



# The Development of Red Study Tour under the Perspective of Non-Genetic Inheritance and Protection

—Taking Jiaxing City as an Example

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## Abstract

The red study tour is an important way to carry out patriotic education for primary and secondary school students with the help of red tourism resources. Intangible cultural heritage is an important cultural treasure of China. The combination of red study travel and non-heritage can make the two complement each other and develop together. The article takes Jiaxing City as an example to explore the significance of combining red study tours with non-heritage and the conditions of policy support for the integration and development of the two. It is found that the red study tour in Jiaxing City has problems such as single product and unbalanced regional development, and the non-heritage also has problems such as lack of inheritors and insufficient development of resources. Based on this, it is proposed to promote the development of “red + non-heritage” study tour by planning study courses at different levels, innovating study products, and optimizing the talent cultivation system.

## Subject Areas

Culture, Tourism Economy

## Keywords

Red Culture, Non-Heritage, Study Tour, Integrated Development

## 1. Introduction

As a product of the combination of red tourism and study tours, red study tours refer to the purposeful, planned and organized research study activities in which

students collectively make full use of local red tourism resources such as old sites and monuments related to revolutionary deeds under the leadership of a study tutor, which corresponds to the disciplinary curriculum and combines theory and practice. [1] The red study travelling is not only a good way to learn about the local revolutionary sites but also a good way to learn about the local revolutionary sites. The development of red study tours can not only promote the combination of theoretical knowledge and life practice, and promote the all-round development of students, but also shape the core socialist values of students, and pass on the red gene and patriotic spirit. Jiaxing City is the starting place of the Red Boat of the Chinese Revolution, with rich red culture, while the long history of Jiaxing City has also bred colourful intangible cultural heritage, but the current inheritance and protection of intangible heritage are imminent. Under the perspective of inheritance and protection of intangible heritage, intangible heritage can be integrated with the development of red study tours, which can enrich the form of study tours and enhance the “vitality” of the two cultures. Therefore, this paper takes Jiaxing City as an example to explore the value and implementation conditions of integrating red culture and non-heritage protection into study tours, and puts forward corresponding countermeasures on the basis of analyzing the existing problems, with a view to promoting the healthy development of primary and secondary schools’ “red + non-heritage” study tours.

## **2. The Value of the Integration and Development of Red Study and Non-Heritage Protection**

### **2.1. Using Non-Heritage as a Carrier, Letting Children Have a Deeper Understanding of the Red Spirit through Hands-On Experience**

Liang Pingan, the “Gourd Grandfather”, once said, “Non-heritage culture should be rooted in people’s delight and manifested in the main theme of the times.” Non-heritage skills plus the red story, using the narrative language of non-heritage to show the spiritual qualities contained in the red story, so that the invisible and intangible things become close at hand. Most of the existing red study on the market is to retrace the road, listen to red stories or opera to feel the spirit of red, few really let the children in the hands of the experience of the hardships of the road. Practice is the source of understanding, but also the understanding of the development of power and non-heritage as a carrier of the spirit of red, so that children in the process of experiencing the process are more able to perceive the hard-won happy life we have today. After the author and the team researched, we found that for the younger age group of children in the red study programme, the study of the way the majority of walking around, but the children’s attention is not high, in the absence of explanations, the literacy level is low will be an obstacle to their understanding of the spirit of the red. In the South Lake Revolutionary Memorial Hall, China’s first atomic bomb explosion simulation equipment received a lot of children’s favorites, in the whole operation simula-

tion process, they invariably also understood the Chinese aerospace team's difficulty. This shows that the hands-on operation can only deepen the perception of the red spirit of the children of the younger age group, and the non-legacy is just the right way to bring the red culture and children closer to each other, so that the red memories come alive. The protection and development of intangible cultural heritage also opens up new ways for the development of red study, and the educational significance and educational effect of red study will be gradually improved. From the perspective of intangible cultural heritage protection, to open up more red study paths, such as the use of non-heritage experiences to perceive the connotation of the red spirit, can also be based on the development of more red study cultural and creative products, through a series of non-heritage skills and red culture combined with the work of manufacturing and display, and then promote the revolutionary spirit, but also the protection of intangible cultural propaganda and innovation. [2] It is also propaganda and innovation for the protection of intangible culture.

