

Research on the Integrated Development Path of Dayu Cultural Resource Management and Research Travel in Bengbu City

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Abstract

The deep integration of primary and secondary school research travel and excellent traditional Chinese culture is an important measure to implement the fundamental task of cultivating morality and cultivating people. It not only enriches the theme of research travel, promotes its healthy and orderly development, but also has important value in inheriting and innovating excellent traditional Chinese culture. Dayu is the hero of the Chinese nation in flood control, the founder of the country, and the sage of orthodoxy. Dayu's flood control is a major historical event that affects the historical process of the Chinese nation, and has unique resources for research and travel. This paper studies the integrated development path of Dayu Cultural resource management and research travel in Bengbu. To sort out the existing problems in the integration and development of Bengbu Dayu Cultural resource management and research travel, and then put forward the development path of Bengbu Dayu cultural research travel from the aspects of promoting the curriculum of research travel, strengthening the construction of research practice education base, innovating the diversification of Marketing channel, creating a professional team of research travel instructors, establishing a professional team of research travel teachers, etc. for reference.

Keywords

Dayu Culture, Research Travel, Integrated Development, Bengbu.

1. Introduction

At present, the integration of culture and tourism is advancing in depth. Research travel inherits and develops China's traditional educational philosophy and humanistic spirit of "reading thousands of books and traveling thousands of miles", becoming a new content and method of quality education. Enhance the qualifications, innovative spirit, and practical abilities of primary and secondary school students; At the same time, excellent traditional Cultural resource management also provide a cultural source for the curriculum content design of research travel, and provide an important opportunity for the development of research travel. The Dayu culture embodies a patriotic spirit of selflessness and concern for the country and the people; The entrepreneurial spirit of hard work and perseverance; The innovative spirit of respecting nature and adapting to the situation; Strict laws and regulations. The spirit of the rule of law in fair law enforcement; The self-discipline spirit of setting an example and regulating oneself by oneself; The spirit of national integration and the unity of Kyushu. It plays an important role in public morality, patriotic education, innovative thinking, cultural confidence, and other aspects. Dayu culture is the most distinctive cultural tourism resources in Bengbu City, which has very important historical and cultural, tourism and social education values, creating favorable conditions for research travel. At present, research travel has become an important link in the process of quality education in primary and secondary schools. Its innovative education method of combining knowledge and action is beneficial for improving the cultural literacy of primary and secondary school students in the new era. Conducting research tours in primary and secondary schools,It can enrich the cultural life of primary and

secondary schools and make quality education more visual. Relying on the Dayu culture of Bengbu City as research resources, the research travel is combined with the activation of Chinese traditional culture, and students are guided to experience Dayu culture in practice. It is of great significance to use Dayu's Cultural resource management to build a strong sense of the Volksgemeinschaft of China and achieve the goal of comprehensive practice and education.

2. Research Status and Significance

Through consulting relevant literature, we summarized the current research content on Dayu culture in Bengbu, which focused on the following two aspects: first, the visual research of Dayu culture. For example, Li Yuze (2019) proposed in the "Digital Protection and Development of Cultural Tourism Resources Based on VR Panorama Technology - Taking Dayu Cultural Tourism in Tushan as an Example" to take Tushan Scenic Spot in Bengbu, Anhui Province as an example to explore different types of Cultural resource management in the scenic spot, The virtual exhibition space corresponding to the scenic spot resources is designed with digital technology to display the characteristics of the scenic spot Cultural resource management in a multi-level, multi angle and all-round way, and systematically create the Internet culture space-time of the scenic spot.

The second is the spiritual interpretation of the Dayu culture. For example, Wei Guobin (2020), in "Building the Consciousness of the Volksgemeinschaft of China with Dayu Culture", emphasized on building the consciousness of the Volksgemeinschaft of China with Dayu culture, which is an inevitable requirement of the historical formation law of the consciousness of the Volksgemeinschaft of China; Zhang Guofang (2022) discussed the cultural spirit of Dayu from the perspective of Grammatology through the interpretation of the ancient characters' shape, sound and original meaning in the Interpretation of Ancient Characters of Dayu's Cultural Spirit. It includes the spirit of altruism and humility, the spirit of responsibility for the common people, the spirit of perseverance, as well as the entrepreneurial spirit of hard work and perseverance, the scientific spirit of respecting nature and adapting to the situation, the dedication spirit of selflessness and concern for the country and the people, the spirit of national integration, and the unity spirit of the Kyushu family.

