



Research on the High-Quality Development of Red Study Tour Based on Tourism Rituals

—Taking Jiaxing City as an Example

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Abstract

In recent years, more and more primary and secondary schools carry out red study travel activities, encouraging students to enhance their perception of red culture through participation in study travel. However, the links in the red study travel have not been agreed upon, resulting in the red study travel not achieving the expected results. This paper takes Jiaxing red study travel activities as the research object, firstly, puts forward the necessity of combining the sense of tourism rituals and red study travel, secondly, studies the problems in the development of red study travel in Jiaxing City by means of field investigation, and finally puts forward implementable high-quality development countermeasures based on the results of the research and the actual situation from the angle of enhancing the sense of rituals of red study travel.

Subject Areas

Culture, Tourism Economy

Keywords

Tourism Rituals, Red Study Tours, Red Culture, Jiaxing

1. Introduction

Red culture is the spiritual pillar of China's revolutionary spirit, and the red revolutionary spirit and values it carries can help young people establish a correct worldview, outlook on life and values. At present, China is strongly promoting red-themed education to cultivate young people's cultural self-confidence and guide them to form values in line with socialism with Chinese characteristics.

Study tours have become an innovative form of education for primary and secondary school students and an effective way of comprehensive practical education. Using red resources, combining travel and teaching to attract students to actively learn red culture is the way of red travel study at the beginning of the development of red travel. With the continuous development of red study tours, in order to ensure that the educational purpose of red study tours and the achievement of travel practices, red study tours actors note that in the red study tours to increase the sense of travel rituals, through immersive experience and integration into specific rituals in the context of the way to let the students get in-depth spiritual experience, so as to perceive the red culture, cultivate the spirit of the red.

As the birthplace of the Communist Party of China (CPC) and the Red Boat, which represents the spirit of revolution, Jiaying City has abundant red resources and human resources. The development of red study tours in Jiaying City has a sufficient material basis, and the combination of red tourism rituals and red study tours in Jiaying City can help young people form a sense of active belief in and support of red culture.

Therefore, this paper takes the development situation of red travel study in Jiaying City as an example, and explores the direction of high-quality development of red study travel based on the sense of tourism rituals. Not only to promote the development of Jiaying City red study tour to provide development of new ideas, but also for other red study tour to provide scientific reference and basis.

2. Tourism Rituals and Red Study Tours

2.1. Rituals and Travelling Rituals

Ritual is born of ritual, and “ritual” emerged as a separate term in the nineteenth century as a concept within the categorical category of human experience, a term that initially meant to contrast European cultures and religions with other cultures and religions [1]. Durkheim argued that all religions have two key elements, the sacred and the ritual, and developed a “sacred-secular” dichotomy that had a significant impact on the study of ritual [2]. Gennep proposed a theory of rites of passage, which he divided into three phases: “separation - transition - integration” [3]. Turner put forward the threshold theory on the basis of rites of passage, proposed important analytical concepts such as structure and anti-structure, emphasised the significance of the “communion” in the threshold in social rituals, and linked pilgrimage to tourism [4]. Graburn proposed the “Tourism Ritual Theory” on the basis of the previous theories, which considered tourism as a special ritual combining leisure and travelling in strong contrast to daily home life and work [5]. According to Graburn, tourists are in a “secular” state before and after travelling, and in a more “sacred” state during travelling, tourists will be sublimated to a certain extent in the spiritual level when they return to the secular state after the sacred state, *i.e.* “secular-secular”. In the

process of travelling, tourists are in a more “sacred” state, and after returning to the secular state, they will be spiritually uplifted to a certain extent.