## 2.2. Taking the Red Study as a Driving Force to Revitalise the Non-Legacy Heritage

Taking the red story as the subject matter and using NCS as the carrier for telling the red story and conveying the red spirit not only enriches the subject matter of NCS, but also gives children one more channel to perceive the red spirit. Ma Zhiyao and Liu Zhiying pointed out in "On the Difficulties and Breakthroughs of Intangible Cultural Heritage Inheritance under the Three Metaphors Cultural Mode" that "Inheritance is not copying, the original and unchanging thinking of revering the past itself is against the law of cultural development, and the present is in the mode of concurrent cultures and metaphor, and change is the norm, and under the premise of not hurting the core value of non-legacy, we can make some works in line with the aesthetics of today, make movements in line with the times, and sing songs that are suitable for the times. In the premise of not harming the core values of non-heritage to make some works in line with the current aesthetic, to make the action of the times, sing the rhythms that fit the current, and not hurt the non-heritage, and non-genetic inheritance of the opposite way. On the contrary, excessive non-heritage in the swaddling clothes itself is a kind of chronic death, only to try to change is to face up to and solve the problem of non-genetic inheritance of the beginning, don't talk about 'change' colour change." [3] The current market of the non-heritage market is diverse, different kinds of non-heritage in the creation of the period into a bottleneck, non-heritage projects appeared in the homogenization of the subject matter, the lack of innovation of the technology power, the inheritor of the lack of market awareness and other issues, so the integration of non-heritage and the red study, not only meet the requirements of the times, but also the creation of the non-heritage works that make the public enjoyable and a strong impetus. The operability and artistry of non-heritage combined with the unique value function of

red culture are strong enough to create a unique inheritance model. This is not only conducive to adhering to the practicality of the socialist core value system, but also has an important role in promoting the creation of a new brand of red culture industry with Chinese characteristics and world influence. [4] At the same time, the “red + non-heritage” study tour can make more and more people understand non-heritage and promote non-heritage, which is conducive to the cultivation of non-heritage bearers, and also conducive to the protection, inheritance and development of non-heritage. This combination can also enhance the children’s sense of cultural belonging and identity, enhance cultural self-confidence, but also improve the people’s awareness of non-heritage, and enhance the influence of non-heritage.

### **3. The Conditions for the Integration and Development of Red Study and Non-Heritage Protection**

#### **3.1. Policy Conditions Provided by the Government and the State**

In December 2022, Xi Jinping gave important instructions on the protection of intangible cultural heritage, stressing that “we should do a good job of systematically protecting intangible cultural heritage, better meet the people’s growing spiritual and cultural needs, and promote cultural self-confidence and self-improvement”. We should promote the creative transformation and innovative development of Chinese outstanding traditional culture, continuously enhance the cohesion of the Chinese nation and the influence of Chinese culture, deepen civilisation exchanges and mutual understanding, tell the story of Chinese outstanding traditional culture, and promote Chinese culture to the world”. [5] Xi Jinping has also made numerous visits to China in recent years. In recent years, Xi Jinping has also made many visits to revolutionary memorial sites, admiring places of revolutionary history, and repeatedly stressed that “we should make good use of the red resources, pass on the red genes, and pass on the red rivers and mountains from generation to generation.” [6] The red river will be passed on from generation to generation. According to the important instructions of General Secretary Xi, the Jiaxing Municipal Government has also made a positive response to the policy. Jiaxing City Culture, Radio, Television and Tourism Bureau said that in order to use the living red resources and non-heritage, Jiaxing South Lake tourist area as the axis, efforts to create “retrace a major road” red culture and tourism brand, and strings the city’s 100 key red tourism scenic spots (points), the formation of the “first tour”, “Struggle Journey”, “Dedication Journey” three major themes of 15 boutique tour lines, allowing tourists to explore Jiaxing. In addition, the red hot spot also spawned a group of starry literary and artistic boutique, the opera “Red Boat”, dance drama “show water great” successively on the stage of the National Centre for the Performing Arts. [7] 2021 is the centenary of the founding of the Communist Party of China (CPC), Jiaxing City also celebrated the birth of the CPC by setting up a special red bus train,

