

# Research on the strategy of integrated development of study tourism and rural tourism in the new period

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**Abstract:** The development of rural tourism is an important measure to implement the strategy of rural revitalization. Research tourism is a new form of teaching through education and tourism, and it is a way to promote the combination of tourism and research learning. Research tourism and rural tourism are components of tourism industry respectively, the two have cross, mutual integration can promote rural revitalization and development. In the new era, the integrated development of research tourism and rural tourism is of great value. We should actively explore the integrated development path of the two, enhance the reception capacity of rural research tourism, strengthen product marketing and publicity, so as to increase market strength. Based on this, this paper analyzes the strategies for the integrated development of research tourism and rural tourism in the new period for reference.

**Key words:** New era; Research tourism; Rural tourism; Integrated development; Strategy research

**Introduction:** In 2018, the Guiding Opinions on Promoting the Sustainable Development of Rural Tourism issued by the Ministry of Culture and Tourism and other departments clearly pointed out that rural tourism is an important force in implementing the rural revitalization strategy. As a branch of tourism, research tourism can form an effective integration with rural tourism, promote the integration of agriculture, service industry and other industries for development, effectively enrich the rural economic format, promote the integrated development of rural industries, extend the agricultural industrial chain, develop a very distinctive modern rural agriculture, and activate the development potential of agricultural industry, and realize rural economic construction.

## I. The important value of the integrated development of research tourism and rural tourism in the new era

In 2016, the Ministry of Education and other departments issued the Opinions on Promoting Study Travel for Primary and Secondary School Students, which clearly proposed that study travel should be officially included in the teaching and education plan for primary and secondary school students. Since then, study travel has gradually become an important part of primary and middle school education. In the new era, the integration of study tourism and rural tourism is of great value, mainly reflected in the following aspects: first, it can provide rich tourism resources for study tourism. Rural revitalization can provide rich tourism resources for research tourism and give full play to the unique educational value of rural resources. The countryside has beautiful natural environment and unique rural experience activities, which can effectively enrich students' research experience, let students personally feel the farming culture and folk culture, promote students to take the initiative to inherit traditional culture, and stimulate students' willingness to participate in the rural revitalization strategy. Rural areas are rich in natural resources. When students enter the countryside, they feel as if they have entered a museum of nature, come into contact with different animals and plants, explore the natural environment from multiple dimensions, and guide students to correctly understand the relationship between human survival and natural environment. The integration of tourism forms can also provide students with labor education activities, let students contact with a variety of farm tools, let students experience the use of farm tools, feel the planting process of crops, and realize the hard work of farming activities, which can cultivate students' habit of cherishing food, and stimulate students' feelings of loving nature and hometown. Second, it can provide driving force for the development of rural economy. The integration of research tourism and rural tourism can provide the driving force for the development of rural economy and promote the continuous improvement of rural industrial structure. In the new era environment, rural tourism is still facing the development dilemma, the development of tourism products is not timely, it is difficult to keep up with people's tourism needs. Research tourism is a new type of tourism product, which can provide a new direction for the development of tourism and provide vitality for the development of rural tourism industry. Research tourism has great market potential and can provide a stable source of tourists for rural areas. Compared with other tourism projects, research tourism is more educational and experiential. It can not only provide rich educational resources for students, but also provide impetus for the development of rural tourism. The integration of the two involves many links such as food, clothing, housing and transportation, which can promote the improvement of related industries, including catering industry and traditional handicraft industry, promote the construction of infrastructure such as rural transportation and hardware environment, help rural areas solve the employment problem, and increase farmers' economic income. Research tourism is an important booster for the development of rural tourism industry, which can become a new direction for the development of rural tourism and promote the better implementation of the rural revitalization strategy.

## II. The shortcomings of the integration of research tourism and rural tourism in the new era

Tourism resources, tourism facilities and tourism services are the three essential objective factors for the tourism industry to provide tourism supply. However, at present, there are still many shortcomings in the integration of research tourism and rural tourism in these three aspects, mainly reflected in the following aspects: First, tourism resources. Tourism resources are mainly presented in the form of tourism products, the current integration of the two tourism products mainly include nature observation and labor education, etc. The development of research tourism products

