

# Research on the Exploitation of Study Tour Resources in Mount Taishan

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**Abstract** Mount Taishan in Taian Prefecture of Shandong Province has rich study tour resources, but its development efforts are extremely disproportionate to its status as one of the five unique mountains. Through analyzing study tour in the context of its development and study tour resources in Mount Taishan, and based on the in-depth analysis of the existing problems, the proposals for the development of resources were put forward: highlight the main line and enrich the study activities to create study bases around Mount Taishan; improve the study services through the research and development of special products; expand the publicity to promote the educational products and research products.

**Keywords** Mount Taishan, Study tour, Tourism resources

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## 1 Research Background

### 1.1 Relevant concepts

Study tour in the broad sense refers to any tourist for the need of cultural curiosity, at any stage of life, temporarily leaving the permanent residence to travel independently, companion or team to a foreign place to carry out cultural investigation activities<sup>[1]</sup>. The narrow sense of the study trip refers to the “education department and the school has a plan to organize and arrange, through the collective travel, centralized accommodation way to carry out the study and travel experience combined with out-of-school educational activities, is the school education and out-of-school education convergence of the innovative form of education, an important content of education and teaching, and an effective way of comprehensive practical education”<sup>[2]</sup>.

Travel resource development, usually refers to the research and study tour related tourism products provided to travelers, is to meet the needs of travelers in the travel process by the tourism operator to the tourists to sell the sum of all products and services.

In recent years, the state has formally proposed and vigorously promoted study tours for primary and secondary schools. Under the impetus of various policies and related documents, the concept of quality education is implemented and study tour is promoted. It has gradually put study tour on the right track and the study tour has become an important part of education. In 2013, the General Office of the State Council issued the *Outline of National Tourism and Leisure*; in 2014, *Several Opinions on Promoting the Reform and Development of the Tourism Industry*; in 2015, *Several Opinions on Further Promoting Investment and*

*Consumption in Tourism*; in 2016, the National Tourism Administration passed the *Code of Service for Study Tour*; in 2017, the Ministry of Education and other 11 departments jointly issued the *Code of Service for Study Tour*. In 2017, the Ministry of Education and other 11 departments jointly promulgated the *Opinions on Promoting Study Tourism for Elementary and Middle School Students*, and from 2017 to 2018, the Ministry of Education selected 621 study and practice education bases and camps for elementary and middle school students in 2 batches nationwide, constructing a scaled-up national study and practice education system. From the initial proposal to the development of special norms, the focus of study tours has transitioned from the tourism sector to the education sector, and the status and role of study tours are becoming more and more prominent. Study tour involves 2 major fields of tourism and education, study tour fully inherits and develops the education concept and humanistic spirit of traditional study tour in China, which is “reading thousands of books and traveling thousands of miles”, and gradually becomes the new content and new way of quality education.

### 1.2 Research synthesis

Yang Yanli put forward that study tour should be an open form of education that allows children to go out of the campus and into society and nature<sup>[3]</sup>. Li Jun put forward the viewpoints of perspectives, fields, methods and strategies that can be used for study tours in the future from an objective point of view by collating the theories and practices of domestic scholars on study tours in the past five years<sup>[4]</sup>. Xie Hanjin, Mao Yurui, Li Cheng, etc. proposed to build a university study tour base with safety, guaranteed funding, good talent reserves and advanced

teachers and other characteristic forms<sup>[5]</sup>. Yun Laiyan, Zhuang Xueqiu, through the increasing development of primary and secondary school study tours in Hainan Province, believe that we should make full use of tourism + and fully combine the Internet and study tours<sup>[6]</sup>. Long Tianlin applies 5G technology in study tour, and develops new study tour products with more high-end information, digitalization, and simulation reality through the fifth generation mobile communication technology<sup>[7]</sup>. Xu Chenxin et al. analyzed through the case study of Meizhou parent-child study tour, and proposed that study tour can enhance the emotional communication between parents and children, open up the vision of young people, and contribute to the construction of good values<sup>[8]</sup>. Fu Jing proposed the combination of rural tourism and study tour through education + tourism<sup>[9]</sup>.

