

Enlightenment of Confucius' tourism destination thought on College Students' participation in rural tourism

Xiangfei Zhu¹, Lihong Zhao², Dezhuo Sun¹, Jianmin Xiang³, Xia Chen^{1*}

1.Putian University, Putian Fujian, 351100

2.Fuzhou Institute of Technology, Fuzhou Fujian, 350506

3.Shangrao Normal University, Shangrao Jiangxi, 334001

Abstract: research purpose: in the process of implementing the Rural Revitalization Strategy in China, there has been an integrated project of synchronous development of traditional culture publicity and rural business forms with rural tourism as the media. This study analyzes college students' recognition of rural tourism culture from the situation of College Students' participation in houhuang village tourism project, and discusses college students' Tourism view with tourism destination as the focus. Research methods: This study collected the practical feedback of College Students' participation in houhuang village tourism project through observation and investigation, and obtained the satisfaction ranking of students' favorite tourism projects. Research results: College Students' favorite project is the love cat house, followed by tea drinking in the teahouse, basketball and fishing satisfaction is the lowest. Research conclusion: characteristic rural culture, high-quality traditional culture, and "love" projects can effectively attract college students to participate and guide students to establish a correct view of tourism in their study tours.

Key words: rural tourism; Satisfaction; Confucius' thought of tourism destination

1. research background

Chinese college students are the main network group, and also the high-frequency users of we media platform. Their long-term online consumption leads them to indulge in their own cultural island. First of all, China's mainstream we media platforms such as wechat, Douyin, Taobao and Alipay will integrate the keywords and frequency that users have retrieved through big data, so as to achieve accurate information push for users, resulting in users' single acceptance of information. Over time, people become addicted to the online virtual world, aggravating the "information cocoon room" effect. Secondly, the cultural production threshold of short video software such as buffering, fast hand and micro vision is low, and the product quality is worrying. Short video culture has been banned from traditional cultural ecology due to its low creation threshold, convenient reading, fast transmission speed and wide transmission range. Due to the lack of systematic supervision, review, evaluation, accountability and other mechanisms in short video culture, the threshold of cultural product output is reduced. The development of the information age appears to be a hundred flowers blooming, but in fact, the good and bad are intermingled and lack of fine products.

It can be seen that the characteristics of College Students' cultural consumption are fast, miscellaneous and wide on the surface, but in fact, they are isolated from a single cultural circle by the precise push of big data. The mismatch between supply and demand is a constraint that leads to the imbalance of College Students' cultural consumption. Some experts believe that moderate and reasonable travel can not only delight the body and mind, but also exert a subtle positive guidance on people's behavior concept. 23-26 China has entered the era of mass tourism after the 21st century, and the tourism participants have transited from a small number of people to ordinary people. This has a great relationship with the transition from material consumption to spiritual consumption in China. Tourism demand will move towards cultural quality and spiritual connotation,

People's tourism demand has changed from "yes" to "good", that is, they pay more attention to the individual's internal experience. Under the wave of comprehensive "tourism", the education system of colleges and universities is also becoming more and more perfect, paying more attention to the cultivation of students' practical ability than before, encouraging college students to participate in more off campus practical activities, go into the surrounding tourism villages, make up for the virtual sense of network culture, expand their horizons, and establish correct values. As far as the student group is concerned, most of them mainly rely on family economic support, and different students' economic levels are different. We must not pay attention to tourism itself, so the choice of tourism destination is particularly important.

2. college students' participation in houhuang village tourism project

With high-quality natural resources, unique local culture and geographical location, houhuang village has become a 3A level tourist attraction, focusing on the integration of leisure and entertainment, tourism, home stay and military development projects. Because it is located in Putian University Town, it has become an off campus practice base for college students. In this study, 20 students randomly selected from Putian University were divided into 4 groups to participate in the houhuang village project for in-depth experience.

Table 1 satisfaction ranking of students' participation in project experience

ranking	1	2	3	3	3	3	4	5	6	7	8	9
project	Love cat house (20 points)	Tea room drinks (19.25 points)	Guests and customized drinks in the park (19 points)	Riding and playing (19 points)	Billiards (19 points)	Bamboo flute experience (19 points)	Satisfaction with butler service (18.5 points)	Hanfu and cultural experience service (18.33 points)	Table tennis (17 points)	Satisfaction with accommodation environment (16.5 points)	Fishing (16 points)	Basketball (12 points)

According to the ranking of students' favorite items in Table 1, the love cat house experience has the highest recognition, followed by tea drinking in the teahouse. The popularity of the cat house may be related to the age of tourists and their love for cats. From the process of taking care of stray cats, students find that they take care of cats very carefully and enjoy playing with them. Riding, billiards and bamboo flute projects have a good experience. The most unpopular project is "basketball project", which may be due to the hot weather on that day, and outdoor projects will make tourists feel unwell; In addition, there are also reasons for the venue equipment. Due to the aging of the venue equipment, it has a great impact on the experience of the project. After that, the time of basketball and fishing can be adjusted (in the evening, when the weather is cooler), and the site equipment conditions can be improved to improve the project experience of tourists.

