

# Research on the Development of Study Tour Industry in Henan Province under the Perspective of Yellow River Culture

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**Abstract:** As a new form of combining educational activities and tourism experiences, study tour is receiving increasing attention and support from schools. Study tour is a practical activity with advantages that cannot be compared with other courses. In the development and practice of study tour routes, it effectively integrates red culture, historical culture and traditional culture. Based on the perspective of the Yellow River culture, Henan province is rich in resources, and its cultural characteristics meet the requirements of the research study. In order to make full use of the Cultural Resources of the Yellow River in Henan province, it is necessary to understand the Yellow River civilization and figure out how the development of study tours under the Yellow River culture should be established. Based on the Henan province's study tour that under the perspective of Yellow River culture, this paper analyzes the current situation of Henan Yellow River culture, and puts forward relevant suggestions for the development of Henan study tour industry from the perspective of Yellow River culture.

**Keywords:** Henan province; Yellow River culture; Study tour; Development strategy

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## 1 Introduction

Study tour is a form of tourism that combines teaching and tourism for the purpose of education. Study tours help students gain knowledge, learn about local folklore, experience nature and humanity, and improve their body and mind. First of all, study tours involve research and study. Study tours are educational programs organized based on the physical and

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psychological characteristics of adolescents. Secondly, the study tour must be outside the campus, with special emphasis on the outdoor experience route and the student's life experience. As an educational activity, study tour has a certain market and development value. Therefore, if you want to develop a study tour, you must form a complete industrial chain through industrial activities.

## 1 Study tour of Henan Yellow River Culture

In Zhengzhou, Luoyang, Kaifeng and other areas, Henan province has introduced research enterprises in order to promote the development of various regions in Henan. From the perspective of Yellow River culture, Henan study tour is only a microcosm of the education tourism project. The ecological protection and high quality development of the Yellow River Basin have become the main national strategy. Study tour is one of the ways to protect, inherit and promote the Yellow River culture. Henan Provincial Department of Culture and Tourism put forward the idea of developing the Yellow River and gave special funds to construct the study tour project based on the perspective of Yellow River culture in the form of "camp + curriculum". In cooperation with Luoyang City established in the Sui and Tang dynasties, Hongqi Canal and Revolutionary Museum, the capital of Hubei, Henan and Anhui Soviet provinces, the professional study travel agency has created many research travel camps and excellent routes. Many study tour camps have been put into construction and operation, and the study tour in Henan Province has shown a good development trend. Through analysis to collect scenic spots and strongholds in tour. Focusing on the overall objectives put forward by Henan Province of Culture and Tourism can be determined in Kaifeng, Luoyang, Dengfeng, Zhoukou and other cities in Henan province. These projects focus on the research theme of "Yellow River culture", and take "historical culture", "traditional culture", "red culture", "agricultural culture" and "labor education" as the main lines to explore and refine the resource characteristics and knowledge points in the base. The Yellow River culture should be well communicated through the development of "Yellow River" study tour activities for students. "Yellow River culture" is a kind of cultural system which focuses on the development of nature, humanities and productive forces in the Yellow River Basin. The regional scope of Yellow River culture is the main area through which the Yellow River flows, and Henan is in it.

The products of study tour should be carried out at different levels and in stages, and should be developed and designed according to the law of students' physical and mental development. The design includes the development of new tourism products. Such as agricultural tourism, industrial tourism, cruise ship tourism, hot spring tourism and other new forms of tourism, these are included in the category of study travel, and students can learn in travel. The design also includes the integration and optimization of existing tourism resources and the enrichment of study tour products. Study tour requires the full participation of students,

contact and study of society and nature in the study travel, to strengthen the movement, deepen the understanding of society and nature, improve the sense of social responsibility and improve the overall quality. Obviously, the content of tourism activities in research is composed of rural conditions, urban conditions and local conditions. Product design needs to develop the study of "education and tourism" that students are interested in and willing to participate in, understand the Yellow River culture through the Yellow River research, make use of the history and culture carried by the Yellow River, and create the world cultural sightseeing products. In view of this, it is necessary to study the development of urban study tour along the Yellow River, which is also helpful to the ecological protection and high quality development of the Yellow River Basin.