reducing or exempting the admission fees of classic red tourist attractions and other initiatives, which facilitates the study programmes of many study organisations and travel agencies. The government's positive response to the policy not only gives more development opportunities for red study and non-heritage protection, but also provides sufficient policy support for the joint development of red study and non-heritage protection.

### **3.2. Classic Red Resources and Rich Non-Legacy Resources Provide the Conditions for Integration**

Jiaxing is located in the northeastern part of Zhejiang Province and the hinterland of Hangzhou-Jiaxing-Huzhou Plain in the Yangtze River Delta. Jiaxing is at the confluence of rivers and adjacent to the two major cities of Hangzhou and Shanghai, and is located in the Yangtze River Delta cities and the Shanghai metropolitan area, with a huge number of potential customers.

Jiaxing, China's excellent tourist city and national garden city, has excellent tourist resources. The South Lake, Wuzhen and Xitang in Jiaxing are assessed as 5A level scenic spots, in addition to other famous scenic spots such as Yanguan (Qianjiang River Tide), North and South Lakes, Qiyuan Garden, Yuehe Historical Quarter, Meihuazhou, Jiulong Mountain, Donghu Lake, Mo's Manor, Mao-dun's Former Residence, Xu Zhimo's Former Residence and other famous scenic spots, which constitute the characteristics of tourism in the Jiangnan water town of Jiaxing.

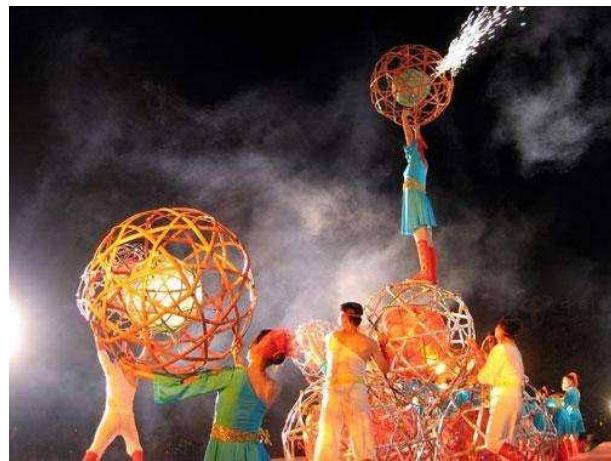
Jiaxing's unique historical background provides Jiaxing with an incomparable humanistic tourism feature. Jiaxing has a rich historical background. The First National Congress of the Communist Party of China (CPC) was successfully concluded in Jiaxing, making Jiaxing the birthplace of the CPC and an important revolutionary memorial site in modern Chinese history.

Since 2005, when 7 ethnic folk arts of Jiaxing City were selected as the first batch of the intangible cultural heritage list of Zhejiang Province, after 7 times municipal, 5 times provincial and 4 times national representative list of intangible heritage selection, as of 2023, there are 2 representatives of intangible heritage of mankind in Jiaxing City, 16 items at the national level, 60 items at the provincial level and 137 items at the municipal level. [8] The representative resources include Jiaxing Zaotou Painting (**Figure 1**), Blue Printed Cloth Printing and Dyeing Technique, Jiashan Field Song, Rolling Lantern (Haiyan Rolling Lantern) (**Figure 2**), Guandan Cow and so on. The rich intangible cultural heritage of Jiaxing provides a good foundation for the development of study tour programmes.

