial and mining enterprises, scientific research institutions, and takes young students as the main body of education and learning, focusing on the established teaching and research purposes, definition certain educational and learning theme, organized by teaching and research departments or tourism enterprises. From the recent development of the tourism industry, the teaching object is young people; from the long-term development prospect of the tourism industry, the extension of the main body of the market will be extended to all levels of society; the tourism demand of the whole people to participate in study travel will come unexpectedly.

## II. THEORETICAL SIGNIFICANCE AND PRACTICAL VALUE OF STUDY TRAVEL

Study travel is a kind of reform and innovation of modern tourism education mode and idea. Traditional tourism education has its own characteristics: the stylization of education, the disconnection between theory and practice, and the rigid indoctrination of knowledge, all of which have become obstacles to the further development of tourism education. With the gradual rise of study travel, the passive acceptance of the educated will be transformed into active learning, and the educatee will be influenced by experience. Study travel fully combines administrative means with market-oriented operation, relies on the management and management of educational administrative departments at all levels and tourism enterprises, optimizes the allocation and effective combination of educational resources, and makes an optimal allocation and effective combination of educational resources in the time and space of education. Finally, the extension and transformation are carried out, which expands

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This paper is a 2009-year school-level youth project of Jiangxi University of Finance and Economics, "Research on Policy support of Red Tourism in southern Jiangxi province" (Code: 04662015). Phased results. Members: Xiaoliang Chen, Haisheng Hu, Jigang Tang, Fengjun Tian, Zhonglie Wang

the learning vision of the educated and enriches the practical connotation of tourism education.

The study travel makes the out-of-school classroom teaching and the tourism practice teaching obtain the systematic promotion of the educational content. The study travel brings the educatees into the dynamic display space, and stimulates the audience's experience enthusiasm, and promotes the will to accept knowledge, and strengthens the cognitive and understanding ability, and improves the literacy of tourists' civilized tourism. Study travel makes teenagers return to the secular life world, so as to obtain the cognition of cultural tourism and the way of social survival. As the practical classroom of tourism education, the study travel is helpful to broaden the vision of young students, cultivate students' team consciousness and interpersonal ability, and improve the comprehensive quality of students. At the same time, it can make up for the shortcomings of school education and expand the function of school cultural tourism education.

The study travel combines the new educational object with the audience's cultural circle. The educational object of the traditional extracurricular practice of tourism education is only limited to the students in school. With the improvement of the overall productive forces of society, the growth of material civilization and the rapid development of modern science and technology, tourism has become a way of life shared by the public rather than exclusively enjoyed by the aristocratic class. Modern study travel attracts the attention and investment of education departments, tourism management enterprises and social capital at all levels at home and abroad. This makes the study travel become a tourism education model that people are willing to accept and promote.

Therefore, in the teaching methods, teaching ideas, teaching contents, teaching functions and teaching objects of tourism education, study travel has the potential to reflect and develop beyond the value of traditional tourism practice teaching.

### III. AN OVERVIEW OF THE DEVELOPMENT OF STUDY TRAVEL

#### A. *The development of study travel in China*

In February 2013, General Office of the State Council of China promulgated the outline of National Tourism and Leisure (2013-2020), which put forward the idea of "gradually carrying out the research and study travel of primary and middle school students". Before that, many parts of China had tried to carry out study travel as an important part of promoting quality education.

Since then, as a leverage measure to pry the reform of quality education and a new way to explore the transformation and development of tourism, study travel has gradually entered the research field of domestic education and tourism and become a new field of research to improve the comprehensive practical education.

In August 2014, the State Council of China issued some opinions of the State Council on promoting the Reform and Development of Tourism (Issued by the State Council (2014) 31), and Article 9 of which clearly states: carry out research

and study travel actively. According to the requirements of carrying out quality education in an all-round way, the study travel, summer camp and winter camp are regarded as the important carriers of youth patriotism and revolutionary traditional education and national conditions education, which are included in the categories of daily moral education, aesthetic education and physical education of primary and middle school students. In order to enhance students' understanding of nature and society, and cultivate their sense of social responsibility and practical ability.

In January 2015, the National Tourism work Conference proposed to carry out the research and tourism activities of "reading ten thousand volumes of books and traveling ten thousand miles", build a number of research tourism bases, and promote the development of research tourism in an all-round way. In China, study travel in modern sense is gradually carried out and flourished with the development and promotion of modern productive forces, the prosperity and well-being of the broad masses of people, and the guidance of policies at the national level.