In recent years, domestic scholars have generally paid attention to the concept and resource classification of the Yellow River cultural tourism belt, and carried out the protection and development of the Yellow River culture. However, the researches on the cultural study tours of the Yellow River in the cities along the Yellow River in the new period are not enough. After the 21st century, the cities facing the depletion of resources are facing social and economic changes, and the cities with the development of natural research travel are more prominent. However, in the long run, to highlight the study tour, more tourism products are needed to jointly support the active development of tourism, not only depend it. Cultural tourism along the Yellow River contains great development potential and market space. Therefore, the construction of the Yellow River culture and natural landscape and the formation of research travel products are conducive to promoting the comprehensive and detailed development of the Yellow River Basin. Therefore, based on the perspective of Yellow River culture, Henan province must explore the future path of the development of Yellow River cultural industry.

## **2 Current situation of the development of study tour**

Before 2016, the development of the research travel industry was in a scattered state, and the relevant policies were still relatively limited. In the main form of summer (winter) camp, overseas travel, social classroom, and so on, study tour was a spontaneous attempt by the market. In 2016, the Education Bureau and the National Tourism Administration announced plans to enroll in education for study tour. Since then, the "top-down" leadership has brought the development of the research travel industry into the fast lane. A series of policies to encourage study tour have been issued, and the domestic and foreign study tour market has developed rapidly, showing a real situation.

**2.1** There is a great space for development with state support and strong policy support. At present, there are more than 200 million Chinese students, and the study tour market has developed greatly. During the development of "Tourism +", the demand for experiential education activities represented by research travel is increasing day by day. Therefore, the development of the market is inestimable.

**2.2** The industrial chain of research travel has gradually improved. Through a variety of policies and markets, the number of research travel enterprises has increased, and new positions such as research tutors have emerged as the times require. The research travel department is paying more and more attention to the cooperation with scenic spots. Based on the actual situation of the school, the school also arranges the participation of the students according to the education and the needs of the students.

**2.3** Local culture has the character of uniqueness and richness and the relevance of the textbook. The direct link between schools and camps is likely to be strengthened. Related to this, how good resources can be translated into good products and courses also needs to be considered. In addition, government support also shows a strong influence, whether monetary or non-monetary incentives have a definite impact on stimulating enterprises. Although national infrastructure transport facilities have improved, the differences and advantages brought about by means of transport still exist. Therefore, study tour needs to consider how to popularize it.

**2.4** The value of domestic tourism resources is very high. China is rich in resources and has countless rich and colorful natural landscape and cultural tourism resources. Through China's tourism resources, we can deeply explore the development of a variety of study tour products.

### **3 Analysis of the problems existing in the study tour**

**3.1** the participants have a low understanding. In China, study tour is booming. In the context of active study tour activities in all schools, students as key participants do not know much about the significance of study tour. In the practical study tour, how to establish not only consider the promotion of the student process, but also the final harvest of the comprehensive evaluation system is the aspect that the school should pay attention to. At present, due to the development of research travel, most schools have not yet established a comprehensive evaluation system for students to participate in study tour activities. The imperfection and lack of this evaluation system are directly related to whether students achieve the established educational goals, and they can not comprehensively evaluate whether students' comprehensive practical ability has been improved through the performance of students participating in research travel. In addition, in the implementation process of study tour, the participants have a low degree of understanding, mainly because there is no advantage in the development of research products, and study tour does not really go deep into the students' hearts.

**3.2** The degree of industry concentration is very low and the pattern is scattered. The concentration of the whole industry is very low, the pattern is scattered, and the market share level of the institutions with the head advantage is still relatively low and the income is less, let alone other scattered enterprises. Through the comprehensive consideration of development progress, revenue scale, brand impact, product and service research and development, many enterprises have not met the standards. In addition, from the point of view of urban study tour

mode, it presents the characteristics of "perform well in county while weakly in city". Study tour is basically based on natural tourism, the central city is rich in human resources, but the degree of participation in study tour is not high. Most of the travel points are not set up in the central city, but choose a more remote mountain area.

**3.3** The quality of cultural tourism experience is poor. After many years of development, the natural landscape has unique advantages, while historical and cultural tourism popularity is relatively low. Domestic and foreign tourists go to many tourist attractions only to visit natural points, ignoring the history and culture of them. The fierce competition in the tourism market is weakening day by day, and the cultural tourism that has great potential for the development like Yellow River culture, historical celebrities, museums etc. has not developed into a tourist destination to attract tourists, because the development and utilization of these cultural resources is not balanced. Study travel is inherited from the domestic tourism culture. While inheriting the advantages, some shortcomings have not been improved. In another thing, due to the demand for natural landscape in the tourism market at that time, the tourism industry rose rapidly. However, after the year of sustainable development, natural landscape tourism is becoming weaker and weaker. In addition, tourism products are still in the initial state of development, which has not yet formed a well-known tourism brand. The lack of city-specific commercial and recreational activities makes it difficult to meet the requirements of tourists for cultural tourism experience. In recent years, with the continuous development of research travel, under the background of national tourism and cultural globalization, study tour is in urgent need of change and upgrade from single-landscape tourism to cultural experience.