In the above studies, the authors have fully utilized the form of “tourism +” combined with the study tour, through different forms to make the study tour more fulfilling, but also found that there are some problems, so as to summarize a series of development measures, and make the study tour more flexible, experiential and learning.

Taking the national primary and secondary school students’ study and practice education bases as samples, An Chaogao et al. quantitatively analyzed the spatial differentiation characteristics of study and study tour resources and the influencing factors by using the closest neighbor index, and came to the conclusion that the spatial differentiation characteristics of China’s study and study tourism resources are greatly influenced by the level of economic development, traffic location conditions, tourism natural resources, and the level of

education development<sup>[10]</sup>. Yan Yuxia, Bian Junlong, Yang Zuofeng, Zhou Xing and other scholars, respectively, made useful exploration of study tourism resources from the rural tourism resources, local tourism resources<sup>[11-14]</sup>. For the development of study tour resources in the world's both natural and cultural heritage site of Mount Taishan, there are only a few related researches on Taishan study tour, but no systematic researches.

## 2 Development of study tour resources in Mount Taishan

### 2.1 Overview of local study tour resources

Taishan's rich historical and cultural heritage has created unique study resources. Mount Taishan is known as the "World's First Mountain", "Five Unique Mountains", is the world's natural and cultural heritage, the world geopark, national 5A level tourist attractions, national scenic spots, and also the symbol of the Chinese nation, the epitome of oriental culture, the "unity of heaven and man thought". It is the symbol of the Chinese nation, the epitome of oriental culture, and the place where the idea of "unity of heaven and mankind" is placed.

Mount Taishan not only has a majestic natural landscape style, but also has vast cultural roots. Ancient Zen culture, the existing Taishan mountain picker spiritual culture, these cultural resources are conducive to cultivate students' feelings of patriotism, patriotism, Taishan is rich in humanities and natural landscape resources, to carry out study tours. Taishan has a long history and profound culture, and various cultural relics can be developed into study tour resources, Taishan has experienced nearly 3 billion years of evolution, formed numerous geological tourism resources and important geological relics, gorgeous geomorphic landscapes, so it is a natural geo-museum, including Daiyang scenic area, Daiding scenic area, Daiyin scenic area, Lingyan scenic area etc.; as well as cultural resources including Taishan Feudal Zen, Taishan literature, Taishan art, Taishan rituals, Taishan pickers, Taishan folklore, shadow play and copying Taishan stone carvings. Mount Tai Zen, folklore, shadow puppets and these resources make Mount Taishan "a partial microcosm of Chinese history and culture" in the heart of children, its "picker" spirit is to cultivate young students to be not afraid of difficulties, and dare to face the challenges.

### 2.2 Study tour development of Taishan

In recent years, around Mount Taishan and also in other regions and even countries, a

number of schools and universities carry out study tours with Mount Taishan as a destination, such as the "Chinese Mount Taishan Rite of Passage", "Mount Taishan students graduation season" inspirational study activities, "a mountain, a water, a sage" series of study and travel activities. Mount Taishan has won the primary and secondary school students study and practice education base, Hong Kong and Macau youth study tour base, cross-strait exchange base, the country's top ten study tour scenic spots and other qualifications.

In recent years, Mount Taishan study tour has been organized on the basis of Mount Taishan, according to the teaching of the materials, knowledge and actions, advancing with the times, and formed a number of highly distinctive study bases. Particularly, Shandong Taishan Study Education Co., Ltd (referred to as "Taishan Study") is the leader of Taishan study tour, under the banner of 3 provincial study bases, each study base has perfect facilities and can accommodate up to 2,000 primary and secondary school students at the same time. Taishan Study Tour takes "Zhonghua-Taishan Bar Mitzvah" as the core, extends to create "Zhonghua-Taishan Growing Up Rite", and successively launches "Dare to be a Youngster Crossing the Dragon Gate, Vow Meeting of Secondary School Examination, Twenty-nine Years of China Leaping Dragon Gate, Gao Kao Admission Ceremony" and other ceremonies with traditional culture. The study products with traditional cultural connotations have enriched the curriculum system of Taishan study tours.