is not comprehensive enough, student experience projects are few, mostly in the form of lectures and visits, and the content of activities is relatively single, which is difficult to effectively attract researchers and fail to give full play to the driving role of research tourism on rural tourism. Second, the tourism facilities. Tourism facilities include destination reception capacity, environmental conditions and so on. On the one hand, the reception capacity of the study tourism destination needs to be extremely strong. The problem of insufficient reception capacity is common in rural tourism areas, and there is a lack of specially provided accommodation and dining places. On the other hand, the environmental conditions of the study tourism destination are relatively insufficient, and the study tourism destination is the main activity space for students to participate in the study tourism. The ecological environment, health conditions and comprehensive quality of the service personnel in this space can affect students' study tourism experience. At present, the environmental conditions of most rural study tourism destinations are relatively inadequate, with problems such as insufficient construction of emergency medical facilities, dirty and poor environmental hygiene, and lack of attention to civilized etiquette of service personnel, which affect the sensory experience of research scholars. Third, the tourism service. Tourism services are reflected in the level of supporting services and marketing capabilities. From the perspective of supply, the supporting services in rural areas are relatively insufficient, unable to provide perfect shopping, catering and other services, and lack of professionals to provide corresponding services, including professional shopping guidance services and professional medical services. The relevant practitioners are all local farmers, who lack professional training and provide unprofessional supporting services and marketing services, which affects the reputation of research and tourism and is not conducive to the publicity of local characteristics.

### III. The strategy of integrated development of research tourism and rural tourism in the new era

#### 1. Promote the upgrading of rural research tourism products and enrich research tourism resources

In order to effectively improve the tourism experience of research scholars, we should pay attention to mining rural tourism resources in various regions, so as to promote the upgrading of rural research tourism products, build a perfect system of research tourism products, and help the smooth progress of rural research tourism. First of all, pay attention to enrich the research and study tourism product experience projects. In the process of product research and development, the connotation of rural tourism resources should be fully explored and enriched to bring students diversified experience projects, such as transforming the traditional tourism program of natural scenery tour into an immersive experience of modern agricultural base, so that students can experience the whole growth cycle of crops from sowing to harvesting. Organize weekly and monthly research and learning activities according to the construction status of agricultural base and the characteristics of crop production, so that students can actually feel the growth and changes of crops. For example, Laizhou Zhaotai Flour Sculpture Art Museum integrates agricultural culture and provides agriculture-related tourism products for people. Visitors can observe the whole process from the growth, harvesting, storage and processing of wheat into flour, so that visitors can enjoy large wheat fields and learn to distinguish different crops. Secondly, the auxiliary role of information technology should be brought into play. In the process of designing research tourism products, attention should be paid to the introduction of modern products such as information technology, such as the development of smart village research software in Shandong Province, smart tourism recommendation software in Hebei Province and other regional development research tourism procedures. Researchers can learn about the research tourism routes and scenic spot characteristics of the region online, and obtain the recommended projects and routes and other information of local people. To bring researchers and scholars comfortable and convenient travel experience. The research and development of this program requires the cooperation of multiple departments, and the relevant local departments should work together to strengthen communication and contact, and promote the continuous improvement of the product system. In the process of product research and development, it should reflect the different characteristics of the theme, pay attention to improving the service awareness of villagers, and encourage them to actively participate in the construction of rural tourism, and standardize and restrict their own words and deeds. Finally, do a good job in the promotion of rural research tourism products. Relevant departments should do a good job in the promotion of tourism products through traditional media and new media, such as advertising in bus stations, subways and other places, so that more people know the forms of rural research tourism and local characteristics of tourism products, expand brand influence; Build online tourism websites and official websites, release short promotional videos on new media platforms, and regularly push rural research and tourism related information to enhance the attractiveness of tourism products; Organize staff to open accounts on new media platforms such as Tiktok, constantly update account information, bring more traffic and let more people know about local tourism characteristics. In this process, government departments should increase support, actively introduce relevant support policies, publicize brand Xinxiang, and enhance the attractiveness of rural research and tourism products.

#### 2. Improve research tourism facilities and enhance the reception capacity of rural research tourism

Perfect tourism infrastructure is an important guarantee to meet the efficient development of rural research and study tourism. Relevant departments should pay attention to improving the infrastructure and environmental conditions of research and study tourism, so as to enhance its reception capacity. It can be mainly started from the following aspects: First, to ensure the construction of rural infrastructure. Government departments should give financial and policy support, set up special funds for rural research and tourism, and provide effective support for the construction of rural research and tourism projects. All regions should actively strive for financial support by applying to higher authorities, attracting investment enterprises, and encouraging villagers to participate, so as to promote a variety of business methods, promote villagers to increase their income, and provide impetus for rural revitalization. For example, village collectives and enterprises should cooperate to jointly develop homestays and restaurants, strengthen the renovation of old houses, improve local environmental conditions, create themed homestays, and provide special food to researchers and tourists, so as to enhance local brands and attract more passenger flow. The second is to create a good tourism environment. The research and tourism department and the local village collective