#### **4 The Cultural implication of study tour of the Yellow River cultural**

The Yellow River Basin is not only the place where Chinese culture was born, but also the spiritual home of the Chinese people. The Yellow River culture is an important part of Chinese civilization, and we must pay attention to the protection, inheritance and development of the Yellow River culture. "The profound Yellow River culture gives birth to Chinese culture, carries Chinese civilization, and shapes the indomitable and unyielding character of the Chinese people. It is necessary to carry out ecosystem protection and high quality development in the Yellow River Basin. Through the construction, it is of great significance to form the study tour system of 'Yellow River culture'." (X Guangchun. 2016)

**4.1** The Yellow River cultural study tour is an innovative form of inheriting and promoting Chinese culture. The process of study travel is not only the process of deepening the experience of Yellow River culture, but also an important way to understand, experience and observe and relax the culture. The reason is that by visiting the famous mountains and rivers of China, we can learn to observe the natural scenery of the experience, cultivate the feeling of identity and belonging to Chinese culture, and stimulate a sense of pride. The Yellow River Basin has left

people with a wealth of historical and cultural heritage. These excellent cultures provide rich educational resources for the study tour. Study tour systematically observe and study these excellent cultures, and historical relics, realize the understanding of cultural value through experience, observation and understanding, improve the understanding of Yellow River culture, and protect the excellent traditional culture of China.

**4.2** The Yellow River cultural study tour is an effective starting point to promote the activation of cultural heritage. Strengthening the protection of cultural heritage is an important way to inherit the Yellow River culture. For a long time, cultural heritage has been a quiet exhibit that is difficult to access, and unattractive to people. Cultural heritage should vividly convey to people, to stimulate people's sense of pride. There are very rich cultural heritage and many cultural protection units along the Yellow River, and they are the carriers of the Yellow River culture. To integrate cultural heritage and cultural protection units, establish the Yellow River cultural practice education system, and hold study tour activities in cultural heritage and cultural protection units, so that students can feel the charm of the Yellow River culture, improve the awareness and understanding of cultural heritage, and love the Yellow River culture. Make every effort to build the "Yellow River culture" study travel system, go deep into the value of the Yellow River culture era, and recite the Yellow River story, to guide students to deeply aware and understand the Yellow River culture.

## **5 Analysis on the development of Yellow River study tour in Henan province**

### **5.1 Advantages**

Based on the advantages of Henan study tour development from the perspective of Yellow River culture, first of all, Henan Province has profound cultural history and rich cultural resources in terms of tourism resources, which are reflected in Yin Shang culture, Bianliang culture and Heluo culture, and agricultural culture, folk customs, handicrafts and cultural heritage of the Yellow River, as well as the peaceful history, water conservancy resources and natural landscapes like Hanging rivers of the Yellow River and so on. In addition, the natural scenery of the Yellow River is very beautiful. From Mengzhou east to Zhengzhou and Kaifeng in Henan, a rare hanging river has been formed. Beach wetland, farmland forest land and traditional village constitute the ecological and cultural landscape along the Yellow River, which makes the natural landscape along the Yellow River become the unique landscape of tourism development. Second, with the support of the government, Henan gradually carried out the idea of holding study tours, then the local government launched the research travel demonstration base in positively response, and the Ministry of Education of Henan Province formulated a "high quality curriculum" to promote the development of study tour. Study tour is mainly aimed at students and is included in educational plans. There is a lot of room for development in the study tour market.

## 5.2 Disadvantages

Based on the perspective of Yellow River culture, the shortcomings of Henan research travel are reflected in as follows:

**5.2.1** There is a lack of overall planning. The Yellow River flows through Sanmenxia, Jiaozuo, Luoyang, Jiyuan and other cities in Henan. However, due to the division of the region, the regional development is subdivided, the systematic research achievements of the Yellow River do not exist, and the overall effect of the Yellow River culture has not been brought into full play.

