

Opportunities and measures for high quality development of sports research travel

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Abstract: by using the methods of literature and logical analysis, this paper studies the opportunities, challenges and measures for the high-quality development of sports research travel. At present, the development of sports research travel is facing opportunities such as a good policy environment, the release of new consumption demand, and the upgrading of consumption structure. Its development challenges mainly include the uncertainty of policy, the dislocation of learning and tourism functions, and the intermingled quality of sports research products. We can promote the high-quality development of sports research travel by strengthening supervision, cultivating new product models and new formats, strengthening the deep integration of education and sports research travel, and promoting the quality improvement and upgrading of sports research travel products.

Key words: sports research; Travel; High quality development

Research travel inherits and develops China's traditional educational philosophy and humanistic spirit of "reading thousands of books and traveling thousands of miles". It has become a new content and new way to expand quality education, and plays an important role in cultivating and improving students' self-care ability, innovative spirit and practical ability. As a new educational model derived from research travel, sports research travel plays a dual role of knowledge education and social practice education. Based on sports elements, the combination of sports and research travel has unique value in promoting the comprehensive development of students' comprehensive quality, and has become an important way to promote the reform of school physical education. With the development of economy, the new demand for sports research travel has been fully released. It is necessary to grasp the opportunity for the development of sports research travel, implement the supply side reform strategy, and strive to promote the high-quality development of sports research travel.

1 Opportunities for high-quality development of sports research travel

1.1 good policy environment

In recent years, national and local departments have actively issued policy opinions on the research and study travel industry, aiming to create rich practical projects and a safe research and study environment for students. In February, 2013, the outline of national leisure tourism clearly put forward that "primary and secondary school students' research and study travel should be gradually implemented", "schools should be encouraged to organize students to carry out extracurricular practical activities combining teaching with tourism, and the school tourism liability insurance system should be improved". In 2017, the guidelines for comprehensive practical activities courses in primary and secondary schools issued by the Ministry of education pointed out that it was necessary to create excellent courses for research and travel with the themes of excellent traditional culture, revolutionary traditional education, national conditions education, national defense science and engineering, and natural ecology. Therefore, with the encouragement of policies, sports research and study travel, as an innovative form of connection between school education and out of school education, has gradually risen to the national strategic height of comprehensively improving the comprehensive quality education of primary and secondary school students.

1.2 new demand released by the market

Demand drives supply, and supply creates demand. The release of the new consumption demand of sports research travel can effectively lead to the upgrading of the supply of sports research travel products, and then promote the high-quality development of sports research travel. "According to the 2021 summer tourism big data report released by Ctrip, research travel has become one of the main forces of customized summer tourism in 2021, among which research travel products have increased by more than 650% compared with the summer in 2020, and more than 80% of family travel users will search for research related travel products. Short distance, customized, family oriented, quality and safe research and learning products have gradually become the focus of consumers' attention. These new demand characteristics have become the new direction of sports research and learning travel reform in the future.

1.3 Supply side structural reform of industrial chain

From the demand side, with the entry of new consumers, customers' needs are further changed and upgraded, and higher requirements are put forward for product demands and service quality, which forces the whole sports research industry to improve and upgrade. From the supply side, more teaching and training institutions with capital, teachers and professional curriculum system have poured into the sports research and learning track, which has promoted benign competition among enterprises, further improved the quality and service level of sports research and learning travel products, strengthened the degree of industry standardization and standardization, and further optimized and upgraded the industrial chain of the entire research and learning industry.

1.4 Upgrading of sports consumption structure

With the rapid development of the national economy and the continuous improvement of residents' living standards, the consumption structure of residents has been continuously optimized and upgraded, which has become the "booster" for the high-quality development of sports research travel. At present, China is in the acceleration stage of the third consumption structure upgrading, and the consumption structure has also changed from survival consumption to enjoyment consumption, personalized consumption, convenient consumption and self pleasing consumption. Therefore, with the improvement of people's consumption level and the increase of spiritual consumption demand, experiential education represented by sports research travel has become the primary choice for people's travel consumption.