Ritual refers to the psychological state that arises when an individual is integrated into a specific ritual or ceremonial event [6]. Tourism as one of the many rituals, tourism before, during and after the three stages corresponds to the three stages of the ritual, that is, the individual leaves the familiar environment of daily life to enter the tourist destination, to experience the cultural, spatial and temporal differences in which his original social status or identity changes, and then enter a new state of social behaviour activities. That is, when the tourist is integrated into the specific ritual situation of the tourism destination, participate in various tourism ritual activities provided by the tourism destination and tourism activities contractors, in the ceremony is touched by the sum of the emotional response, that is, the sense of ritual in tourism, specifically includes a sense of solemnity, a sense of sacredness, a sense of well-being, a sense of reverence, a sense of identity and so on [7]. The sense of ritual in tourism is the sum of the emotional responses to be touched in the ceremony. Some scholars combine the characteristics and functions of tourism experience and rituals, and summarise the four characteristics and four functions of tourism rituals, *i.e.* subjective, participatory, process and contextual characteristics, and identity transformation, norms and cohesion, entertainment and enhanced experience functions [7]. The four functions of tourism rituals are Among the four functions of tourism rituals, identity transformation refers to the fact that tourists in a tourism ritual situation or activity will be separated from their daily life identities and integrated into the new identities given by specific tourism rituals; norms and cohesion refers to the fact that tourists follow unified norms and customs in tourism ritual situations, which strengthens the cohesion of the tourism group and helps tourists better integrate into the culture of the destination; the function of recreation refers to the fact that the experience of ritual activities brings tourists happiness and enjoyment. Through the experience of ritual activities to bring tourists happy, pleasant emotions, to strengthen the memory of travel and emotional identity; strengthen the function refers to the sense of tourism rituals can strengthen the experience of tourists in the travel.

2.2. Red Study Tour

Study travel is an educational tourism activity that takes primary and secondary school students as the main object, takes collective travelling life as the carrier, takes the improvement of students’ quality as the teaching purpose, relies on social resources such as tourist attractions, and carries out experiential education and research learning [8]. Research travel is different from traditional classroom teaching, encouraging students to learn knowledge and improve their quality through practice in the outdoors. Red tourism, on the other hand, is a form of tourism aimed at promoting patriotism and consolidating identity with the mainstream culture of our country, red culture, as its core. Red study tour is a

product of the combination of red tourism and study tour, with students as the main body, students in the study tutor's leadership, make full use of the local revolutionary deeds related to the old sites, monuments and other red tourism resources, purposeful, planned and organized to carry out with the subject curriculum corresponds to the combination of theory and practice of the research study activities [9] Theory and practice are combined. In this process, students should change their daily identity into a revolutionary, regulate their behaviour through the "Red Army Code" and enhance their collective consciousness, and internalize the red culture they learnt in the process after the activity, and even take the initiative to become the spreader of red culture. To achieve the educational effect of the red study tour, we should be aware of the importance of students' sense of solemnity, awe and other tourism rituals during the trip, and shape the red study tour rituals to enhance students' sense of experience.

3. The Importance of Tourism Rituals in Red Study Tours

The sense of tourism rituals is generated by experiencing specific ritual situations or ritual activities, and the rituals in red study tours take the red culture as the core and are expressed in various forms. For example, wearing Red Army clothes, holding flag-raising ceremony, marching in formation, retracing the road of the "First National Congress of the Communist Party of China", simulation of revolutionary struggle, etc., which enhances the experiential and interactive nature of study tours [10]. The red colour of the tourism destination will be enhanced by the red colour of the tourism destination. Thus, the red culture of the tourist destination is more tangible and profoundly conveyed to the tourists.

The high-quality development of red study travel should pay attention to the function and role of tourism rituals. Emphasis on the red study tour tourism ritual sense refers to the national promotion of primary and secondary school students study tour related policies, so that young people through the enhanced interactive experience ceremony deeply feel the red spirit and red culture, to achieve the expected effectiveness of red education. Tourism itself is an interactive experience activities, red study travel educational attributes make it more emphasis on the process of interactive experience [11]. The educational attributes of red study travel make it emphasise more on the process of interactive experience. Its importance includes the following: First, red culture reflects a nation's arduous journey, spirituality and cultural self-confidence in various forms of inheritance, which is not only a kind of popular culture that identifies with and transmits the revolutionary spirit of our country, but also a spiritual wealth distilled from the profound historical soil [12]. It is also a spiritual wealth extracted from the profound historical soil. Its connotation is rich, and the forms of expression are also different, taking different educational methods, can play the role of red culture casting soul and educating people, and enhance the effectiveness of ideological and political education. If the education object is different, the education method should be changed according to the different charac-