**5.2.2** The number of research products with the theme of Yellow River culture is small, and the propaganda consciousness of Yellow River cultural research travel products is very low. Students and parents have little knowledge of the Yellow River and they do not know the purpose of the study, so must strengthen the publicity. In addition, publicity and promotion are important factors in determining the success or failure of study tour. The Yellow River has rich and diverse tourism resources, such as the culture of the Yellow River regulation represented by Jiaying Temple, the water conservancy culture represented by the People's Victory Canal, the Taiji culture represented by ChenJiagou in Henan province, the cave culture represented by Mogou Village, and so on. However, parents and students do not know enough about the Yellow River culture, because the propaganda and promotion are not enough, and the history and culture of the Yellow River has not been effectively demonstrated. Therefore, it can not arouse the interest of parents and students.

**5.2.3** The form of tourism products is relatively simple. At present, most of the scenic spots around the Yellow River are sightseeing, lacking participation and experience of the project, so they can not give students a deep impression. For example, in Jiaying Temple, Wuzhi county, there was no other research travel design but to visit and appreciate the Qing Dynasty buildings. From this point of view, Henan Yellow River cultural study tour does not have a strong competitiveness.

**5.2.4** Regional tourism cooperation has not been strengthened. Regional tourism cooperation is helpful to the complementary advantages between regions, the overall marketing and the realization of economies of scale, thus forming the overall route of research travel. From the study tours of cities along the Yellow River in Henan Province, most of them are in a scattered state and do not form an unit. In fact, regions are not only competitive relations, but also partners. The development of Yellow River cultural study tour is not only need to integrate regional resources, but also to integrate urban resources, strengthen cooperation in regional tourism, and construct a cultural tourism belt along the Yellow River as a whole.

## 5.3 Opportunities

Based on the opportunity to have study tours under the perspective of Yellow River culture in Henan province, we can see as follows:

**5.3.1** We need to integrate culture and tourism, and culture is the core of tourism development. In order to transform cultural resources into cultural tourism products, we must deeply explore the awareness of Yellow River culture. At the same time, we should make full use of the cultural resources of Henan Province to guide the development of Yellow River research and learning.

**5.3.2** The change of educational thought, the change of educational concept of education departments, schools and parents, and the comprehensive quality education can inherit excellent culture, help students to increase knowledge and improve students' comprehensive quality and ability through developing the study tours of Yellow River.

**5.3.3** From the point of view of research enterprises, the diversification of new media in development, publicity and marketing is more convenient to provide information and services for tourists. From the point of view of students, it is also conducive to obtaining the information of Henan Yellow River study tour through the new media.

**5.3.4** The government supports strongly, putting forward the establishment of the Yellow River cultural tourism belt with international influence. At the same time, Henan Province held a local cultural tourism conference, and put forward the construction of the Yellow River cultural tourism belt. The Urban Cultural Tourism Conference focuses on shaping the Yellow River cultural tourism brand and building a strong cultural tourism city. They clearly improve the development ideas and priorities of study tour, draw a clear and magnificent blueprint for the development of Yellow River cultural study tour, and create a good development environment.

**5.3.5** A very wide range of development prospects the study tour has. Due to the improvement of people's living standards and tourism quality, traditional tourism has been unable to meet the actual needs of students. In-depth, local unique study tour has become the tourism experience pursued by many students. The Yellow River culture is extensive and profound, and the Yellow River cultural tourism is more and more popular with students. At the same time, students are deeply attracted by the Chinese civilization represented by the Yellow River culture. It can be predicted that these will indeed bring more opportunities for the development of cultural study tour in the Yellow River.

## **5.4 Challenges**

**5.4.1** The market competition is becoming more and more fierce. The Yellow River flows through Shanxi, Shaanxi, Qinghai, Sichuan, Henan, Shandong and other provinces. The cultural resources along the Yellow River are rich and diverse. "The cultural attractions of the Yellow River have different characteristics. Henan Province is rich in Yellow River cultural resources. The development of Yellow River cultural tourism represented by Yellow River Sanmenxia Dam, Jiyuan Xiaolangdi Scenic area and Zhengzhou Yellow River Scenic area has attracted much



attention. This existing scenic area will promote the development of cultural study tour in the Yellow River. However, Shanxi, Shaanxi, Shandong and other adjacent provinces of the Yellow River cultural resources are also rich.”(L Jun. 2017) Therefore, there will be fierce competition in the study tour market, and the research-learning products will gradually become homogeneous.