3. Basic overview of Dayu Cultural resource management and research travel in Bengbu

Due to the history and topography of Anhui Province, its unique charm of the Huaihe River culture has been formed. The site of Yuhui Village, about 4100 years ago, is the largest site of Longshan culture found in the Huaihe River basin, which provides a basis for the textual research of the Great Yu Meeting princes. From 2007 to 2011, the Archaeological Research Institute of the Chinese Academy of Social Sciences and Bengbu Museum carried out five large-scale excavations of the site of Yuhui Village in the western suburbs of Bengbu, and the unearthed cultural relics and remains confirmed the authenticity of the legend of "Yuhui princes". The archaeological excavation of Yuxu provides a unique historical advantage for the development of tourism resources in the Bengbu region, which can inject profound historical significance into research travel. The Dayu culture, as an important chapter of the Chinese civilization and the Huaihe River civilization, is also the historical root and spiritual source of Bengbu. The culture at the foot of Tushan Mountain in Bengbu is brilliant. Archaeological relics, landscape relics, local specialties, Folktale, folk songs and dances, sacrificial activities, local customs, etc. provide sufficient resources for the development of Dayu culture research travel products. In Anhui Province, primary and middle school student groups are the main audience group for research travel. Since Bengbu's primary and middle schools incorporated research travel into the credit management system in 2014, this means that research travel has become

a "required course" for students from senior primary school to senior high school. This has provided a good market development foundation for the integrated development of Dayu culture and research tourism in Bengbu.

4. Existing problems in the integrated development of Dayu Cultural resource management and research travel in Bengbu

There are many problems in the integration and development of Dayu Cultural resource management and research travel in Bengbu. The following points are summarized and analyzed. Firstly, the design of research courses is insufficient. The quality of research travel courses is one of the key factors for the success of research travel. Although the study tour of traditional culture is getting more and more attention, the study curriculum design still has defects in the process of combining traditional Cultural resource management. At present, the research travel in Bengbu has not formed an effective cultural theme, and at the same time, it is prone to problems such as unclear curriculum objectives, unclear theme selection, and non-standard operation form of the research travel, resulting in students' lack of learning initiative and enthusiasm, which indicates that the research travel in Bengbu has ignored the important value of Dayu Cultural resource management to some extent.

Secondly, there is a lack of professional talents. Research tourism itself is a new type of educational product based on "tourism+education", which is beyond the scope of traditional tourism products and the general education service system. Therefore, it is difficult for both tourism enterprises and educational institutions to independently undertake the development and operation of research tourism products. Before conducting research tourism, the two sides had almost no cooperation, and cross-border integration still needs to be further improved, The professional requirements for products and personnel are further strengthened.

Thirdly, practical research lacks safety guarantees. Currently, in the process of research and practice, primary and secondary schools and leading teachers are mainly responsible for ensuring student safety. Unilateral safety management can lead to hidden dangers in many aspects such as personal safety, traffic safety, food and accommodation safety for primary and secondary students. Therefore, schools face significant pressure and risks in carrying out research and practice activities, Parents also refused to participate in research practice activities because they were worried about the safety of their children, which was not conducive to the innovative development of Bengbu Dayu Cultural resource management and research travel.

5. The optimized development path of Dayu's research and study travel in Bengbu from the perspective of cultural and tourism integration

Dayu culture is the most distinctive cultural tourism resource in Bengbu City. More than 4000 years ago, Dayu used to carve mountains and dredge the Huaihe River between Jingtou and Jingtou to solve the flood of the Huaihe River and benefit future generations. It is precisely because Dayu managed the flood here and left many legends and cultural landscapes, so relevant education and teaching programs should be designed in the process of research, learning, travel, integration and innovative development. Based on its integrated development design plan, we will discuss it in detail below.

5.1. Promoting the Curricularization of Research Travel and Improving the Quality of Research

The professionalization of research travel courses is an inevitable requirement for its scientific, standardized, and effective development, and it is also a practical path for its normalization.

Only through curriculum reform and scientific and reasonable selection of research travel content can the quality of research travel be truly improved. On the basis of analyzing its own resources, Dayu Culture in Bengbu City should properly handle the relationship with the school curriculum resources, conduct in-depth analysis, evaluation and comprehensive comparison of tangible and intangible resources, sort out and grasp the core value of Dayu culture research resources, and plan the curriculum in a thematic, modular and serialized way, so as to prepare for the selection of resources for curriculum.

Based on the theme resources to be developed, determine the ways and methods for their development and utilization, as well as the themes of each dimension and level of the resources. Design a guiding curriculum plan according to the requirements of the content elements of the research curriculum development.

As a course, in the design, it is also necessary to consider students' existing cognitive experience, effectively connecting students' subject learning, and reflecting the comprehensive application of subject knowledge. Therefore, in the specific design of research travel courses, it can be developed according to the characteristics of students of different age groups. The specific learning content and guidance methods for students at different stages should be clear, specific, and targeted. For example, primary schools can design the theme of "Da Yu's flood control: seeking benefits for the people, and the world is for the public", middle schools can design the theme of "splitting mountains and guiding the Huai River: from blocking to dredging, and transforming thinking", high schools can design the theme of "Da Yu's meeting with lords: ethnic integration, and the unification of Kyushu", and so on.

