

# Research On the Development Strategy of Research Travel in Duanzhou District of Zhaoqing

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**Abstract:** In this paper, the interview method and the nominal cluster method are used to collect data, the internal development privacy is determined by the four dimensions of the balanced scorecard, the external factors are determined by the four aspects of the PEST theory, and then the matching analysis method of SWOT analysis matrix is adopted to determine the development strategy of research travel in Duanzhou District, Zhaoqing. These strategies include the use of rich resources and clear market target positioning, to provide research products that can meet the market demand; Strengthen the implementation of research policies and supervision, popularize the travel teaching arrangements for primary and secondary schools; Increase the investment of education funds, perfect research facilities, expand the total research travel market; Optimize the product of research, research as the main, tourism as a supplement, adjust the teaching form and content. The conclusions provide guidance for the development of Duanzhou District of Zhaoqing City.

**Keywords:** Research Travel, Duanzhou District Research Development, SWOT Analysis Matrix.

## 1. Introduction

In recent years, Zhaoqing City attaches great importance to the development of "tourism + new business form", vigorously supports the development of research travel products, strictly plans the research base, sets the unique design and research route, tries its best to build Zhaoqing research tourism destination, and promotes and accelerates the upgrading and transformation of the tourism industry of the city. Research travel can not only strengthen the education and teaching mode of primary and secondary schools, but also promote the healthy development of tourism.

Duanzhou District of Zhaoqing City has a profound historical heritage and rich tourism resources, such as Qixingyan Scenic Spot, Duanyan Cultural Village, Baogong Temple Museum, Zhaoqing Museum and other places, suitable for research trips, so that students can appreciate the charm of Zhaoqing culture in the process of research.

By the first half of 2021, the Education Bureau of Duanzhou District, Zhaoqing, counted 33 primary and secondary schools with 68,000 students [1]. The number of primary and secondary school students in the area is large, which provides a broader market guarantee for Duanzhou research travel market. Research travel is a novel extra-curricular teaching method, which can arouse students' interest in learning nature. They can not only get happiness in the play, but also acquire knowledge. This is an effective way to popularize quality education. The reason why research trips have become a popular product nowadays is that under the "double reduction" policy, primary and middle school students have more free time to participate in research trips to relax themselves and learn knowledge outside the classroom.

However, there are many problems with research products in the market at present, and research travel is still in the immature stage, such as: The core of research is "learning", which should be a kind of practical teaching, and its primary product should be knowledge dissemination. However, these are ignored in many products. Not only the "learning" of research has not been reflected, but the research products on the market still show the phenomenon of homogeneity, lack

of characteristics, can not meet the different needs of customers, and the product segmentation is not detailed enough. Many research travel products are mainly stiff and didactic tour products, which lack interaction and students do not participate in. Therefore, they do not understand what the meaning of research is and what value it will bring to them, so they just think it is fun. Without real knowledge acquired in the process of research, it is equivalent to pure entertainment, which does not give play to the value of research. As a result, the quality of curriculum teaching will be degraded, which will lead to poor thinking ability and independence of students, and not strong practical experience.

Taking Zhiyu Extended Outdoor Company as an example, this paper studies the advantages and disadvantages, opportunities and challenges of Zhiyu Extended Outdoor Company through SWOT analysis, balanced scorecard and PEST theory, and determines the development strategy of research travel in Duanzhou District. Based on the analysis of Zhaoqing intellectual education outdoor expand company as the influence factors of internal resources and external environment, against the company solve the existing problems, and comprehensively studies the service quality and level of ascension, the deepening development studies, in each studies of practice base and the camp is equipped with complete facilities. In addition, exchanges and cooperation between schools and research institutions will also be promoted to promote the overall development of research and study travel in Duanzhou District, thus attracting students from primary and secondary schools in Guangdong-Hong Kong-Macao Greater Bay Area to carry out research and study trips in Zhaoqing City, thus promoting the harmonious development of regional tourism in Zhaoqing City.