teristics of the education object [13]. Therefore, for primary and secondary school students, direct red cultural inculcation is difficult to achieve the expected effectiveness of red education, low age and difficult to empathise with the primary and secondary school students to understand the obstacles of red culture, and the integration of the sense of ceremony to enhance the interactive experience of the red culture is the key to cracking this problem. Secondly, in recent years, with the implementation of the national double-reducing policy and the national demand for the cultivation of comprehensive quality talents, red study tours focusing on the shaping of tourism rituals have made red culture more vivid, triggered the sense of tourism rituals among students, prolonged the unique feelings brought by red culture, and enhanced the influence and attractiveness of red culture. Thirdly, most of the material carriers of red study tours are physical buildings such as ruins, and in the embodiment of study courses, most of them are visit-type learning, and few of them have the implementation of experiential projects. After strengthening the sense of ceremony, the red culture can build the red memory space of young people through the element of ceremony, and strive to make it immersive to feel the charm of red culture. Fourth, in the red study tour emphasises the sense of tourism ceremony, through the unique subjectivity, participation, process and contextual function of the sense of ceremony, to establish the connection between the youth and the red culture and red spirit, so that they can better understand the connotation of it, and enhance their identification with the culture through identity, so as to enhance cultural self-confidence, and improve the effectiveness of red education. Let students remember the glorious history, inherit the national spirit, cultivate patriotic feelings, learn something, experience something, feel something, and enhance relevance and effectiveness [14]. The red education programme is a great way to enhance the effectiveness of red education.

4. Problems in Red Study Tours

4.1. Inappropriate Base Construction and Unbalanced Regional Development

Jiaying City is a CPC “big” site—South Lake Red Boat famous red tourism city, as the main city of South Lake District, infrastructure facilities are complete, pleasant scenery, the surrounding area also has a major supermarket chain. The author’s research found that in the South Lake Revolutionary Memorial Hall, China’s first atomic bomb explosion simulation equipment received a lot of children’s favourite, in the whole operation of the simulation process, they invariably understand the Chinese aerospace team is not easy. Hands-on operation can enhance their sense of immersive experience and deepen the perception of the red spirit among children of younger ages. However, this kind of equipment rarely appears in other bases, and it is difficult for students to enhance the sense of travelling ceremony through interactive experience. In addition, Jiaying City, there are many red study tour bases, Pinghu City, there is in the name of partic-

ularly attractive “hundred people pit site” and “Pinghu invasion of Japan landing site” (Figure 1), but the actual site, these sites are gone, only a pavilion left! Only a pavilion is left standing on the seashore. There are no care measures around the site, the road is not convenient for traffic, and there is no relevant red history introduction signboard local protection and development of the site is not obvious, in sharp contrast to the red study base in Nanhu District. (Figure 2) Research camp infrastructure facilities are not complete, low attention outside the



Figure 1. Japanese invasion landing site.



Figure 2. Map of the landing place of the Japanese invading forces in China.

region, talent training did not keep up with the market development demand, protection and use of red resources to a low degree. In its development, and the school contact is not close, not in-depth, so that the camp construction and school education goals are expected to be a large discrepancy, the students will only be through the intuitive appearance “with the eyes to see”, rarely “with the heart to understand”, it is difficult to produce a sense of reverence, a sense of solemnity and other rituals. A sense of awe, solemnity and other rituals.