### 2.3 Problems in the study tour development of Taishan

From the organization and implementation of Taishan study tour, the development is still in the primary stage, study bases are enterprise operations, showing obvious commercialization characteristics. Teachers in the study bases have insufficient professional knowledge, and relatively low comprehensive ability, the study tour is in fact "tour but not study", study tour curriculum construction is not good enough without the coordination and formation of a complete system, the classroom knowledge and out-of-school practice of the effective convergence; study tour activities of the school segments are not clear, there is no study tour activities for each school segment to design; study line is single, the students' subjective initiative is not fully developed. In general, the Taishan study tour activities did not really dig out the deep humanistic heritage and natural value of Mount Taishan, and it needs to be further

improved and explored.

**2.3.1 Inadequate use of resources.** Tourism product development and use of the basis for tourism resources. Taishan's rich natural landscape and cultural landscape, a large number of study tour resources waiting to be developed and used. Most of the study tour products in Tai'an City are still slightly-modified traditional tourist routes, mainly around the 3 tourist cities of Tai'an, Jinan, Qufu, the theme is also the traditional "a mountain, a water, a sage". At present, the study trip in Tai'an does not make full use of tourism resources other than historical and cultural resources.

**2.3.2 Lack of high-quality innovative products.** As far as the current study tour market is concerned, many education institutions have over-commercialized study tour as a commercial product, it is actually another form of spring and autumn tours. With the maturity of the tourism industry, simple tour activities are incapable of meeting the needs of tourists, the traditional sightseeing tourism began to transform routes, in this context travel agencies simply changed the name of the spring and autumn tours into the "study tour", but the product is not innovative. It fail to give play to the subjectivity of students, or reflect the significance of education, or improve the overall quality of students. Therefore, compared to the general tourism products, the products of study tours are more in need of rich forms and practical contents, which requires the enterprises to deeply understand the real study courses, and develop study lines that are suitable for the development of the times and show innovation and creativity.

Taishan study tour products are monotonous, lack in cultural connotations of Taishan. Local study tour projects mainly include Taishan International Study Base, Dawenkou Cultural Heritage Base, Gandang Educational Base (Gandang is from the famous Shigandang in Taishan, means "dare to be"), and Fancy Year Base, but there are few study tour products related to Taishan history and culture, as a result, Taishan's historical and cultural value can not be fully displayed<sup>[15]</sup>.

**2.3.3 Lack of professionals.** Although some study tour products have achieved remarkable results, there is still a shortage of supply compared to the rapidly expanding demand for study tours. Considering the cultural and intellectual nature of the study tour activities, the quality of the frontline staff who are in direct contact with the students is more important. The frontline staff influences students in a subtle way, with not only the content he explains, but also his personal

lifestyle and personal qualities. At present, the practitioners of study tours are either tourism practitioners or educators, the industry is in bad need of the professionals who really have the quality of study product development and the ability to carry out tourism activities. College and university curriculum and professional training failed to meet the requirements of the study tour market on talents, the talent training mechanism was not mature, the industry particularly lacks in high-level talents with both profound cultural literacy and product development capabilities or enthusiasm for product development.

**2.3.4 Publicity needs to be improved.** Publicity of Taishan study tour is not well organized, the market awareness is poor, it has mostly traditional study tour products, so students and parents have limited understanding of Taishan study tour, the study tour image is not successfully formed as a result of the poor publicity and promotion. For the study tour enterprises, more methods should be applied to promote study products, to provide tourists with information and services conveniently, and also new media should be fully used to obtain information, more travel bloggers and uploaders can be invited to release video logs about Taishan study tour to win the targeted consumers.

### **3 Suggestions for the resource development of Taishan study tour**

#### **3.1 Highlight the main line, enrich study activities**

First of all, the development of Taishan study tour should be integrated with planning, rational layout, and surrounding tourist attractions; the theme of Taishan study tour should be highlighted, by taking Taishan history and culture as the main line, such as the series of Dai Temple, Shigandang folklore, the Sun Tribe, colorful stone streams, feudal ceremony and other tourism resources, they can be developed comprehensively as "Taishan culture". "Tourism culture" and the traditional Taishan tourism and cultural lines can be promoted as a different study tour line, to create a variety of boutique Taishan study tour products.