Nanhu Ling painting, engraved with the words "centenary of the founding of the party", "Jiaxing 2021" non-heritage Jing brick and other non-heritage to tell the story of the red example, a good illustration of the red study and non-heritage in the integration of the development of the conditions of the existence of.



**Figure 1.** Jiaxing stove painting.



**Figure 2.** Rolling lamp (Haiyan rolling lamp).

### 3.3. Gradual Increase in Willingness to Consume Red Study and Non-Heritage Culture

The epidemic is over, and people who have been “suffocating” at home are opening their doors to satisfy their spiritual needs. When the consumer’s willingness to spend more, the tourism market begins to warm up, the market has a certain vitality, and people’s consumption demand is more resilient. The latest data show that during the Spring Festival this year, Jiaxing A-level scenic spots and 3A-level scenic villages received a total of 1,702,800 tourists, and achieved a total tourism revenue of 268 million yuan, an increase of 83.62 percent and 321.85 percent, respectively, year on year [8]. In addition to the open market environment such a background, I found through street interviews, consumers for red non-heritage study of the growth of consumer desire for the following factors: First, with the vigorous development of the country’s tertiary industry, poverty alleviation to run a well-off and the implementation of national policies, more and more consumers have “free money” in hand, and start to Firstly, with the implementation of national policies such as the tertiary industry, more and more consumers have “free money” in their hands and begin to satisfy their spiritual needs in addition to survival needs. Secondly, with the strengthening of

national ideology in recent years, more and more consumers have begun to actively understand the red spirit and desire to be cultivated by the red culture. Thirdly, non-legacy is gradually stepping into the public's view, most consumers are willing to personally try, listen and taste non-legacy, personal experience, and uniqueness are their consumer demand for non-legacy. Fourth, with the implementation of the double-reduced policy and the national demand for the cultivation of comprehensive quality talents, the school attaches great importance to the study tour can cultivate the students' will quality, so that they can set up the correct values, to meet the semester goal of labour education, etc. At the same time, the parents are also inclined to let their children play in middle school, to get more insights and enrich the children's life experience. To sum up the above factors, the integration of red study and non-heritage development has a large consumer market, so this combination has a certain degree of feasibility.

## 4. Problems in Red Study and Non-Heritage Protection

### 4.1. Weak Relevance of Courses and Single Product Format

The red study exists in the curriculum design using a single template, the curriculum content and form of fixed and unchanged problems, without taking into account the actual knowledge level of students, practical ability and other circumstances, cannot achieve the effect of study travel predetermined. The current travel agency provides the red study tour route in the overall course planning process to take into account the age division of the problem, but the specific content of the activities still lacks differentiation. For primary school students' red study, the study content of the lower and upper grades is basically similar, and a set of lesson plans is applied to all stages of red study education, which ignores the characteristics of students of all ages and lacks the pertinence of education. Nanhу District, for example, each route of the red study activities are by "visiting the memorial" and "practical experience" two forms of activities; each route regardless of the theme of the study, the students will inevitably take the oath to organise a visit to the South Lake Revolutionary Memorial Museum and the South Lake scenic area. And then to visit Jiaxing City Museum, non-heritage handmade experience and other activities. Regardless of the grade level, the uniform application of very different curriculum templates, course themes and objectives are not clear, ignoring the main body of the study tour—primary and secondary school students' knowledge level, interest points and other differences, Such a standardised model of activities in the primary and secondary school students for the first time to participate in this type of activity, may be able to capture their curiosity, but in the long run will affect the red study tour, the students will not be able to learn. In the long run, it will affect the attractiveness of red study activities and the repeat rate of primary and secondary school students [9]. However, in the long run, it will affect the attractiveness of red study tours and the repeat rate of primary and secondary school students.