5.2. Strengthen the construction of research and practical education bases to ensure teaching safety

The practical education base for research and learning is one of the core supporting conditions for the development of research and learning travel. Therefore, its construction goal should also focus on the value of research and learning travel - research and learning. Based on in-depth research on the educational significance, goals, themes, and other aspects of research and learning travel, the construction goal of the base should be established. Bengbu Tushan Scenic Spot is close to the Huaihe River, Tushan Mountain, Tianhe River and other Natural landscape resources. The mountain gathers Yuwang Palace, Dayu Stele, Amah Rock (Qimu Stone) and other human landscape resources, which can establish a stable Dayu culture research and practice base. Unlike general tourism venues, research and learning bases should fully consider the participation of primary and secondary school students and enhance their sense of experience, fully develop two-way interactive research and learning products, and present deeper research and learning content in scenic areas. If VR technology suitable for students' understanding and interest is added to display projects and experience scenarios to create a virtual space for cultural tourism in scenic spots on online platforms, cultural knowledge such as allusions and legends related to scenic spots will be designed and demonstrated in the form of pictures, text, sound, and pictures around corresponding scenic spots in the virtual space, reproducing the grand occasion of the "Legend of the Great Yu". By combining digital means to increase the interest of research and learning, the Dayu culture and historical allusions are restored and simulated through technical means, allowing students to vividly, intuitively, and easily understand relevant phenomena, knowledge, and problems, and triggering students' exploration and thinking. Design research and learning tasks with a sense of technological experience, radiate a sense of the times, enhance attractiveness and infectivity.

In addition, due to limited venues, research courses should actively collaborate with historical sites, museums, local universities, etc. to open up reception and operation venues, plan and expand the space serving collective research activities, such as exploration space, audio-visual space, academic space, etc., and create a comprehensive research base that integrates the

cultural characteristics of Dayu with the internal and external environment, and gathers multi theme research travel experiences.

5.3. Innovate diversification of Marketing channel and establish brand effect

In addition to unique products, multi-channel promotion and marketing are also essential for research travel. At present, it is in the The Internet Age, with fast network information dissemination and abundant new media resources, so Dayu Culture Research Travel can adopt the Internet based, traditional media supplemented marketing method for precision marketing. The first is to innovate the Internet marketing mode, focus on the integration with the times, and strengthen the application of digital Propaganda model such as live broadcast of scenic spots and short video marketing. As online videos have changed people's reading habits, compared to traditional graphic and textual forms of web information, online videos can bring people more intuitive and dynamic visual and auditory enjoyment, and more comprehensive information display. The image recording function can be fully utilized to visualize the historical allusions and spiritual connotations of Dayu culture, allowing more viewers to intuitively appreciate the profound cultural heritage of Dayu. And use new media platforms for video marketing and promotion to expand the scope of promotion. As well as adopting innovative communication methods such as live broadcast, organizing targeted research activity marketing, conducting experiential marketing, etc. Enhance the cultural influence of Dayu in Bengbu, and realize the brand operation of research and learning. Secondly, there are traditional media marketing methods, such as television advertising, magazine advertising, poster advertising, radio advertising, and so on. Its advantage lies in easier access to local consumers and direct delivery of product information to consumers, making it more precise and efficient. It can be appropriately utilized to establish the brand effect of Dayu Culture Research among local primary and secondary school students.

By utilizing various marketing methods and channels, we aim to increase brand product exposure, expand influence, and enable more consumers to understand Dayu Cultural Research Travel. This will provide targeted promotion to different consumers, establish a good brand image for research travel, and create a favorable market atmosphere for research travel.

5.4. Establish a professional team of research travel teachers to ensure high-quality development

Strengthening the cultivation of specialized talents is an important measure to promote the high-quality development of research travel. This is the basic requirement for implementing the fundamental task of cultivating morality and promoting high-quality research travel in the new era, and it is also a necessary requirement directly related to whether research travel can achieve good educational results.

Research travel no longer only needs to cultivate talents for tour guides and single positions, but also versatile talents engaged in management, operation, and service work such as project development and operation, planning and consulting, product course design, etc. To promote the development and innovation of Dayu's study travel in Bengbu, it is necessary to have new talents who understand both study travel and Dayu's culture, have both theory and practice. We can rely on contemporary colleges and universities to set up a team of research travel instructors to deeply tap the Cultural resource management of Dayu in Bengbu City and closely follow the development of research travel courses.

In addition, research and learning are currently deeply integrated with technologies such as artificial intelligence, VR, AR, etc., expanding the functions of science and technology education, and improving the professional scientific and technological literacy of the research and learning travel teaching staff is also an inevitable requirement.

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