Secondly, study tour activities should be based on students, combined with the development characteristics of students, according to the regional advantages and resources to carry out innovative development and practice. Study tour is a comprehensive off-campus practical activity, so in the specific content design of study tour, various disciplines should be integrated, the regional advantages of Taishan, and its

unique humanities, natural landscapes should be fully considered to effectively develop the core qualities of students.

Finally, study tour organizations can be enriched. Tourists will have more study tour choices according to their needs, spend one day, two days or even a week, more study tour lines will not only to meet the needs of the students, but also improve satisfaction of tourists. Moreover, the scenic area can provide tourists with commentators, Fengshan Ceremony teachers, clothing rental of ancient costumes and other related study tour services to meet the students' curiosity.

#### **3.2 Create a study base around Taishan**

Taishan study tour should first make full use of the 4 major study tour bases, Taishan International Study Base, Dawenkou Cultural Heritage Base, Gandang Educational Base, and Fancy Year Base. Moreover, 4 major study tour routes can be formulated by centering on the 4 hiking routes to the mountain top, including Hongmen, Tianwaicun, Taohuayu and Tianzhufeng. Students can experience the joy of exploring Mount Taishan through a series of study tour activities around the mountain, and be inspired by the changing landscapes and profound history and culture of the mountain, so they can better discover the world and themselves during the tour.

The construction of the study tour bases should be strengthened. A study tour base contains 4 major elements of food, accommodation, travel and learning, and the base construction is the most important part of the study tour. In the base, the students' food, accommodation, travel, learning are all in group, school teaching emphasizes the cultivation of individual memory, independent thinking ability, but the study tour bases think highly of the students' teamwork ability, their hands-on skills.

Study tour base should play out its real functions, there must be real scenes in addition to complete supporting facilities, and also good accommodation conditions and scientific and professional management teams, so that it can improve the overall ability of students through the development of scientific courses.

#### **3.3 Improve the study services through research and development of special products**

As a supplement to traditional education, the practical curriculum of study tour is its greatest feature and an important way to develop core literacy. The practical curriculum of study tour is mainly embodied in 2 genders: group and experiential. The group nature of the course

provides young people with the opportunities to interact with their peers and partners. The environment has an important impact on the physical and mental development of human beings, and the different environments in which they are located and the different objects they interact with are all crucial for them at this important age stage. Experiential means the growth of young people need to be perceived by themselves, so that in the process of participating in social practices and activities in the natural world their level of knowledge and social competence can be further enhanced. This requires that study tour needs to develop practical courses with special characteristics, so that students can grow up in the hands-on, get complete understanding of the world in the experience, and make up for the fragmentation of knowledge by separate studies.

In addition, study tour services should be continuously improved. The first thing is to reasonably plan the study tour line, design study tour line to echo with in-class teaching, so that students will learn knowledge in the classroom and how to apply it in real life. Secondly, the quality and service consciousness of management personnel should be strengthened, they must be able to carry out specialized training and management.

#### **3.4 Strengthen the publicity to promote research products**

The publicity of Taishan study tour should be strengthened, by taking diversified means of publicity in addition to the traditional ways, for example, pay special attention to the new media publicity, make videos about the historical stories, myths and legends, topography, landscape, cultural heritage and other aspects of Mount Taishan, and posted them on the popular social media such as Tik Tok, Weibo, Little Red Book and etc., so as to comprehensively publicize and promote the study trip to Taishan.

Furthermore, market demands should be fully investigated, vertical market segmentation clarified. Resource development and product design of Taishan study tour should cater to the learning habits of students; study tour market can be divided into the city study tour market, provincial study tour market and domestic study tour market; according to the age, it can be divided into large and medium-sized primary and secondary school study tour market, so as to maximize the advantages of the existing resources, create a scientific, professional study tour environment. The promotion of study tour products should adopt the promotion mode of government promotion and enterprise

promotion in parallel, online and offline promotion in a three-dimensional way.

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