

# A study on the integration of Red Research trips under the digital economy-a case study of Heilongjiang Province

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**Abstract:** With the rapid development of digital economy, red research travel, as an important way of education, has gradually attracted more and more people's attention. Under the digital economy, how to combine the red study trip with the digital economy and give full play to its greater educational value has become a problem worth studying. This paper will start from the Angle of digital economy, to explore the integration of Heilongjiang red study trip.

**Key words:** digital economy; Red cultural resources; Research trips

With the rapid development of the digital economy, the traditional mode of research and study travel is undergoing a profound change. As an important province in China, Heilongjiang is rich in red tourism resources, providing a broad space for research and study travel. This paper will discuss the study of Heilongjiang red study travel under the digital economy, in order to provide reference for the development of related fields.

## I. The impact of digital economy on research travel

The digital economy is changing our lives and the world at an unprecedented speed, and research travel, as an important part of the field of education, is also affected by the digital economy. The impact of digital economy on research travel is far-reaching. From improving efficiency and quality to promoting diversified development, it brings more possibilities for research travel.

### 1. Digital technology improves the efficiency and quality of research trips

In traditional study trips, organizers often need to go through cumbersome processes and a lot of work to arrange the itinerary and provide services. However, in the era of digital economy, through the application of digital technologies such as the Internet and big data, organizers can more accurately understand the needs and preferences of tourists, so as to provide more personalized services to tourists. For example, through big data analysis, organizers can learn about tourists' historical behaviors and preferences, so as to recommend more suitable study travel plans for them. In addition, digital technology can also improve the transparency of study Tours, allowing tourists to more clearly understand the itinerary and services, thus increasing tourists' satisfaction.

### 2. The digital economy has promoted the diversification of study Tours

In traditional research trips, tourists can only learn about knowledge and culture through field visits and explanations. However, in the era of digital economy, online travel platforms and virtual reality technology have provided tourists with more diversified travel experiences. For example, through virtual reality technology, tourists can visit historical sites and museums in a virtual environment, thereby gaining a deeper understanding of history and culture. In addition, online travel platforms also provide more options and convenience for tourists, allowing them to choose the right study trip plan according to their interests and needs.

### 3. The impact of the digital economy on research and study travel also lies in promoting the sharing of educational resources

Under the traditional education model, high-quality educational resources are often concentrated in a few specific regions and schools. However, in the era of digital economy, advances in the Internet and educational technology make it possible for high-quality educational resources to be disseminated and shared through the network. For example, some well-known online education platforms offer a wealth of courses and learning resources, making quality educational resources accessible to more students. In addition, some online travel platforms also offer courses and study resources related to research trips, so that students can learn and grow while traveling.

### 4. The digital economy also has an impact on research and study travel by promoting its integration with the technology industry

With the advancement of science and technology and the popularization of the Internet, more and more science and technology enterprises begin to get involved in the field of tourism. These enterprises make use of their technological advantages and innovative spirit to provide more intelligent and personalized services for research trips. For example, some technology companies have developed application software such as intelligent tour guide system and voice tour, providing tourists with a more convenient and efficient service experience. In addition, some technology companies have developed tourism products and services with educational functions through cooperation with schools and educational institutions, further promoting the development of research trips.

## II. The status quo of Heilongjiang red research travel

Heilongjiang, a land rich in red tourism resources, such as Harbin's Central Street and Sun Island, offers tourists a rich historical and cultural heritage. However, the current red study tour in Heilongjiang faces some challenges.

First of all, Heilongjiang's red study Tours need to be improved in terms of innovation. Many tourists prefer to experience interaction and participation related to historical events when visiting red tourism sites, rather than just watching and listening to explanations. Therefore, tourism organizations need to innovate tourism products to increase tourists' participation and sense of experience.

Secondly, Heilongjiang's red research travel products are relatively undiversified. At present, most of the red study Tours still focus on visiting historical sites and listening to explanations, lacking diversified tourism products. Therefore, tourism organizations need to develop more kinds of red study tour products to meet the needs of different tourists.

In addition, the application of digital economy in Heilongjiang red study Tours is still in its initial stage. Although many tourism organizations have begun to try to apply digital technology in tourism services, the digitalization construction still needs to be further strengthened. For example, by providing more convenient booking, payment and tour services for tourists through digital technology, tourists' travel experience can be improved.

### **III. Heilongjiang Red Research Institute travel integration research under the digital economy**

With the continuous development of the digital economy, Heilongjiang Red Study Tour also needs continuous innovation to adapt to the new market demand and tourist demand. Here are some suggestions for innovative paths:

#### **1. Innovate travel products**

With the continuous development of tourism, red tourism has gradually become a popular form of tourism. In order to increase the participation and satisfaction of tourists, it has become a trend to develop interactive and experiential red tourism products in combination with digital technology.