#### B. *The development of study travel abroad in China*

In western countries, the travel of modern significance has been new for a long time. In Japan, study travel was carried out in youth groups as early as 1946, and the importance attached to study travel was reflected in the opening of special trains, while in Korea, graduation travel was included in compulsory courses.

In Britain, aristocrats have been suspended from school in modern times. Since the beginning of the 21st century, relevant policies have been formulated from the national level and a lot of resources have been invested to promote the implementation of educational travel. In November 2006, the UK Ministry of Education issued a declaration on outdoor learning to carry out high-quality and safe children's educational travel activities. In 2010, the British Parliament proposed the formal inclusion of outdoor education in the national curriculum, and increased policy support for educational travel, which has become an important part of its national education system.

Its research course follows the mode of the immersion experience. The state should solve the problem of educational travel funds, mainly through the establishment of a variety of funding channels and the maximum saving of educational travel costs. In terms of organizational form, the two-track parallel model of school organization and travel agency organization is carried out. In particular, contemporary EU countries do not need visas, and British students travel abroad is more convenient.

American teenagers are popular with holiday travel, even adventure travel. Under the leadership of the American Camp Association, the American camp education, in coordination with the development of the camps, takes interdisciplinary and multi-dimensional as the guiding concept, through the development of outdoor team activities, to provide young people with creative, recreational, educational, academic in one of the multidimensional courses, so as to play an indispensable role in the education of young people.

It can be said that the development of tourism industry in western countries flourishes with the development and expansion of capital civilization and the pursuit of fame and profit by capitalists in modern society.

*C. The present situation of the Development of Study Travel in the Old Revolutionary area in Jiangxi Province*

Jiangxi province, an old revolutionary area, is rich in red cultural tourism resources and has unique resources to carry out red cultural research tourism. Red tourism refers to the revolutionary memorial, commemorative objects and the revolutionary spirit carried by it, taking modern tourism as the basic form, organizing and receiving tourists to visit, and realizing the study of revolutionary historical knowledge. It is the crystallization of red revolutionary spirit and modern tourism to receive revolutionary traditional education and invigorate the spirit of revolution, relax the body and mind, and enhance the tourism activities experienced. The development of red tourism has achieved certain political benefits, economic benefits and cultural benefits. Therefore, red tourism education should be carried out in the old revolutionary areas. It has important practical significance.

In the process of tourism industrialization in China, there are many differences in its natural and human resources endowment, tourism product market attraction, tourism destination brand shaping and policy promotion. The same is true of Jiangxi province, the old revolutionary area, so that there are great regional differences in the development process of study travel in the old area, resulting in diversification, hierarchy and so on.

In Jiangxi province, the old revolutionary area, the fact that the current study travel only takes the group of young students as the main source of tourists leads to the relatively low consumption of tourism. In addition, the propaganda of study travel is insufficient, and the preferential policies are not perfect, and there is a lack of corresponding professional research tourism management institutions. Therefore, whether it is the development of domestic tourist's market or the development of overseas tourist market, there is an urgent need for further coordination and overall planning in all aspects of society.

Study travel has the educational function of subject transfer in tourism management major.

On the one hand, its research curriculum depends on the careful design and arrangement of education departments at all levels, on the other hand, it can not be separated from the natural and social resources provided by tourism enterprises and various social industries.

In the coordination and cooperation of relevant departments at all levels, the study travel in Jiangxi, an old revolutionary area, has always adhered to the positive guidance of correct tourism education ideas. However, due to the influence of the development of tourism industrialization, therefore, it is inevitable that tourism development falls into excessive marketization and commercialized profit-seeking behavior, which deviates from the purpose and principle of study travel. For example, luxury regiment research brigades

emerging from all over the world travel, are out of the study travel development of the right track.

Study travel is a kind of tourism education practice which combines ideological education and the nature of social public welfare. Because of the limitations of its consumption subject, the study travel industry in Jiangxi, the old revolutionary area, has been in an unstable development trend for a long time. Moreover, the developed study travel products can not fully meet the actual needs of school teaching, its tourism products have seasonal off-season, and its industrial scale is not enough to support the formation, development, construction and scale of its ecological system. As a result, the potential is nowhere to be dug up, the development stamina is insufficient, and the brand is separated from teaching practice in the embarrassing scene.

Up to now, the research and travel industry in Jiangxi, the old area, is still in the stage of exploring the law of development and breaking through the bottleneck. The cooperation between education departments and tourism enterprises at all levels is becoming more and more frequent. Under the coordination and cooperation of relevant social departments, red study travel in Jiangxi is entering the pursuit of high standards, high-quality stage.