## 2. Literature Review

Through literature review, it is found that academic terms with a high correlation with research Travel include "Experiential Education", "Outdoors Education", "Study Tourism" and "Learning Travel" [2]. Ritchie defined research travel as an overnight or one-day trip for tourists in a certain tourist destination, and obtaining education and continuous

learning are the most important and secondary motivations for research travel, including adult study travel, study abroad travel, summer camp travel, college student travel and campus travel for primary and secondary school students [3]. This shows that the international community has long attached importance to the combination of education and tourism, which has become a new channel to gain knowledge. It can not only enrich the educational content and methods of schools, but also help students learn new knowledge, broaden their horizons, improve their skills and exercise.

There are attempts to carry out research trips around the world. Britain was the first country to conduct research Tours, which can be traced back to aristocratic study Tours in the Middle Ages [4], which mainly wanted to learn about the markets and local cultures of other countries. In the late 18th century and early 19th century, with the increasing popularity of research Tours, the British government decided to include research Tours in the education syllabus of various places. Become part of the teaching program [5]. The study tourism in the United States is mainly based on camp education, which is mainly conducted in fixed places. It is an educational mode different from other countries. The camp education in the United States advocates that people should dare to challenge and take risks, train themselves in education, face difficulties bravely, gain practical knowledge and get further growth. However, it has a high requirement for the safety guarantee coefficient of teenagers, and the activities should be implemented with a high standard and specific plan [6]. Study tour in Japan is a kind of research activity organized by schools and off-campus practice organizations and led by primary and secondary school students. It mainly aims to broaden students' horizons and increase their knowledge. It usually refers to a kind of education and teaching method that involves field trips to other countries or regions without their usual living environment. In addition, Japan also pays attention to formulating laws to regulate the specific itinerary of study trips [7]. Although the development modes of research travel in Britain, the United States and Japan are different, the common point of these three countries is that they combine education and tourism organically. By issuing relevant documents, research travel becomes an important teaching plan, thus providing institutional and theoretical support for the practice of research travel, so as to realize the idea that research travel can promote the all-round development of students.

The official description of "research travel" appeared in the Outline of National Tourism and Leisure published by The State Council in 2013. It was first proposed to "gradually promote research travel for primary and secondary school students". Later, in 2016, 11 departments including National Education and National Tourism Administration jointly issued Opinions on Promoting Research Trips for Primary and Secondary School Students, which clarified the importance of research trips and emphasized that research trips should be implemented in the daily teaching plans of primary and secondary school students and become part of the teaching quality. Therefore, primary and secondary schools in various areas are also actively planning research activities, making our research travel into a new period of development [8]. The document also proposed that research trips should be defined as planned, organized and purposeful research trips arranged by education departments and schools in various regions, and extracurricular learning activities combining

practical teaching content and travel experience can be carried out by means of class travel and gathering accommodation [9]. Academic circles have also begun to pay attention to research trips, mainly from the perspective of school education to study the objectives, requirements and needs of research trips conducted by schools, and how to better integrate school knowledge in class with extracurricular practice knowledge. Through research travel, students are trained to actively explore new things, improve practical operation, learn collective communication and cooperation, broaden their horizons, stimulate innovation and creation, etc. The representative scholars include Liu Jing (2018)[10], Tao Yimin (2017)[11], Zheng Jinrong (2017)[12], Shen Hongyan (2017)[13], etc. They all expounded their views on the study travel from their own perspectives, and believed that the study travel should be closely combined with school education, so as to better play its effect.

The research methods of research travel mainly focus on quantitative analysis, obtain original data through interviews and questionnaires, and then use structural equation model to construct potential variables, and then use factor analysis to change some variables into factors for model construction and data analysis [14]. At the same time, some scholars also pointed out the lack of scientific management in the organization of research travel, the unclear research theme, the casual route planning of research products, and the large safety risks in the process of research, as well as the lack of significance of research education, the lack of exploratory research activities and the lack of professional research tutors [15]. All these problems reflect that research travel is still in a state of immaturity and its development is facing great difficulties and many aspects need to be perfected strictly.