First of all, developing interactive red tourism products can increase tourists' participation. For example, an interactive game based on Heilongjiang's red history and culture can be developed to allow tourists to learn about history and feel culture in the game. The tasks and challenges in the game can be designed to be related to Heilongjiang Red history and culture for visitors to learn and experience in the game. At the same time, interactive links in the game can increase communication and cooperation between tourists, and improve the fun and interactive nature of tourism. Secondly, the development of experiential red tourism products can make tourists more deeply understand and feel the red culture. For example, with the help of virtual reality technology, a virtual reality experience product can be developed to allow tourists to experience revolutionary historical scenes and characters in an immersive way. Such experiences can give tourists a deeper understanding of history and culture, while also increasing the interest and interactivity of the tour. In addition to the above two ways, other digital technologies, such as big data and artificial intelligence, can also be combined to develop more intelligent and personalized red tourism products. For example, big data can be used to analyze tourists' behaviors and preferences to provide tourists with more personalized tourism services; Artificial intelligence technology can be used to provide tourists with more intelligent tour guide services.

#### **2. Digital marketing**

Digital marketing is one of the important means of modern marketing, through the use of the Internet, social media and other channels for digital marketing, can improve the visibility and influence of Heilongjiang Red research travel.

First of all, digital marketing can be propagandized and promoted through Internet platforms. For example, information related to Heilongjiang Red Research trips can be published on tourism websites and social media platforms, including tour routes, scenic spot introductions, price concessions, etc., to attract more potential tourists. At the same time, search engine optimization (SEO) technology can be used to improve the search ranking of Heilongjiang Red Study Tours and increase exposure. Secondly, digital marketing can be interactive and disseminated through social media platforms. For example, an official account of Heilongjiang Red Research Tour can be established on social media platforms such as Weibo and wechat to release tourism guides and activity information, etc., so as to interact and communicate with tourists. At the same time, the communication characteristics of social media platforms can be used to spread the information of Heilongjiang Red Study Tour to more potential tourists and improve visibility. In addition, digital marketing can also accurately position the target audience of Heilongjiang Red Study Tour through data analysis, user portrait and other technical means, and formulate more accurate marketing strategies. For example, through the analysis of tourists' search records, browsing records and other data, we can understand tourists' travel preferences and needs, and develop tourism routes and products that are more in line with tourists' needs. In short, digital marketing is one of the effective means to improve the visibility and influence of Heilongjiang Red Research and Tourism. Through the use of the Internet, social media and other channels for digital marketing, you can attract more potential tourists, improve visibility, and promote the further development of Heilongjiang Red study tour.

#### **3. Intelligent Red study service**

Intelligent red study service is a new type of tourism service that rises with the development of science and technology in recent years. Through the use of advanced technological means such as big data analysis and artificial intelligence, it provides tourists with more intelligent and personalized services, such as personalized recommendation and intelligent tour, so that tourists can have a deeper understanding of the history and culture of red and improve their tourism experience.

First of all, the intelligent red research service can provide personalized recommendation services according to the individual interests and needs of tourists. Through the analysis of tourists' travel preferences, historical behaviors and other information, the system can recommend red tourism routes, attractions and activities that meet their needs for tourists, saving tourists' time and energy and improving tourism efficiency. Secondly, the intelligent red research service also provides intelligent tour services. Through the intelligent tour guide system, tourists can more conveniently obtain scenic spot information, historical and cultural background, etc., but also can understand their own location and schedule in real time, to avoid taking the wrong way, missing scenic spots and other problems. In addition, the intelligent tour guide system can also provide tourists with a variety of tour guides such as voice explanation and virtual reality experience, so that

tourists can have a deeper understanding of red history and culture. In addition to personalized recommendation and intelligent tour services, intelligent red research services can also provide a variety of other services, such as intelligent explanation, virtual reality experience, online booking and so on. These services can provide tourists with a more convenient, efficient and interesting travel experience. In short, the intelligent red research service is the product of the combination of science and technology and tourism, which can provide tourists with more intelligent and personalized services, so that tourists can have a deeper understanding of the history and culture of red, and improve the tourism experience. With the continuous development and application of science and technology, it is believed that intelligent red research services will be more and more popular, and bring better travel experience to tourists.

#### 4. Cross-border cooperation

As a unique way of education, red study travel is of great significance in cultivating patriotism, historical awareness and cultural accomplishment of young people. However, cross-border cooperation has become an indispensable part to realize the sustainable development of red study Tours. First, through cooperation with institutions in the fields of education and culture, red culture can be combined with knowledge from other fields to create a more colorful research program. For example, cooperating with history museums can give students a deeper understanding of historical backgrounds and characters' stories; And cooperating with art institutions allows students to experience the artistic charm of red culture. Secondly, by cooperating with experts and scholars in other fields, we can introduce more professional and in-depth educational content, so that students can have a more comprehensive understanding of the connotation and value of red culture. At the same time, cross-border cooperation can also promote the innovation of educational methods, such as the introduction of virtual reality, augmented reality and other technical means, so that students can more intuitively feel the charm of red culture. Finally, cooperation with institutions in other fields can share resources and achieve mutual benefit. For example, by cooperating with tourism organizations, you can get more tourism resources and concessions; And more social support and attention can be gained by cooperating with public interest organizations.

The digital economy has provided new development opportunities and challenges for Heilongjiang Red Research Trips. By strengthening the construction of digital infrastructure, integrating red education resources, innovating research travel methods, strengthening professional guidance and training, establishing cooperation mechanisms, promoting digital marketing and improving policies and regulations and other integrated strategies, Heilongjiang Red Research Travel can achieve better development in the era of digital economy. This will help improve tourists' participation and sense of experience, and promote the inheritance and development of red culture.

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