2 challenges of high quality development of sports research and study travel

2.1 Uncertainty of regulatory policy

On the one hand, the Ministry of education has formulated and issued relevant documents such as the national guide to practical education for primary and secondary students' research and study, and the service contract for primary and secondary students' research and study travel (model text), which will strengthen the approval and supervision of research and study institutions. With the stricter supervision, there may be clear restrictions on the qualifications of sports research and study travel enterprises, teachers, and course content. On the other hand, it is not clear whether the future policy will set and implement the guidance price for non-disciplinary training. If there are non-profit requirements for non-disciplinary education in the future, then the education and training institutions may face the employment threshold for providing sports research and learning travel products for schools.

2.2 The functional dislocation of "learning" and "traveling"

Sports research travel is a powerful supplement to the innovation of school sports teaching, which makes up for the shortcomings of traditional education, and realizes the integration of knowledge, society and life experience, as well as the seamless connection of physical education inside and outside school. However, in practice, most educational and training institutions play down the educational and practical nature of sports research and learning travel, and equate sports research and learning travel with spring outing, autumn outing or summer camp activities. In the process of research and learning, there are "only travel without learning" and "only learning without traveling". In addition, the professional level of sports research instructors is an important factor affecting the research effect of the whole group. Due to the late start of sports research and study travel, the lack of relevant industry standards, and the non-standard qualification certification of research and study tutors, the functions of "learning" and "travel" in the process of research and study are misplaced.

2.3 Research products are mixed

At present, the relevant sports research and study product standards, price standards, qualification standards, institutional access, management regulations and so on have not yet formed a perfect and systematic system and standard system, so that the development and management of sports research and study travel products are mixed. On the one hand, due to the lack of product standards, sports research and learning products on the market are uneven in content, form, quality and other aspects. Many research and learning institutions develop sports research and learning travel products with their own resources and conditions, without considering the purpose and requirements of sports research and learning travel itself. On the other hand, due to the relatively single product form, the sports research and learning course lacks characteristics and pertinence. Most sports research and learning products add a small amount of research and learning elements on the basis of conventional sports activities or outward bound training, and some directly copy tourism and outward bound products on sports research and learning products, resulting in uneven sports research and learning travel products.

3. Measures for high quality development of sports research travel

3.1 strengthen supervision and improve the management mechanism of sports research and Learning Market

High quality sports research and study travel activities are conducive to promoting students' better participation in life practice and cultivating individual sense of responsibility and social sense of honor and disgrace with the help of sports culture. In order to give full play to the educational function of sports research and study travel, relevant local departments should actively improve the management mechanism of sports research and study market, and ensure the high-quality development of sports research and study travel. First of all, we should formulate the service standards of sports research travel, explore the relevant standards of primary and secondary school sports research travel organization and management, curriculum development, base construction, security, staffing and so on, and form a relatively complete working system and industry norms. Secondly, establish a market access mechanism for sports research travel. According to relevant national regulations, enterprises operating tourism service products should obtain relevant qualifications. Furthermore, strengthen the supervision of sports research travel market. On the one hand, we should strengthen the supervision of the quality of sports research and learning products to prevent the distortion and alienation of "paying more attention to travel than learning" in the sports research and learning travel market; On the other hand, strengthen the supervision of the safety of sports research and learning products, especially from the perspective of ensuring the personal safety of primary and secondary school students, formulate safe travel standards, establish safety review system, safety supervision and inspection system, and prevent accidents.

3.2 optimize products and cultivate new models and formats of sports research travel products

“Weekend Education” has fully released the demand for research and study travel. The demand for sports research and study travel products that combine teaching with entertainment has been improved. Research and study travel pays more attention to the concept of research and study products, travel content, service quality, cost performance ratio, teaching staff, etc. Therefore, it is urgent to cultivate new models and new formats of sports research travel to meet the diversified needs of sports research travel. First of all, adjust the product structure appropriately, change the long-term course of sports research and learning into a short-distance course, develop personalized, small class and customized courses, and innovate the product mode of sports research and learning travel. Secondly, we should further expand the sports research and study travel market with family parents and children as the main body, and improve the quality and capacity of the parent-child sports research and study travel market, so that more and more parents are willing to take their children on vacation. Therefore, we should enrich and expand the product system of parent-child research and study travel, integrate and plan the route system of parent-child research and study travel, and promote the improvement of the service system of parent-child research and study travel. Actively explore the development path of parent-child research travel. Furthermore, we should promote the integrated development of “sports research plus” and other courses, deeply integrate the content of sports research with the tourism resources of scenic spots, and develop a variety of experience activity courses such as sports events research, Olympic events research, and sports venues research. At the same time, we should innovate on specific products and integrate the expansion elements loved by teenagers, such as camping, outdoor picnic, experience kayaking, immersive screenplay, blind box, etc., and actively cultivate new business forms of sports research and study travel.