### 3. Research Methods

This study uses the nominal cluster method to comprehensively evaluate and measure the factors of research travel development in Duanzhou District of Zhaoqing. Representatives of stakeholders related to research travel are invited to score the development elements of research travel in Duanzhou District on a scale of 1-10. Among the internal factors, the balanced scorecard is used as the theoretical basis, and the internal factors are evaluated according to the four dimensions of the theory: financial aspect, customer and market, internal operation, learning and growth. In addition, external factors are determined according to the political (P), economic (E), social (S) and technical (T) aspects of PEST theory. The internal and external factors are then incorporated into the SWOT matrix to analyze the development strategy.

## 4. Data Analysis

### 4.1. The internal factors of Duanzhou research travel are analyzed by the theory of balanced scorecard

The nominal cluster method is used to score according to the Likert scoring standard (1-10), and the influencing factors of strength and weakness are ranked from highest to lowest. Through the nominal group group discussion, those with a score higher than 6 are identified as strength (S), while those with a score lower than 6 are classified as weakness (W), as shown in Table 1:

**Table 1.** Measurement of internal factors

| Internal Factors   | Average Score |
|--|---------------|
| S1—Research Tours are popular (CU)                                 | 8.6           |
| S2—Rich research and travel resources in Duanzhou District (IP)    | 8.4           |
| S3—Large base of research travel target group (CU)                 | 8.2           |
| S4—Professional veterans provide security for graduate Travel (LG) | 7.6           |
| W1—Research travel market is not large (Finance)                   | 5.8           |
| W2—The problem of Revisiting rather than learning is obvious (LG)  | 5.4           |
| W3—One product type (IP) will occur                                | 4.8           |
| W4—Lack of professional managers and mentors (LG)                  | 4.4           |

Notes: S=Strength;W= Weaknesst; CU = grow customer ;IP=Internal Process;FI= Finance;LG =Learn and

**Table 2.** External factors were measured

| External Factor   | Average Score |
|---|---------------|
| O1—Strong consumer demand for research travel (E)                                   | 8.6           |
| O2—Steady increase in Government funding for Education (E)                          | 8.2           |
| O3—"Double Reduction" policy is conducive to the development of research travel (P) | 8.0           |
| O4—Research travel is in the growth stage with strong plasticity (T)                | 7.6           |
| T1—Backward means of research travel Development (S)                                | 5.8           |
| T2—Insufficient enforcement of research travel policies (P)                         | 5.6           |
| T3—The economic situation faces considerable growth pressure (E)                    | 5.2           |
| T4—Normalizing COVID-19 prevention and control (S)                                  | 4.8           |

Notes: P=Politics; E=zhengzhi Economy; S=S Society; T= Technology

#### 4.2. The external factors of research travel development in Duanzhou District were assessed by PEST theory

Through the nominal group method, the factors influencing opportunity and threat are ranked from high to low according to the Likert scoring scale (1-10), as shown in Table 2:

### 5. Conclusion

The internal factors measured in Table 1 and external factors measured in Table 2 are incorporated into the SWOT matrix model for mutual matching analysis to form four quadrants of reinforcement-strengthening, reinforcement-weakening, weakness-strengthening, weakness-weakening and corresponding strategies. See Table 3:

**Table 3.** Research travel development strategy analysis in Duanzhou District

|   |  |  |
|---|--|--|
| SWOT  | <ul style="list-style-type: none"> <li>Strength (S)</li> <li>S1—Research Tours are popular (CU)</li> <li>S2—Rich research and travel resources in Duanzhou District (IP)</li> <li>S3—Large base of research travel target group (CU)</li> <li>S4—Professional veterans provide security for graduate Travel (LG)</li> </ul>  | <ul style="list-style-type: none"> <li>Weakness (W)</li> <li>W1—Research travel market is not large (Finance)</li> <li>W2—The problem of Revisiting rather than learning is obvious (LG)</li> <li>W3—One product type (IP) will occur</li> <li>W4—Lack of professional managers and mentors (LG)</li> </ul>  |
| <ul style="list-style-type: none"> <li>Opportunity (O)</li> <li>O1—Strong consumer demand for research travel (E)</li> <li>O2—Steady increase in Government funding for Education (E)</li> <li>O3—"Double Reduction" policy is conducive to the development of research travel (P)</li> <li>O4—Research travel is in the growth stage with strong plasticity (T)</li> </ul> | <ul style="list-style-type: none"> <li>SO</li> <li>S1-O1O2: Strengthen the promotion of research travel.</li> <li>S2S3-O3: Using rich resources and clear market target positioning, to provide research products that can meet the market demand.</li> <li>S4-O4: Recruit and train professional veterans to improve the safety of research products.</li> </ul>  | <ul style="list-style-type: none"> <li>WO</li> <li>W1-O1O2: Increase the investment in education funds, improve research facilities, and expand the total research travel market.</li> <li>W2W3 - O1O2O3: optimization studies products, mainly studies, tourism is complementary, adjust the teaching form and content.</li> </ul>  |
| <ul style="list-style-type: none"> <li>Threat (T)</li> <li>T1—Backward means of research travel Development (S)</li> <li>T2—Insufficient enforcement of research travel policies (P)</li> <li>T3—The economic situation faces considerable growth pressure (E)</li> <li>T4—Normalizing COVID-19 prevention and control (S)</li> </ul>                                       | <ul style="list-style-type: none"> <li>ST</li> <li>S1-T2: Strengthen the implementation of research policies and supervision, popularize the travel teaching arrangements for primary and secondary schools.</li> <li>S4 - T4: new epidemic prevention and control under the background of normalized, arrange local studies education, ensure the security of the teaching.</li> <li>S2S3 - T1T3: use of abundant resources to raise the level of studies of product development, to provide more affordable studies products.</li> </ul> | <ul style="list-style-type: none"> <li>WT</li> <li>W2W3-T1: Adopt Internet intelligent technology to develop research products and enhance students' participation enthusiasm. W2 - T4: studies the product to have the idea of take the student as the main body, to ensure that the student main body status in the activity, improve the students' ability to solve problems.</li> <li>W4 - T1: training professional studies teacher, curriculum system and teaching manuals.</li> </ul> |

Notes: S=Strength;W= Weaknesst; CU = grow; P=Politics; E=zhengzhi Economy; S=S Society; T= Technology customer ;IP=Internal Process;FI= Finance;LG =Learn and

Through the SWOT matrix analysis, the detailed development strategy is as follows:

### **5.1. Match strengths and opportunities**

The matching analysis of S1 and O1O2 shows that the promotion of research travel should be strengthened. With the implementation of research tourism in the practice teaching of primary and secondary schools, it is immediately welcomed by the majority of students because of its lively form, edutainment. Therefore, the demand for travel is strong, and the government also gives great support to this new form of education. Therefore, Zhaoqing Duanzhou should vigorously develop research travel, expand the scope of research travel education, and improve the quality education level of primary and secondary schools. Match the S2S3 and O3 analysis: should take advantage of rich resources and clear target market positioning, provide can meet the demand of market studies. Zhaoqing is a historical and cultural name, Duanzhou district has been the key town of Lingnan since ancient times. Emperor Huizong of the Song Dynasty personally wrote the three characters of "Zhaoqing Prefecture". The famous Bao Qingtian once served as governor here, and the Governor General of Guangdong and Guangxi once served in Zhaoqing for the longest time, which shows that the cultural resources are extremely rich. Meanwhile, Qixingyan Scenic Area located in Duanzhou District is known as "the first Wonder of Lingnan", and Fairy Lake Wetland Park is a paradise for birds to live in, with extremely rich natural resources. Therefore, Zhaoqing must make full use of research travel development resources and develop more research travel products for diversified market demands. Match the S4 and m1 analysis: recruitment and training professional army personnel, improve the security of the inquiry learning products. Studies is travel much outside school to carry out the practice teaching, so students' safety is the most important studies travel problems. At present, there are a large number of registered veterans with strong physical quality and safety awareness, so they are suitable for security personnel of all kinds of research and travel products. The development and training of veterans as safety management personnel of research and education is helpful to improve the safety of research and travel products.