**5.4.2** The rationalization of tourism consumption is developing. With the development of social economy, students' sightseeing experiences become rich. “In the process of tourism, students pay more attention to the history, culture, habits, living habits and other aspects of tourism experience, emphasizing the interaction and participation of tourism, advocating and improving the personalized requirements of tourism services. According to the needs of students in different classes, the research products designed should also meet the needs.”(T Lixia, T Youhua. 2015) In a word, the Yellow River cultural tourism has obvious advantages, which plays an important role in enriching urban cultural tourism and promoting the development of local tourism. However, compared with Zhengzhou, Luoyang and other cities along the Yellow River, the development of cultural tourism in the Yellow River is relatively backward, so it is urgent to make full use of the advantages of the rear and excavate regional characteristics, create tourism products and cultivate the core competitiveness of cultural tourism in the Yellow River. In addition, in order to jointly promote the high-quality development of Yellow River cultural research travel and improve the reputation of Yellow River cultural research travel, it is also necessary to actively carry out inter-city tourism cooperation to fully show the characteristics of Henan Yellow River culture.

## **6 Suggestions for the development of study tour**

### **6.1 deepening regional cooperation**

Research travel is centered on the regional tourism resources and tourism culture needed to determine the subject of research. Through deepening regional cooperation, we can have a deep understanding of local tourism resources and culture, so as to facilitate the development of research travel routes and the explanation of the research process. In order to involve the tourism resources and culture of deepening regional cooperation, it is necessary to carry out the overall planning and rational layout of the study tour of the Yellow River. Only by promoting regional tourism cooperation along the Yellow River can we promote the optimal distribution of tourism resources and realize profit distribution, market co-construction and brand learning. From the point of view of cities along the Yellow River in Henan Province, under the condition of high level construction of Zhengzhou and Luoyang metropolitan areas in Henan Province, the Yellow River culture is laid through these two metropolitan areas.

In addition, we should make full use of the existing cultural heritage of the Yellow River, integrate the upper reaches of the Yellow River Sanmenxia Dam, the Xiaolangdi Project of the Yellow River, and the resources of HuaYuanKou, Zhengzhou and East Groin Head in KaiFeng

in the lower reaches, and jointly launch the water conservancy and cultural tourism project of water management along the Yellow River. From the point of view of the whole Yellow River Basin, we can organically combine the history, culture and natural landscape along the Yellow River, strengthen exchanges, integrate local cultural tourism resources, provide a complete experience for the overall effect of the Yellow River cultural research travel, and jointly promote the construction of the The Hundred-li Yellow River Cultural Study Tour Corridor.

Therefore, in the planning and management of the Yellow River as a whole, it is necessary to deepen regional cooperation and share resources. Through interregional cooperation, the tourism resources scattered in the Yellow River area, such as site parks, Yellow River landscapes, water conservancy projects, wetland parks and Intangible cultural heritage and folk-custom, are planned as a whole, and the traditional Yellow River tourism route is built as the route of "Yellow River culture plus study tour". Through regional cooperation, the excellent products of Henan Yellow River study tour can be created.

## **6.2 Building well-known tourism brands**

In order to deepen the Yellow River culture and infiltrate the Yellow River culture into the research-learning products, it is necessary to develop the Yellow River research-learning products that students can understand, experience and are willing to participate in according to the individual needs of the students. By refining the theme and content of Yellow River research, the typical topics of Henan Yellow River research and learning are designed, which include historical culture, red culture, Intangible cultural heritage and folk-custom, popularization of natural science and water conservancy projects, and a complete Henan Yellow River research and learning system is established. Henan province as the core area of the Yellow River has produced Henan Yellow River culture, accumulating rich agricultural culture, culture of Intangible cultural heritage, Chinese character culture and so on. Therefore, we can build well-known tourism brands according to Henan culture, such as "young doctor of Chinese traditional medicine--homology of medicine and food", "expression of all seasons in oracle bone inscriptions", "exploration and inheritance of woodblock New year painting of KaiFeng " and other brand research projects.