4.2. Immature Curriculum Design and Low Level of Innovation

Red study course form is relatively single, most of them are still in the understanding of the watch type study, study practical education and moral education courses, labour courses, the depth of the integration is not enough, the experience of interactive study form is less, the sense of immersion is not enough, the sense of tourism ceremony is missing, the young people in the process of the study of the red spirit of the experience is not deep enough, cannot meet the needs of the young people’s personal growth and self-development. There is a certain difference between the school development plan and the enterprise study course design, the enterprise thinks about how to make profit, while the school thinks about how to let the students learn more extracurricular knowledge, open up the horizons, and complete the labour education and other teaching objectives. And enterprises in the design of study courses, the lack of professionals according to the school demand for design, cannot be good knowledge, ability, emotional three-dimensional objectives integrated in the study trip. Research study segmentation talents are incomplete, one person in charge of multiple fields, research study planning is not detailed and unprofessional. Study tours can be roughly divided into young, middle and high three stages, but in these three stages of study, in the face of the South Lake CPC “big” site, their study form is to stop and watch. For the younger age group of children, they cannot feel the red atmosphere overflowing here; for the middle and high age group of students, with the knowledge in the classroom, coupled with the site visit, they will be more able to appreciate the educational significance of the red spirit. The content of the activities of different age groups is seriously homogenised, the curriculum system lacks articulation, the research course can be used in the early childhood stage, the middle and high school stage is also in use, not only does not meet the characteristics of the current age group of students, the red culture carries the significance of knowledge and education has also been reduced.

4.3. Inappropriate Implementation of the Curriculum by Favouring Tourism over Learning

The most distinctive feature of the activity programme is the autonomy of the students. Depriving students of their autonomy, the study tour loses its vitality and its characteristics [15]. The most significant feature of the activity programme is the autonomy of the students. As Jiaying City’s red study bases are mostly ruins, young people in the process of touring, only passive right to visit, if

there is no exploratory, interesting study projects, their independent rights are difficult to achieve. Study tours are in a dynamic, changing situation, while students' learning and performance are highly implicit [15], Therefore, the educational effect of the red study tour is sometimes difficult to meet expectations. In red study tours, study tutors need to be familiar with the red culture of Jiaxing City covering revolutionary history, martyrs and theories of the Party, as well as having the ability to perceive and react to security problems and the ability to teach and manage. However, the author found through the observation method, the study tour team lead teacher, only responsible for students in the study process of safety issues, a few teams equipped with lecturers to explain the whole process, young people walk around, in the form of students learn little knowledge. Study products are different from general travel activities, educational attributes is its important fundamental, but the existing study products have unclear goals, the implementation of the timeliness of education is difficult to evaluate and measure, no one is concerned about the degree of achievement of the study objectives, the objectives have not been achieved and no follow-up measures, and so many problems [16]! The current audience of research products is mostly based on the education of the students. At present, most of the audience of the research product for school groups of primary and secondary school students, the number of classes, students are very different, is the key to the difficulty of evaluating the timeliness of education. "Viewing the end is the end", the students finished touring the tourist attractions on the end of the study trip, few professionals to evaluate and reflect on the performance of the student study trip. The absence of study tutors and the difficulty of assessing students' performance after the study trip are important reasons for the inappropriate implementation of the programme, which focuses on tourism rather than learning.

5. Countermeasures for the High-Quality Development of Red Study Tours

The theory of tourism rituals divides tourism into three stages, and the three stages before, during and after tourism correspond to "secular-sacred-secular", so the countermeasures to enhance the sense of tourism rituals should be comprehensively considered from the perspective of these three stages and the elements of study tours. Then the countermeasures to enhance the sense of tourism rituals should start from these three stages and each element of the study tour to think comprehensively. This paper focuses on the problems of red study travel in Jiaxing City, combines the theory of tourism rituals, and explores the countermeasures for the high-quality development of red study travel.