### **5.2. Matching Strengths and Threats**

Based on the matching analysis of S1 and T2, it is concluded that the implementation and supervision of research policies should be strengthened, and the travel teaching arrangements for primary and secondary schools should be popularized. At present, research travel is still a new form of education, many schools are trying to explore, in the implementation of research travel is conservative, so the implementation of the national research travel policy is not in place, mainly in the number of classes, research teaching organization work is limited. At the same time, education departments at all levels are not in place to supervise the study travel. Therefore, it is necessary to strengthen the implementation of superior policies at the level of government supervision and school implementation, and further promote the development of research trips. Match the S4 and T4 analysis: the new epidemic prevention and control under the background of normalized, arrange local studies education, ensure the security of the teaching. Due to the normalized prevention and control of the novel coronavirus, students' research and study travel faces the pressure of

epidemic prevention and control. Therefore, it is necessary to effectively promote research and study travel on the premise of ensuring students' health, so as to ensure the balance between epidemic prevention and control and teaching. S2S3 with T1T3 matching analysis: using the rich resources to raise the level of studies of product development, to provide more affordable studies products. The current research travel products are relatively simple, and the product development methods are relatively backward, which is related to children's education and future development. Therefore, experts and scholars in education, tourism and other fields should be organized to participate in the development of research travel products, and rich research travel courses should be developed under the leadership of the government.

### **5.3. Match weaknesses and opportunities**

The matching analysis of W1 and O1O2 shows that: increase the investment of education funds, improve the research facilities, and expand the total research travel market. Although the current consumption trend of research travel is strong, the research travel market in Duanzhou District has not been effectively developed, the total market is still small, and the development of research travel industry is slow. Therefore, in order to promote the implementation of research travel more efficiently, the government needs to further expand the investment in education, improve research facilities, develop more high-quality research courses, and expand the total amount of research market. W2W3 and O1O2O3 matching analysis: optimization studies products, mainly studies, tourism is complementary, adjust the teaching form and content. Since the implementation of the study tour, there has been an obvious problem of revisiting rather than learning, and the effect of students' knowledge learning has not reached the expectation. Therefore, it is necessary to further evaluate the existing research products, optimize the curriculum and teaching system, and improve the teaching level and teaching effect.

### **5.4. Match according to weaknesses and threats**

The matching analysis between W2W3 and T1 shows that: the latest Internet intelligent technology is adopted to develop research products and improve the enthusiasm of students to participate in research activities. At present, the development means of research products are relatively traditional, and the application of the latest Internet intelligent technology is not enough. Therefore, it is necessary to combine the latest intelligent technology to develop research products, increase the interactive experience of research products and after-school video teaching links, so that students can complete the study by themselves after class, and constantly strengthen the learning of the course content. W2 and T4 matching analysis: studies the product to have the idea of take the student as the main body, to ensure that the student main body status in the activity, improve the students' ability to solve problems. Research teaching is an important component of practical teaching. It is necessary to get rid of the teacher-oriented rigid model of classroom teaching and take students as the main body to carry out teaching practice and stimulate students' interest in learning so as to better improve the teaching effect. Match the W4 and T1 analysis: training of professional studies teacher, curriculum system and teaching manuals. In fact, research travel is to integrate theoretical knowledge into teaching practice, which is also a kind of education in essence.

Therefore, the key of this teaching link is still the teacher. Therefore, it is necessary to strengthen the exploration and training of professional tutors in the teaching organization of research travel, so as to improve the teaching level and ability of tutors.

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