**6.2.1 "Young doctor of Chinese traditional medicine--homology of medicine and food".** Henan people live on the edge of the Yellow River and have lived and worked along the Yellow River since ancient times. The Yellow River irrigates many farmlands. People along the Yellow River make all kinds of delicious food in long-term cooking exercises. Henan cuisine is deeply influenced by the Yellow River and is also an important part of Chinese traditional culture. The building of the brand "young doctor of Chinese traditional medicine--homology of medicine and food" promotes students to understand Henan's diet culture and Chinese traditional medicine knowledge, so as to inherit the traditional Chinese culture. Through designing the formula of the homology of medicine and food, and applying it to the study tour, the students

can feel the charm of the homology of medicine and food.

**6.2.2** "Expression of all seasons in oracle bone inscriptions". Through building a series of research and learning brands of the "expression of all seasons in oracle bone inscriptions", which extends the historical language, it can improve students' cognition and study of oracle bone inscriptions, cultivate their interest in learning Chinese traditional culture to inherit and promote the Yellow River culture, and then adhere to the historical responsibility of the Yellow River.

**6.2.3** "Exploration and inheritance of woodblock New year painting of KaiFeng ". To build a series of research brands, so that students can know what KaiFeng woodblock New year painting is, find the auspicious symbols of New year painting, perceive and experience the culture and art of KaiFeng woodblock New year painting, and understand and identify with the Yellow River culture. Based on the regional characteristics of Henan province, we should build Henan Yellow River research and learning brand, give full play to the advantages of regional brands, and promote the Yellow River research and learning brand construction, so as to enhance the core competitiveness.

### **6.3 Improving the quality of publicity**

To strengthen publicity work and use Tik Tok, Kwai, Micro-Blog, Wechat, and travel apps for live broadcast, it is necessary to publicize and support the interaction of study tour through government departments, form a mechanism for study tour activities guided by the government, organized by schools, and independently participated by students, so as to maximize the effect of the study tour. Henan study tour industry should shape the tourism image under the perspective of Yellow River culture, and establish a red cultural brand in order to ensure the quality of curriculum of the study tour and develop our own characteristics.

Although the course of study tour not a theoretical teaching in the traditional sense, it encourages all students to have the space of independent thinking and self-imagination, to form practical and unique opinions, and to obtain the sublimation of thought. Taking the Yellow River Cultural Museum as an example, the culture of the museum is not only a red resource, but also a means of education. Therefore, in the curriculum system of the museum, taking the historical and cultural resources as the core, creating the corresponding historical situation, and guiding students to the corresponding situation, can realize the in-depth dissemination of culture. Hence, taking the Yellow River culture as the starting point, we should actively show the context of the theme of research, and publicize related projects. In the development of Yellow River cultural tourism products, in order to integrate and expand the tourism market, we must combine our own characteristics of tourism publicity and marketing.

**6.3.1** Do a good job in the theme marketing of Yellow River cultural study tour. It is the bright spot of study tour to rely on the culture of the Yellow River regulation in the Hundred-li Yellow River Ecocultural Tourism Corridor or the IP of cultural tourism integrating the local

characteristics, which can has target marketing for different tourism markets.

**6.3.2** Paying attention to the marketing theme of study tours. In order to make a new breakthrough in the marketing of the Yellow River cultural study tour, we should do our best to find out the appropriate marketing theme and make it become a topic of concern to students. For example, Wen County held Taiji Cultural Tourism Festival, WuZhi County held the Yellow River Cultural Tourism Seminar, MengZhou County launched the World Ancestor worship Ceremony of the Han clan, Han Yu Poetry and painting Exhibition Competition and so on.

**6.3.3** In order to fully reflect the characteristics of educational resources, publicity must go deep into specific fields, and actively analyze the unique Yellow River cultural and educational resources, so that students can experience the Yellow River culture more deeply. Therefore, the theme must be determined according to the content of the curriculum resources and implemented in the study tour activities to ensure that all students can learn something new. In addition, taking the study tour as the main experience, the aim is to increase the student's activities and enhance the emotional experience.

#### **6.4 Promoting the sustainable development of Yellow River research and learning**

“In the process of promoting Henan research and learning culture, we should pay attention to the overall protection of resources in the Yellow River Basin, avoid only focusing on some scenic spots and culture itself but also the overall development and protection of the surrounding environment of the Yellow River Basin, to maintain the healthy development of the natural environment and the human society of the Yellow River. Expanding study tour products and organizing students to visit Henan high-tech areas, such as science and technology industrial cities, science and technology exhibition halls, high-tech parks can increase students' understanding of Yellow River culture and high-tech technology.”(Y Hong, L Pilin. 2016) In addition, the development of historical and cultural study tour products is also indispensable. Henan has formed a wealth of historical and cultural tourism resources, including ruins and remains, ancient buildings, and ancient gardens and so on. These resources are the most important category of research travel products. According to the characteristics of Henan historical culture, we can develop unique research travel products.