5.1. Pre-Tour Shaping Tourism Rituals

Before the study tours, the study tour operators should design study programmes with different themes. First of all, the theme of the study programme should be clearly defined after the co-ordination of travel routes and base selec-

tion to create a red atmosphere. For example, in the study programme themed on the spirit of the “Red Boat in South Lake”, the aim is to let students understand the difficult history of the establishment of the Communist Party of China and feel the spirit of the “Red Boat” behind the “Red Boat in South Lake”. After determining the theme of the study course, we combine the existing red resources in Jiaxing City to select and design the study tour routes. Selecting some red bases related to the history of the “Red Boat” itself enhances the relevance of the whole study tour to red culture and red history, and creates a red atmosphere for the whole study programme. Red study tours are usually centred around bases related to revolutionary history, and the selection of bases and planning of routes are directly related to the creation of a sense of tourism rituals. Base selection should be clear about the relevance of the base and the theme, rather than just choosing popular study bases, not to mention the bases that have nothing to do with the theme, so that the sense of ritual accumulated in the previous ritual experience will be lost in the unrelated bases. Appropriate selection of red bases outside the South Lake District also focuses on the innovative nature of the course. In Jiaxing City, where the atmosphere of red culture is strong, primary and secondary school students have basically participated in red study tours, so the repetitive and routine study courses are not attractive to them, and they cannot get a sense of ceremony in the same tour, so it is necessary to enhance the innovativeness of the course. Before innovating the form or content of the course, we should fully consider the characteristics of the audience of students and enhance the relevance and professionalism of the course, such as the younger primary school students are lively and playful, so we can use the form of games to let them feel the red culture. The innovation of the course is mainly in the form of the course, the red culture can be flexibly combined with the script killing, real CS and other forms of strong interaction and experience, to enhance the students’ sense of experience and respect for the autonomy of the students. Course content can be strengthened to regulate the students’ behaviour of the ceremony, such as reading the “Red Army Code”, emphasizing the activities of the reward and punishment mechanism, students are required to consciously abide by the rules and regulations in the process of research and study travel, to play the normative and cohesive function of the sense of tourism rituals, so that the students have a sense of seriousness, solemnity.

Contractors also need to strengthen the contact with the school, according to the characteristics of different schools and acceptance of students to adjust the content of the course to meet the individual needs. Red study travel base has multiple nature, to undertake the tourists not only study student groups, but also to consider the needs of other tourists, and most of the construction of a good venue is difficult to change, so you can develop online experience space, adding technological means, such as VR technology, AR technology, artificial intelligence, etc., to reproduce the magnificent revolutionary history picture, give students a shock to the soul, enhance the students’ sense of sacredness, solemnity

and other emotions.

5.2. Implementation of the Tourism Ceremony during the Tour

In this stage of the tour, the most important element in the implementation of the pre-designed programme is the study tutor. Research tutor team is the “research” and “learning” of the core force [17]. The research tutor team is the core force of “research” and “learning”, which is the soul of the implementation of the research course. As an important role in the red study tour, the study tutor’s ability to provide professional and caring services directly affects the students’ travel experience and the sense of travel ritual. Therefore, in addition to the implementation ability, organisational ability, tour guide ability, study tutors also need to have a deep sense of education, a high level of knowledge and excellent teaching skills [18]. In addition, they can methodically lead students to visit red attractions and historical sites, convey knowledge of red history and culture to students, vividly interpret the red spirit, and interact with students to timely detect students’ acceptance and enhance students’ sense of achievement and identity. If the course adds VR and other scientific and technological means, the study tutor should also learn the relevant knowledge in time. Of course, in the process of course implementation, study tutors should not only help students to transform their daily identity, recognise their identity as revolutionaries, tutors themselves should also be detached from their daily identity, brought into the identity of the revolutionary leader, in order to better lead the students to experience the red study tour ceremonial situations and activities, and enhance the sense of tourism rituals. However, at present, the study tutors in travel agencies are usually doubled by tour guides, and ordinary tour guides lack teaching skills and organisational ability, making it difficult to implement the course content and manage the students. Therefore, the entry standards of study tutors should be improved to enhance the professionalism of study tutors. Red study tour bases should also cooperate with the study course, try to create a solemn red atmosphere, so that students are fully integrated into the red tourism ritual situation.