Through a return visit to 147 college students who participated in the houhuang village project, we learned their satisfaction with houhuang village tourism and its influencing factors. It was found that they were very satisfied with the study tour in houhuang village, and the influence from large to small mainly included the following points. First, 59.86% of the families supported their study tours very much; Second, the students are very concerned about whether it is organized by the school. 19.73% of the students feel that the effect of the study tour organized by the school is very good, and 53.06% feel that the effect is good; Third, 87.07% of the students highly recognized the business philosophy of houhuang village and paid attention to the needs of passengers. If they have the opportunity, they are willing to participate again. The factors that hinder them from traveling again are as follows, see Table 2.

Table 2 demand of College Students' participation in practice and study tour

influence factor	Specific indicators
1. time	☒Winter and summer vacation (67.35%) "National Day" short holiday (39.46%)☒Weekend (38.1%) Any idle time (12.93%)
2. types of social practice	☒Love (21.09%) Environmental protection and personal growth (17.19% each)☒Specialty related (15.23%) Popular science learning (14.83%) Gold containing part-time or profitable projects (14.53%)
3. purpose of participation	☒Improve social adaptability (19.55%) Rich social experience (18.95%)☒Realize self value (13.53%) Happy body and mind, rich life (12.63%) Increase economic income (12.33%) 'academic study requirements (11.28%)' reduce family burden (10.83%) "others (0.90%)
4. what impact does study tour have on you	☒Accumulated social experience and experience (24.23%) Exercise the ability to adapt to society (23.65%)☒Expand interpersonal relationships (19.04%) Enrich personal life (18.85%) Increase personal income (14.04%) 'no impact (0.20%)
5. your suggestions on study tour practice	☒Organizational management needs to be improved (29.86%) Short activity time, unable to really enter the role (24.11%)☒Lack of security (23.74%) Personal rights and interests are damaged and it is difficult to safeguard rights (10.43%) Activities are not pragmatic (9.71%) 'other (2.16%)

According to table 2, students have a clear plan for participating in study tours. First, the last winter and summer vacation is the main time, supplemented by other extracurricular time; Second, the students' favorite practical project is love, which corresponds to the satisfaction ranking of experience projects in Table 1; Third, students' participation in study tours is mainly to improve their social adaptability and enrich their social experience. They clearly know that this is the weakness of school education; Fourth, the study tour practice can enable students to accumulate social practice experience, enhance adaptability, and expand interpersonal relationships; Fifth, students believe that the organization and management are not standardized enough, lack of security, short activity time and other aspects need to be improved.

To sum up, college students are pure and good-natured, with few worldly complications, but they have clear thinking, accurate self positioning, and clear what they want and don't want. They are very supportive of participating in rural tourism practice and learning. They are very clear about the purpose and type of learning, but the choice of tourism destination is "following the trend", which is not very clear.

3. the Enlightenment of Confucius' tourism destination thought on College Students' study tour

College students belong to the group of newcomers to the WTO, and like to be loved and relied on. This is the portrayal of most students under China's traditional education system, but they are full of love, ideas, vitality and responsibility. Is this not the success of China's educational philosophy? We love the excellent traditional culture for thousands of years and respect Confucius (Confucius is an outstanding representative of ancient Chinese travel lovers). For the majority of young students, travel is the medium for us to practice and study, that is, to understand the "Tao" in leisure and entertainment. Our study and protection of Confucius culture is essentially the inheritance and development of China's excellent traditional culture. From the perspective of cultural communication, Confucianism represented by Confucius has spread all over the world. Confucius Institutes and Confucius Cultural Festival are the phased products of the development of China's excellent traditional culture and an important manifestation of the surge in China's cultural soft power. From the perspective of tourism development, Confucius is a well deserved iconic figure of China's tourism culture and the most famous "spokesperson of China's tourism image".

Confucius' idea of tourism destination has a good enlightenment on the shaping of College Students' tourism concept. Confucius led the tourism destination thought of "distant view" and "near view", and advocated the aesthetic view of "mountains and rivers are more virtuous". He advocated the cultural tour of "listening to music and observing rites" and the tour of experiencing the landscape and nature (against lost tours), which had a far-reaching impact on later generations. Secondly, Confucius emphasized the tourism thought of "you must have a way to travel" and encouraged the life values of actively entering the WTO. In short, for thousands of years, Confucius' profound

tourism thoughts have deeply inspired and influenced the tourism concepts and behaviors of future generations.