The combination of the red culture and non-heritage culture study course is

also in the initial stage of development, the course design on the market can only do in favour of red culture learning or non-heritage culture experience, to do a balance between the two-course design is very few. When learning red culture, it is only purely popularising red stories and party history knowledge to students, and the knowledge of non-heritage is not cleverly integrated into the red culture learning; when studying practice, it is only experiencing the non-heritage production under the guidance of the teacher, and it is difficult to integrate the red spirit into it. The two parts of learning and practice are in a state of separation and lack of connection, which is easy to distract the attention of students, resulting in students not being able to digest the input of two kinds of unrelated cultural knowledge, resulting in boredom and ignoring the part of knowledge learning, and only interested in the part of the tour and handicraft experience. At the same time, although in recent years advocating the “non-heritage into the school” activities, but not all schools in all years of students have formed the initial concept of non-heritage culture, the level of red education also varies, and tourism agencies based on the characteristics of the study camps and national policy to design the curriculum, the school based on the requirements of the schedule of the teaching goals and content, red The lack of connection between red study programmes and in-school teaching means that students may not be able to understand and digest the knowledge of non-heritage and red study programmes, or they may have difficulty in connecting the existing knowledge with the newly absorbed knowledge and question the existing knowledge, which in turn prevents students from forming a mature knowledge system.

#### **4.2. Insufficient Excavation of Cultural Resources and Unbalanced Development of Scenic Spots**

First of all, Jiaxing is famous for being the “Birthplace of the Revolution”, the “Spirit of the Red Boat” and an important area of the “First Congress of the Communist Party of China”. However, in addition to these glittering cultural cards, Jiaxing also possesses many glorious red cultural heritages, such as the stories of its forefathers, such as Li Shutong, Zhu Shenghao, Shen Junru, and the seven martyrs of the Xinhai Revolution in Jiaxing, which need to be explored and disseminated to a wider range of people, especially to the future pillars of the motherland, the students. However, Jiaxing City is still not deep enough in its research and planning of red culture, especially in the study tour industry, where popular red study routes are usually limited to visiting the South Lake Scenic Spot and the South Lake Revolutionary Memorial Hall, and routes to other non-popular attractions have relatively fewer participants and a mediocre response. Second, looking at Jiaxing as a whole, the level of development of red and non-heritage resources in South Lake in the city centre far exceeds that in other areas. Policies and funding also favour the South Lake District, where the South Lake scenic spot is well known and the South Lake Revolutionary Memorial Hall is an essential stop in the study activities, and the South Lake District has also formed a catchment area for celebrity residences and memorial halls,

with a perfect infrastructure to take on a large number of tourists.

However, the development and protection of red study scenic spots and camps in other areas of Jiaxing City is worrying. For example, in Pinghu City, there is a Japanese landing site hidden on the outskirts of the city, but it only has a stone monument and a pavilion, and the “Hundred People’s Pit” and the Red Corner Bay site in Pinghu District also only have a stone monument, and there are no facilities such as a memorial hall to assist in the protection and interpretation of the history behind these sites, resulting in students still knowing very little about the history of these sites after the tour. As a result, students still know very little about the history of these sites after visiting them.

Excavation of non-heritage culture is also lacking, Jiaxing City Museum of non-heritage plate occupies a small area, non-heritage exhibition hall preliminary construction, development planning is not clear, the protection and inheritance of non-heritage also only stays in the inheritance of skills and ignored the historical heritage behind, the main non-heritage inheritance and protection of the place are gathered in the South Lake District.

The reasons for this are mainly limited by funding and dissemination factors. In terms of funding issues, Nanhu District, as the centre of Jiaxing City, has an important historical position, and its policies and funds account for a large proportion of the input, while other districts have relatively small financial expenditure budgets, and the funds allocated to the construction and maintenance of the red study camps are even fewer. Some red study attractions in these districts are far away from the key development areas, the infrastructure is not perfect, and the attraction of study camps is limited to attract the attention of travel agencies and study groups, which in turn leads to a decline in tourism revenue in the neighbourhood, making the development of the attractions fall into a vicious circle. In addition, the construction and maintenance of non-heritage exhibition halls and museums require human, material and financial support. In terms of publicity, red study attractions and camps that lack funds, as well as the lesser-known non-heritage cultures, are unable to pay for the high cost of publicity. The independence and lack of co-operation between red study sites and camps make it difficult to make joint efforts to promote them. These factors affect the excavation of red and non-heritage culture, and differences in the importance attached to culture in different regions have led to an imbalance in the development of scenic spots. (**Figure 3**)