5.3. Post-Tour Evaluation Tour Rituals

As the perception of tourism experience is valued by more tourists, there are more and more researches on the sense of red tourism rituals. The demand and function of tourism ritual sense puts forward higher requirements for the service level improvement of red study travel, and plays a facilitating role in the service level and curriculum upgrading and development of study travel. This facilitating effect needs to be evaluated and fed back by many parties after the end of the tourism rituals to be realised. At present, some scholars in China have already used quantitative research, with the help of the measurement standard of tourism experience, divided the sense of tourism ceremony into different dimensions, and developed the sense of tourism ceremony scale [19]. The scale of tourism ritual sense has been developed. Evaluation of the effect of the red study

tour can refer to the subject of the study of the experience of the tourist ceremony in the perception of the feedback, according to the feedback of the students to improve the study course deficiencies, the students experience the perfect study course is easy to trigger the sense of tourist rituals, the formation of a benign cycle. In addition to the evaluation feedback of the main body of the study students, other elements of the study trip should also be evaluated for the effect of the study trip, to build a rigorous evaluation system of the red study trip, such as the study tutor to evaluate the performance of the students in the course, and the student's sense of travel ritual feedback to mutually corroborate each other, to enhance the credibility of the evaluation of the effect of the study trip. At the same time, the evaluation system should be dynamic, able to improve and adjust with the development and practice of red study travel.

6. Conclusions

This paper combines Graburn's "Tourism Ritual Theory" to study the red study tour from the perspective of tourism rituals. In recent years, the red study travel has established a set of more perfect study travel system under the strong advocacy of the state. However, due to its effect of implicit and carrying the red culture and spirit of the special nature of the red study travel should pay more attention to the study experience and the effect of study education. The element of "tourism ritual" is exactly in line with the demand for high-quality development of red study travel, so this paper innovates the observation and research perspective of red study travel, which is the main perspective, in-depth analysis of Jiaying City, the lack of red study travel development, starting from the three phases of tourism, to provide a practical and feasible countermeasures for the high-quality development of red study travel. Practical and feasible countermeasures.

As an important carrier of red tourism and patriotism education, red study tours inspire students to carry forward the fine traditions, establish a correct worldview, outlook on life and values, and promote the dissemination and implementation of the socialist core values in the whole society, and undertake the mission of passing on the red genes, promoting the education reform and stimulating economic growth. [20]. Strengthening students' sense of ceremony in red study travel can make students switch from the identity of "revolutionaries" back to the daily identity to prolong the positive impact of this feeling, prompting students to transform the values of the revolutionaries experienced in the tourism ceremony into their personal values, forming socialist values, and achieving the goal of red study travel. However, the red study trip in Jiaying City has the problems of uneven development of bases in different areas, routine curriculum form, and "focusing on touring but not learning" in the implementation of the curriculum, which affects the high-quality development of the study trip. Combined with the "Tourism Ritual Theory", it is proposed to strengthen the tourism rituals from the three stages of tourism to enhance the students' sense of tourism rituals and to promote the high-quality development of red study tours.

This paper focuses on the sense of tourism rituals in red study tours, but the factors affecting the development of red study tours are not only the sense of tourism rituals, and the intrinsic connection between different influencing factors can be further studied. For example, national policies are equally crucial to the development of red study tours. The openness and importance of national policies are important handles and driving forces for the development of red study tours. There is also the stability of the current social environment is also an important factor affecting its development. By the impact of the new crown epidemic in 2019, China's tourism market has fallen into a downturn. Red study travel had been affected by it, stagnant and unable to develop. Therefore, red study travel is subject to the constraints of multiple factors, and only by promoting its high-quality development can we reach the real educational significance and effect of red study travel.

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Conflicts of Interest

The authors declare no conflicts of interest.

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