should strengthen the maintenance of the environment, pay attention to the regular inspection of safety stamps, enhance the staff's awareness of risk prevention, strengthen safety publicity and education, arrange special personnel to be responsible for the cleaning of public areas, and ensure the health of the tourism environment. In this process, the relevant departments should pay attention to the establishment of a special management system, provide clear provisions for various management work, carry out special actions to control dirty and bad, and improve environmental conditions. Third, strengthen the construction of travel bases. Tourism base is a research and tourism base for research scholars, and a place that integrates experience, research and interaction. In this regard, relevant departments should strengthen the construction of the base, promote the integration of research resources, and provide a good tourism environment for researchers. In this process, government departments, travel agencies and educational institutions should give full play to their own advantages and work together to promote the construction of research bases, so as to encourage students to take the initiative to participate and create a good mode of rural research and study tourism. In this process, local governments can carry out the research in two ways, that is, "transform the existing scenic spots into research and travel bases" and "build a new research and study base".

### 3. Introducing professional service talents to improve the level of comprehensive tourism services

In the traditional mode, there is a low level of comprehensive quality of service personnel. In the process of integrated construction, attention should be paid to the introduction of professional service personnel to effectively improve the comprehensive service level of rural research and tourism. First of all, cultivate and introduce professional talents. Talent is the basis to promote industrial development, talent flourishing, industry flourishing, talent plays an important role in the development of rural research and tourism industry. In this regard, the government departments should pay attention to the introduction and training of professional service talents. On the one hand, the government should pay attention to improving the mechanism of talent selection, appropriately adjust the threshold of talent selection, select and employ personnel with good mental outlook and good service attitude to participate in the work, and invite professionals with rich professional knowledge and sincere enthusiasm to serve as research tutors. On the other hand, strengthen the training of staff, formulate a reasonable talent training plan according to the current work needs, and carry out targeted training for tour guides, service personnel, folk handicrafts, etc., to improve their service awareness and service literacy. The personnel can be introduced from tourism majors in higher education colleges and universities, from groups with rich work experience basis, and can also be internally trained in the villagers to provide high-quality talents for the rural research and tourism industry. Secondly, the quality of research and tourism base projects should be strictly controlled. Grassroots education departments and tourism departments should jointly review the work of rural research and tourism, strictly control the quality, and effectively improve the quality of rural research and tourism. In this process, all departments can carry out irregular inspections to check whether the research tourism is carried out in accordance with the regulations and pre-arranged work, carry out satisfaction surveys for research schools and students, understand the real needs of schools and students, and combine reasonable opinions to continuously improve the research tourism work and effectively improve the quality of research tourism work. Finally, the concept of grassroots education departments should be changed. Rural research tourism is a new way of education, we should actively change the concept of grassroots education departments, promote schools to independently carry out rural research tourism activities, lead students into the ecological agricultural environment, agricultural research and natural exploration and other activities. In this process, education departments should actively promote the construction and promotion of ecological agriculture research tourism projects, take the lead in the design and development of rural research tourism courses, provide corresponding guidance for schools, and set up different ecological agriculture research tourism projects according to the development needs of students at different stages, so that students can gain something from participation and achieve good development. Primary and secondary schools should develop eco-agriculture research tourism courses according to students' cognitive characteristics, and introduce labor education and nature education into them. In the process of participation, students can understand the growth characteristics of plants and the development technology of ecological agriculture, gain a sense of achievement in learning, promote students to deeply experience the fun of ecological agriculture, but also develop the good habit of caring for the environment and saving food, and expand students' academic vision.

## Epilogue

To sum up, the effective integration of research and study tourism and rural tourism is an important measure to promote the development of tourism industry and rural revitalization. It can not only expand and enrich the educational content and teaching channels of research and study tourism, but also provide students with new research and study experience, improve the level of students' labor education and natural education, and promote their all-round development. At the same time, it can provide effective support for the development of rural tourism, provide more employment opportunities for local residents, promote the inheritance and development of rural culture, and improve the industrial structure of rural economy. In this regard, relevant areas should do a good job, closely grasp the opportunities of research tourism, improve the basic conditions and supporting services of rural research tourism, provide good tourism experience for researchers, enhance the reputation of rural research tourism, and help the sound development of rural tourism.

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