#### **4.3. Lack of Non-Genetic Inheritors and Weak Team of Research Instructors**

Although China has introduced numerous policy documents to protect the development of ICH, the fatal problem of ICH development, that is, the problem of inheritors, has not been effectively solved. Inheritors are the important bearers and transmitters of intangible cultural heritage. Strengthening the protection of intangible cultural heritage inheritors is the key to the permanent vitality of intangible cultural heritage. [10] Jiaxing City has a total of 12 representative bearers

No.	Year	Unit	Total	Urban area	Jiashan	Haiyan	Haining	Pinghu	Tongxiang
1	1999	RMB one million	155870	52588	14429	15283	27861	17603	28106
2	2000	RMB one million	215215	76496	19546	18889	40900	22387	36997
3	2001	RMB one million	310691	101497	27661	27623	62133	38045	53732
4	2002	RMB one million	385414	128779	35118	35801	72457	48287	64972
5	2003	RMB one million	472366	145432	48734	43128	86531	65605	82936
6	2004	RMB one million	597174	189518	69882	51288	106871	80846	98769
7	2005	RMB one million	734502	251457	78636	60658	125795	97341	120615
8	2006	RMB one million	864978	302964	88913	70288	140100	128854	133859
9	2007	RMB one million	1074227	373603	107065	90368	176278	157160	169753
10	2008	RMB one million	1359199	463976	147160	114076	226669	197596	209722
11	2009	RMB one million	1611146	555082	181264	136006	262957	244919	250918
12	2010	RMB one million	1990633	699399	207405	183266	325476	273125	301962
13	2011	RMB one million	2406148	838198	252935	207050	398663	329260	380042
14	2012	RMB one million	2607030	872703	279908	234559	433163	374403	412294
15	2013	RMB one million	3033633	992315	370151	256783	511850	430837	471587
16	2014	RMB one million	3349028	1088806	396038	283962	606845	449179	524198
17	2015	RMB one million	4241331	1467538	438914	400298	765612	538324	630745
18	2016	RMB one million	4421926	1526690	475056	435080	780895	564144	640061
19	2017	RMB one million	4947026	1644608	595003	487021	819513	735843	665038
20	2018	RMB one million	5888689	2093405	751644	611813	831452	867500	732908
21	2019	RMB one million	7668853	2567654	974922	872067	1114158	1132556	1007196

**Figure 3.** General public budget expenditure of Jiaxing by region.

of national intangible cultural heritage, 90 representative bearers of Zhejiang Province intangible cultural heritage, and 372 representative bearers of Jiaxing City intangible cultural heritage, on average, there are only about two bearers for each intangible cultural heritage. In addition to the relatively small number of bearers, the aging problem of the bearers is also equally serious. Yang Juan and Wang Ying pointed out that, against the background of the aging or passing away of the elderly inheritors, due to the prevalence of the culture and lifestyle of the new era, the existence of social stratification and the possibility of social mobility, the values and career orientation of the young and strong adults have undergone a great deal of change, and the wage income of inherited NHM is small and unstable, and the young and strong adults will not give priority to the direction of employment of the NHM, which has led to the current situation of fault lines in the inheritance of the intangible cultural heritage. [11] These problems not only make it difficult for the inheritors to participate in the study, but also impede the professionalism of the “red + non-heritage” study programme, and the innovative development of non-heritage culture is also limited by the aging inheritors.