3.3 pay attention to education and strengthen the deep integration of education and sports research and study travel

Sports research travel products are not simply a stack of tourism resources, but more focused on the attributes of education and curriculum. We should actively develop sports research and study travel products with deep connotation, high level and wide dimension, so that students' research is worth it, learning is worth thinking, traveling is fun, and doing is worth it. On the one hand, sports research travel needs to seek strength from culture. By strengthening the mining and integration of upstream resources, cultural elements and scientific and technological elements are integrated into research travel products to improve learning experience, realize the organic integration of “travel” and “learning”, and create valuable sports research travel products. At the same time, further connect the content of sports research travel products with market demand, and integrate classroom knowledge into cultural experience. On the other hand, professional sports research instructors should be provided in the process of research and study. According to the service specification for research and study travel, each research and study travel team should have at least one research and study tutor to be responsible for formulating the work plan of research and study travel education. Due to the special nature of sports research travel, research instructors should not only master basic pedagogical knowledge and teaching skills, but also have a comprehensive understanding of the knowledge system involved in the implementation plan of sports research travel course.

3.4 create characteristics and promote the quality improvement and upgrading of sports research travel products

Under the circumstances of uneven quality of sports research and learning products, single organizational form of research and learning activities, and dislocation of “learning” and “travel” functions, it is an urgent requirement for the high-quality development of sports research and learning travel to create a new product integrating professionalism, experience, safety and uniqueness. First of all, starting from the source, joint education, tourism related departments and local residents to carry out sports research curriculum design activities. According to the local characteristics and the characteristics of local schools, sports research courses with different themes, different duration, strong pertinence, high quality and strong characteristics are designed. Secondly, in the organization of sports research travel activities, we should strive for novelty and diversity, highlight experience interaction to enhance attraction. With the help of information technology, enhance the immersion and interactive experience, let students cultivate the consciousness and habit of autonomous learning and active exploration in the process of enjoying the fun of tourism, stimulate their interest in learning from the heart, and show the value and significance of sports research travel. Furthermore, we should expand the “sports research plus” route, develop a series of sports research and learning systems, and launch sports research and learning projects with market vitality. For example, around the urban event system, we should step up cooperation with events, launch events venue exploration, event experience research and other businesses, further strengthen and deepen the content of sports research and learning activities, and extend the sports research and learning travel consumption industry chain.

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Research on the construction of intelligent online education platform

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Abstract: in the era of "Internet +", enterprises should flexibly use the online education mode in the form of integration with big data, and apply new technologies and resources to carry out the new mode of enterprise employees' and users' autonomous learning, cooperative learning and inquiry learning. The establishment of intelligent online education platform can change the situation of low resource reuse rate in the past, such as teacher led apprentice, one-to-one, hand-in-hand, and improve employees' working ability and efficiency.

Key words: online education;Platform;Construction;enterprise

Under the background of the times, the rapid development of Internet technology, the large-scale popularization of intelligent terminals, and the full penetration of mobile application services are comprehensively affecting people's living habits and ways, and changing the education and training methods of enterprises. With the advantages of the Internet, it is an important measure to provide online training and mobile training services for enterprises, break the restrictions of the traditional offline mode, and promote the development of enterprise informatization.

1 Overview of intelligent online education platform

1.1 Analysis of the connotation of online education

Online education has developed rapidly and efficiently in recent years. All kinds of training have carried out the development of online classroom AKI idol. The current online education is in an important period of development. Online education is online education that uses information technology to carry out teaching activities. The rapid development of the Internet has led to the development and gradual maturity of the online education industry. Compared with traditional education, online education has broken the restrictions of space and time. With the support of Internet technology, it has opened a good situation in improving learning efficiency, learning resources and methods, The threshold for learners to participate in online education is gradually reduced, which can expand the coverage of education and ensure the quality improvement of the educated. At the same time, online education has more options, which can give full play to the advantages of personalized teaching and teach students according to their aptitude, and to a certain extent, it integrates the advantages of personalized teaching and traditional teaching. With the support of the Internet, online education can achieve greater progress. Driven by

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