**6.4.1** Natural ecotourism products and natural ecological study tour are welcomed by students, and they can understand the relevant knowledge of the natural environment, then learn to love nature.

**6.4.2** Red study tour is an indispensable part to promote the sustainable development of Yellow River research and learning. As an important carrier of patriotic education, red research plays an irreplaceable role in inheriting the red spirit. Relying on red education resources and practice, to establish a red research travel base, it will make full use of and integrate rich red education resources, and develop Henan study tour route.

#### **6.5 Excavating the cultural connotation and highlighting the characteristics of the theme**

The Yellow River in Henan Province is rich in natural scenery and historical cultural resources, such as alpine and canyons, ecological wetlands, historical ancient capitals, urban sites, water conservancy and hydraulic engineering, famous scenic spots and wonders, special delicacies, intangible cultural heritage and so on. The development of cultural tourism in cities along the Yellow River should not only rely on these resources, but also deeply excavate the historical and cultural connotations along the Yellow River and highlight the unique characteristics of the Yellow River culture. In order to make the study tour along the Yellow River full of vitality, it is necessary to inject the regional cultural connotation and maintain the vitality of the Yellow River cultural tourism forever by relying on the regional characteristics. For example, based on the resource advantages of JiaoZuo City in Henan Province, MengZhou County, which relies on Han Yu culture, can build ancient research and learning; Wen County, which relies on Taiji culture, can come out to be Taiji research and learning; And WuZhi County, relying on Huang control culture, can experience the Yellow River cultural research and learning. They highlight the characteristics of Henan local culture.

In addition, we can also combine the main historical cultural landmarks of the Yellow River, that is, the characteristics of regional culture, actively integrating into the construction of Henan Yellow River National Cultural Park. The core of Yellow River culture is in water regulation, so to make use of the local existing relics of water regulation culture would help establishing Henan Yellow River study tour and highlight the characteristics of Henan study tour industry from the perspective of Yellow River culture.

## Conclusion

The process of research travel has just begun, and there are still many problems that need to be explored and solved, which need to be carried out more deeply. Actively explore the new situation and the development direction of research travel can promote the development of Henan study tour industry from the perspective of Yellow River culture. The Yellow River culture is the root of Chinese civilization. The Yellow River culture in Henan Province shines with the brilliance of the whole Yellow River culture and has unique advantages in the development of study tour. The development of Yellow River study tour should highlight the characteristics of Henan Province, establish the brand image of Henan Yellow River cultural study tour, and construct a high-quality way to Henan Yellow River cultural research and learning. The study tour from the perspective of Yellow River culture plays an important role in training students, especially permeating the Yellow River culture into the hearts of students, which is conducive to promoting students to establish cultural confidence. Therefore, it is necessary to continue to develop research and learning products in order to continuously improve the quality and effect of study tour.

## Research Objectives

- 1 To study the development of study tour industry in Henan Province.
- 2 To analyze the characteristics of study tour under the Perspective of Yellow River Culture.
- 3 To research the strategy of study tour industry in Henan Province.

## Methodology

This article adopts the method of qualitative research, consults a large number of historical documents and materials, and fully grasps the important content such as the background, characteristics, and key elements of study tour industry in Henan Province.

Through field work, the author have mastered the first-hand information and data of study tour in Henan, and recorded the important feelings of the leaders of school, teachers, and students of the school through on-site interviews, and formed the important basis. And get people's real thoughts about study tour and Yellow River culture.

At the same time, usging modern networks and new media technologies, such as photography and recording equipment, to record and save a large number of important materials.

## Discovery of this article

Through the research of this article, the author have discovered the importance and characterics of study tour industry in Henan Province, and see clearly about the role of Yellow River culture in developing study tour. In modern society, the study channels are diverse and complex, and study tour, as one of the important channels for enriching students' knowledge, expanding their views, has its advantages increasingly prominent. Especially, for the perspective of Yellow River culture will help develop study tour in Henan Province, make full use of resource advantages, highlight the characteristics of Henan Province, and finally, improve the teaching and learning level. At the same time, this can establish students' cultural confidence, and inherit the Chinese excellent culture.

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