The importance of study tutors is also self-evident. In the red study tour, study tutors need to be familiar with Jiaxing City, covering the revolutionary history, martyrs, party theory and other areas of red culture, but also have the security problem insight and reaction ability, teaching management ability, etc., in the study programme to join the non-heritage culture, study tutors also need to understand the mastery of non-heritage culture. At present, the entry standards and training programmes for study tutors are not clearly defined, resulting in a mixed study market, which can both design “red + non-heritage” study

courses and lead the student team to implement the curriculum design of a weak team of professional study tutors, making the “red + non-heritage” study tour development stagnate. The development of “red + non-heritage” study tours has stagnated.

## 5. Countermeasures for the Integrated Development of Red Study and Non-Heritage Protection

### 5.1. Layered Planning of Courses to Enhance Product Expertise

The design of research and study tourism products should pay full attention to the level of participants, such as students of different ages have different ways of thinking, different stages and degrees of value formation, and differences in the ability to understand things, the same product cannot be accepted and digested by all levels of students, so it can be designed for different levels of students at different levels of hierarchical design, and in the form of participation in the activities, the content of the explanation, and the depth of the thinking and other aspects are reflected. [12] Such as primary school students should pay more attention to the fun of teaching, you can use games, small competitions in the form of letting students will understand the red culture into the creation of non-heritage, stimulate students' interest in non-heritage, middle school and high school students' teaching should be combined with the corresponding standard, expanding students' knowledge, college students' teaching should be respected creativity, students in the culture of learning to independently select the form of feedback to the learning perception. Study education content is not a single fixed, the meaning of culture is to serve the audience, should be more in line with the needs of the study programme to meet the educational needs of students of all ages.

The educational function of study tours requires strong professionalism. The travel agency should first actively cooperate with the school to build a platform for exchange, so as to make the curriculum developers fully understand the characteristics of the student group, and control the general direction and implementation details of the study programme according to the characteristics of different student segments and the teaching situation in the school. Secondly, the travel agency's curriculum design should be based on the actual situation, researching the connotation and characteristics of red culture and non-heritage in Jiaxing City, examining the actual situation of the red study camps and non-heritage study places, evaluating the study value of the camps, consulting non-heritage inheritors about the history and skills of non-heritage and inviting inheritors to be the teachers of some of the “red + non-heritage” study courses, organizing student quizzes, and providing students with the opportunity to learn about the history of non-heritage. It also invites inheritors to be the teachers of some of the “Red + Nonheritage” study courses, organizes students to test the reasonableness and safety of the design of study routes, and provides the market with study travel products with strong professionalism after passing through

various levels of control.

## 5.2. Digging Deeper into the Cultural Connotation and Innovating Study Products

Innovative development of culture should be rooted in the soil of deep cultural history and tradition, but also to tap into the red culture and non-heritage culture in the deep cultural connotations, used in the “red + non-heritage” study, the introduction of innovative study products. Jiaxing City should increase research efforts on red culture and non-heritage culture, integration of cultural resources, divided into different topics, such as Zhu Shenghao, Li Shutong and other pioneers of the character theme, inventory born in the red revolutionary culture of the red non-heritage, to facilitate the travel agency to launch a rich and diverse and does not rely on popular attractions of the red study routes, in order to attract more students to participate. With the arrival of the digital experience economy, the red study product tourism mode is also from pure sightseeing, explanation to the scene type interactive experience way to change, [13] and non-heritage study has always been biased towards hands-on form, so the combination of the two can enhance the sense of the experience of the students study, so that the culture learned “internalized in the heart” to “externalized practice”. The combination of the two can enhance the students’ research experience, so that the culture can be “internalized” to “externalized practice”. Jiaxing City can make innovative use of digital technology, red culture and non-heritage implanted VR, AR algorithms, the formation of immersive experience scenes, return to the real historical scenes, close contact with the revolutionary era of the roar of the guns, feel the hardship of non-heritage cultural inheritance, watch the non-heritage production of every minute detail, in the subtle education, to inspire students.