#### IV. SUGGESTIONS FOR THE DEVELOPMENT OF STUDY TRAVEL

*A. The characteristic red study travel is a kind of mode innovation of citizen ideology education.*

In the practical teaching of traditional tourism education, its teaching methods continue to be explicit indoctrination, which is similar to the basic contents covered by ideological education, such as propaganda of the policies, routes and policies of the Party and the government, and Chinese excellent traditional culture education, civic morality and legal education, world excellent ideological and cultural education, and so on.

This kind of teaching mode is lack of flexibility, vividness, diversity and interest, which can easily lead to the rebellious psychology of the educated, and has little significance to the shaping of its world outlook and values. Therefore, it is necessary to reform and innovate the teaching methods, and the study travel is a kind of practical and effective hidden teaching method. It can make the educatee in a certain educational environment atmosphere, make the educatee feel the same, take the initiative and actively accept the values embedded in the specific situational environment.

Contemporary China is in the multi-dimensional game of pluralistic values, which provides a broader vision for social development, but to a certain extent, it also puts forward higher requirements for the spread of core values of the mainstream. Therefore, in the study travel, the specific tourism education and teaching content is integrated into the tourism activities, so that tourists can get permeated red culture edification, which is a kind of effective characteristic way.

*B. To combine the research and study travel education with the national tourism resource endowment, and to explore the law of tourism education.*

Study travel education can be said to be a kind of quality education concept, not the traditional sense of education model. Study travel is not only a cultural education, but also a quality education that gives human nature care. This is a kind of education with the ultimate pursuit of improving people's quality of life, and it is a continuous reflection and significance exploration of the whole traditional education. Quality education is being carried out all over the world. It is called general education in the United States and correctional education in Japan. At present, the development of study travel education is a supplement to the practice of narrow professional education. In the social space, it is a horizontal, three-dimensional and systematic educational project that integrates the government, society, family and school. In the lifetime, it is vertical, which promotes the comprehensive and comprehensive quality and ability of human beings, and has the characteristics of experience, education and group, and carries out the concept of lifelong learning.

*C. Objectively understand that there are problems of educational fairness and regional differences in study travel.*

James S. Coleman thinks that education equity can be roughly divided into two categories, one is input equity, that is, all the educational resources invested by the society in the school are fair, without considering the influence of public resources on the educational effect; the other is fairness of results, that is, whether education is fair or not depends on whether the results produced by educational inputs are fair. Tourism education resources are one of the core elements of tourism education, and the development of tourism education resources is unbalanced in the whole country, as is the same in Jiangxi province, the old area. Because of the unbalanced development of regional cultural resources, the development of study travel in various places is also in an uneven development trend.

*D. Combine study travel with red tourism to innovate a diversified development model.*

Each tourist destination and demonstration base should excavate the connotation of red cultural tourism resources, create and build study travel brand, and enhance the core competitiveness of products.

In Jiangxi province, there are four cradles, the cradle of revolution-Jinggangshan, the cradle of the Republic-Ruijin, the cradle of the workers' movement-Anyuan, and the cradle of the

revolutionary army-Nanchang city. In China and even the world, it has an irreplaceable, unique red brand and core competitiveness. In the development of tourism, it is necessary to promote the integration of culture and tourism, combine red tourism with research and education activities in-depth, and innovate a diversified tourism development model. And the innovation of tourism development mode covers consciousness innovation, spiritual innovation, ability innovation and personality innovation. The development strategy of cultural travel integration can give new kinetic energy to study travel, and transform more cultural resources into study travel products, and deepen the connotation of study travel with red culture, and expand the extension of study travel. The injection of red cultural elements promotes the high-quality development of study travel.

## V. CONCLUSION

Driven by the policy, the study travel in the old revolutionary area of Jiangxi Province entered the market burst stage because of its low threshold entry. However, in its practice, there is still a single product, lack of the connotation of "research" and emphasis on the development trend of entertainment. From the analysis of the investment market, research tourism has become the two-way market behavior of schools and social institutions. Therefore, from the perspective of tourism education, we should fully understand the objective educational fairness and regional differences of study travel, and regard it as an innovative model of civic ideological education, combine study travel education with tourism resource endowment, and combine study travel with red tourism. Building the product core of "learning as the main factor and entertainment as the auxiliary" explores the law of tourism education and innovates the diversified development model.

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