“The concept of distance travel” encourages people (especially the young generation) to go out of the comfortable life circle, go out to study and increase their knowledge, so as to realize their ideals and revenge, which is different from “young people don’t work hard, old people are sad.” It is a classic quatrain of China’s traditional education culture and an important basis for the current popular “industry university research” education model. The audience of the concept of “close travel” is the middle-aged and elderly groups. When there are elderly people in urgent need of support at home, they advocate filial piety first and serve their parents not to travel far away, but it is necessary to visit nearby. Because the tourists in this group are under great pressure in life, and they are at the top of their homes. The work and life mode, which is the master of work, needs to be joyful physically and mentally through convenient peripheral travel, relax the highly strained nerves, and give play to the leisure and entertainment value of “close travel”.

From the dialectical point of view, “Yuanyou view” and “Yuanyou view” are the relationship of unity of opposites. That is, the unity of opposites between “loyalty” and “filial piety” of Confucianism, serving the country and serving parents. Although Confucius advocated “close travel”, he did not blindly exclude distant travel. Although he advocated filial piety, he advocated “ruling the country and pacifying the world”. The choice of “distance travel” or “near travel” destination is based on whether it is “right”. For example, Confucius’ disciples who have traveled around the world for 14 years have many parents who are still alive, but they are talented, ambitious and willing to sacrifice their “small family” for national development. It is because of their “selflessness” virtue that ancient China is colorful. Confucius’ Tourism thought of “loyalty and filial piety” has influenced not only his students, but also generations of Chinese youth. In his later years, Lu you was still working hard to write “worry about the world first and enjoy the world later” for China’s development. We can see Confucius’ thoughts of studying abroad and being an official under the “concept of traveling abroad”, such as Wen Tianxiang’s patriotic enthusiasm of “who has never died in life since ancient times, and who has remained loyal to history”, and young Zhou Enlai’s determination to “study for the rise of China”.

For college students, it is extremely important to establish a correct view of tourism destination. The premise of promoting learning through tourism is that according to their own actual situation, they should not increase the economic burden of their parents, neglect their studies, or carry out aimless “distance travel” (i.e. drop travel) beyond the reasonable degree of money. During the journey, we should pay attention to ecotourism, take the protection of the ecological environment as an important part of the study tour, and realize the harmonious coexistence between man and nature, which is also an important prerequisite for the development of rural tourism projects. The primordial nature of rural tourism enables visitors to cultivate their sentiment through the beauty of mountains and rivers, understand the natural landscape of mountains and rivers, and pay attention to the feeling of “beauty”. In short, the wisdom of the wise and the flowing water have metaphysical commonality; The honest character of benevolent people is connected with the solemn and steady mountains. This is the aesthetic and experiential view of “comparing morality with mountains and rivers”. When appreciating the natural landscape of mountains and rivers, Confucius can associate people’s morality according to the characteristics of the scenery the viewer likes, which is the perfect embodiment of the wisdom of the wise, and also the application of Confucius’ view of “comparing morality with mountains and rivers” in the tourism culture. However, due to the differences of our times, whether the concept of “comparing morality with mountains and rivers” is feasible at present still needs empirical research. Do not copy mechanically.

As a youth group in the new era, the nearest rural tourism is the first choice for tourism destinations. First of all, the nearest geographical location greatly reduces the cost of study tour; Secondly, most rural tourism spots have strong local characteristics, which bring us foreign cultural experience, which happens to be complementary to the learning content of the school; Third, rural tourism can help college students understand rural culture more truly, attract aspiring youth to participate in rural construction, and relieve the pressure of centralized employment after graduation; Fourth, college students can more truly experience the hardships of rural life and cherish learning opportunities at school.

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About the author: first author: zhuxiangfei (1993-), female, from Zhaotong, Yunnan Province, teaching assistant, Ph.D. student, research direction: sports and health promotion;

Zhaolihong (1992-), female, from Taiyuan, Shaanxi Province, lecturer, master, research direction: sports theory;

Sun dezhuo (1990-), male, from Ningde, Fujian Province, teaching assistant, PhD student, research direction: leisure sports;

Xiangjianmin (1963-), male, Shangrao, Jiangxi Province, second level Professor, bachelor, research direction: physical education teaching;

Corresponding author: Chen Xia (1991-), male, Putian, Fujian Province, lecturer, doctor, research direction: sports and health promotion.