In response to the problem of a single form of study products, in addition to the development of a rich variety of study courses, the development of cultural and creative products, study APP and other additional products also help “non-heritage + red” study tours to broaden the popularity. Cultural and creative products is one of the main directions of cultural consumption of young people, with non-heritage as the carrier of red culture, such as paper-cutting skills to create the South Lake Red Boat theme works, the consumption of cultural and creative products to increase the economic income of the study tour, but also let more young people know the “red + non-heritage” study tours. The development of the study APP provides a communication platform for consumers, travel agencies, study bases, schools and other study travel participants, where consumers and schools can give feedback on problems that arise during study travel, and travel agencies and study bases can make positive improvements based on the feedback. Non-heritage bearers and non-heritage study sites can also publish their demands through the platform, effectively promoting the integration and development of non-heritage and red culture.

### 5.3. Improvement of Relevant Systems and Optimisation of the Talent Training System

The process of developing student research activities is inevitably also a process of institutionalization [14]. The development process of students' study activities is inevitably an institutionalized process. In order to achieve the high-quality development of "red + non-heritage" study tours, it is necessary to improve the various systems related to them, rectify the current chaos in the study market, and regulate the implementation of standards for study tours, such as the study tour safety management system, charging standards, and the service process management system, etc. [15]. The most important of all is the quality talent training system. One of the most important is the high-quality talent training system, Jiaxing City Radio and Television Tourism Bureau should be based on the jurisdiction of the continuous operation, to provide research-related products of enterprises and institutions owned by the state of the talent, the development of talent training programmes, clear talent training goals, talent training expenditure, talent training pathways, etc. For the "red + non-heritage" study tours, relevant training should be carried out. In addition to training on the basic theoretical knowledge of study tours, social etiquette and basic personal abilities required for work, training on red cultural knowledge and non-heritage knowledge should also be added, and non-heritage inheritors should be invited to carry out lectures and one-on-one non-heritage skills transfer. The training should also include the knowledge of red culture and non-heritage knowledge, and invite non-heritage bearers to give lectures and one-on-one teaching of non-heritage skills. In order to avoid the study tutors slacking off, but also from time to time to carry out cultural knowledge assessment. Study tutors to learn and master the non-heritage, but also in disguise to expand the non-heritage bearers team, the form of study tours also promote more young people into the non-heritage inheritance and protection and inheritance of the cause of the red gene.

In addition, Jiaxing City should allocate policies and funds in a balanced way, not only focusing on South Lake District, but also paying attention to the protection of red study scenic spots and non-heritage in other regions, creating a structure centred on the South Lake District, with synergistic development in all districts, and focusing on the construction of related infrastructures and publicity and promotion, so as to allow more people to participate in the "red + non-heritage" study tours and spread and pass on red culture and non-heritage. Spreading and passing on red culture and non-heritage.

## 6. Conclusion

Red study tour products are different from general red tourism products. It is more emphasis on education, but due to the red study tour products of the curriculum templated, single form, uneven development of study camps and other issues, especially the current curriculum does not achieve the combination of

theory and practice, resulting in the educational effect of red study tours cannot be given full play. The non-heritage study is more inclined to practical experience, Jiaxing City, as the birthplace of red culture also has a rich variety of non-heritage, at the same time, the policy support and consumer tendency for “red + non-heritage” study travel to provide the conditions for the development of the combination of the two to make up for each other’s shortcomings. The development of “red + non-heritage” study travel products is an important support to promote red study education and dissemination of non-heritage culture, based on the integration of resources, digging deeper into the connotation of culture, innovative study product form, according to the characteristics of the student group targeted adjustment of the study course content, to enhance product experience, so as to better play the “Red + non-heritage” study tour education role, promote red culture and non-heritage culture common development. However, to play the effect of study travel to the joint efforts of many parties, this paper on the study’s camps and study tutor research is not in-depth enough. The study camps construction standards and study tutor training rules need to be constantly improved, schools and travel agencies and other important main body of the study travel in the “red + non-heritage” study travel development process should be done to be further studied further study.

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## Conflicts of Interest

The authors declare no conflicts of interest.

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