

Original Research Article

Better ways for the Integration of Educational Tourism and Rural Revitalization at Guilin Village, China

ABSTRACT

Educational tourism and rural revitalization are not two incomparable concepts. If the two can be integrated, it can effectively solve the relevant problems of talent revitalization in rural revitalization. Therefore, the purpose of this article is not only to explore the integration of educational tourism in rural revitalization, but also to put forward relevant suggestions and countermeasures. This article selects Guilin Village, Longchuan County, Heyuan City, Guangdong Province as the research object. Data are obtained and analyzed through investigation and interview and literature retrieval. The results found that the supporting facilities of Guilin Village are not perfect. It has rich resources of tea culture and excellent ecological environment. Due to the remote location of the village, the economy development is still in a relatively backward stage, unable to ensure the smoothness of transportation, the perfection of catering and accommodation, and the comprehensiveness of entertainment activities. Thus, it's greatly restricting the development of educational tourism in Guilin Village. The study suggests that local government departments should cooperate with colleges and universities to empower educational resources based on rural resources, and with the help of natural geographical advantages and simple cultural heritage while carrying out local educational tourism. And it would be beneficial to achieve the comprehensive educational effect of combining rationality and practicality of "doing within learning, thinking while learning, and understanding while learning".

Keywords: educational tourism, rural revitalization, integrated development, tea culture

1.Introduction

In 2013, the National Tourism and Leisure Programme (2013-2020) issued by the State Council introduced the concept of educational tourism while the term of educational tourism is mostly used abroad. According to Yen and Qiu (2020), educational tourism is known as educational trip and is one of the forms of domestic tourism, which the main participants are primary and middle school students, followed by universities, kindergartens in the students and purposeful study of the general tourists.

Fundamentally, it is the use of 'learning' as a primary or secondary tourism activity by tourists (overnight visitors and hikers) involved in tourism activities, including general education tourism, adult education tourism and international and domestic student tourism (Yen, and Xiong, 2020; Ritchie, 2003). According to domestic experts and scholars, educational tourism in the broadest sense refers to the exploratory learning activities of tourists in specific areas for the purpose of exploration and knowledge. The subject of the tour may or may not be the student. This article discusses the educational tourism in the narrow sense for primary and secondary school students in China which refers to the combination of research learning and tourism experience, where students collectively participate in organized, planned and purposeful off-campus visits and experiential practice activities.

The revitalization of talents is the basis for the comprehensive promotion of rural revitalization. For a long time, there has been a continuous exodus of young and highly qualified talents from rural areas. The problems of shortage of their total talents, structural imbalance, low quality and serious ageing have become more prominent. In addition, there is a large gap between the overall development level of rural talents and the requirements of rural revitalization. Entering a new stage of development, comprehensively promoting the revitalization of rural areas and accelerating the modernization of agriculture and rural areas, the contradiction between the supply and demand of rural talents will become more prominent. Accelerating the revitalization of rural talents and cultivating a team of 'three farmers' who understand agriculture, love the countryside and love farmers are both work requirements deployed by the central government and urgent needs of grassroots practice.

Based on the concept of study tourism and talent revitalization, this paper aims to call for more student groups to combine with the policy of rural revitalization through study tourism activities, so that the majority of urban and rural student groups, going deep into the grassroots, can truly understand and experience the real way of life in the countryside. To a certain extent, this allows the majority of youth groups to both respond to the call of the grand strategy of rural revitalization, meet the needs of students' life and learning and echo the content of the curriculum in colleges and universities achieving the purpose of strengthening the connotation of quality education for students.

Therefore, the purpose of this research paper is to explore the integration of study tour and rural revitalization strategy through the students' research data and relevant literature search in Guilin Village, Heyuan City, Guangdong Province. It includes the significance, functions and countermeasures of study tours, as well as the motivation, objectives, effects and insights of the students' study and practice in Guilin Village. Then analyses the feasibility of developing educational tourism and rural revitalization

model and finally puts forward relevant suggestions and countermeasures.

2. The Concept of Educational tourism

2.1 The definition of educational tourism

In 2014, relevant national organizations first proposed the meaning of educational tourism explicitly including it in the fields of physical education, aesthetic education and moral education for primary and secondary school students, in order to improve students' understanding of society and nature and to cultivate their It also aims to improve students' understanding of society and nature, and to develop their sense of social responsibility and practical skills. For the rural educational tourism model, the scholar Jin (2021) mentions that rural educational tourism, as a new form of tourism, is both an important supplement to rural tourism and a major way for students to learn about the countryside. Wang (2021) sees research-based tourism as an activity in which schools organize activities to take students off campus, broaden their horizons and enrich their knowledge of life, deepen their closeness to nature and culture, and enhance their experience of collective lifestyles and social and public morality through group travel and centralized accommodation according to the geographical characteristics of subject teaching and student age characteristics and content needs. Zhao (2020) mentioned that in the process of educational tourism, students can change the traditional perception of rural culture through observation and on-site perception.

Therefore, the definition of educational tourism has been collated in Table 1.

Table 1. The definition of educational tourism

Author(year)	The definition of educational tourism
Jin(2021)	Educational tourism is conducive to enhancing students' understanding of society and nature and cultivating their sense of social responsibility and practical skills.
Pan and Yu (2021)	As a new form of tourism, the rural educational tourism is both an important supplement to rural tourism and a major way for students to learn about the countryside.
Wang (2021)	Educational tourisms are activities organized by schools to take students out of school through group trips, centralized accommodation and meals, to broaden their horizons, enrich their knowledge, deepen their closeness to nature and life and enhance their experience of collective life and social ethics, according to the characteristics of the region, the age of the students and the teaching content of each subject.
Zhao (2020)	During the educational tourism, students change the traditional perception of rural culture through observation and field

	perception.
Liu (2021)	Educational tourism is an activity that responds to popular demand and national policy which is gradually gaining popularity in China as an industry. The combination of education and tourism is an effective aid to the development of tourism.
Zhu (2020)	Educational tourism is a support for the National Medium and Long Term Education Reform and Development Plan, a vehicle for cultivating students' core socialist values and an effective channel for expanding the country's tourism space.
Chen(2022)	Educational tourism is a product of cross-fertilization between the tourism and education industries which is both a special kind of travel with special content and a special kind of teaching with advantages that cannot be matched by ordinary teaching

2.2 The functions of educational tourism

Rural educational tourism is based on rural resources, taking advantage of natural geography and simple cultural heritage to give educational resources to achieve a comprehensive educational effect of learning by doing, thinking by learning, thinking by knowing and doing by knowing.

● The education and learning functions

The essence of educational tourism is the combination of educational tourism and learning and its most basic function is the educational function. For example, Jin (2021) argues that educational tourism can improve students' understanding of society and nature and foster their sense of social responsibility and practical skills while Wang (2021) mentions that educational tourism is an extension of Chinese traditional study tour concept and a new model of quality education which can subconsciously exercise students' comprehensive abilities. The study by Fu (2022) points out that, based on rural resources, with the natural geographical advantages and ancient cultural heritage, the educational resources are empowered to achieve the comprehensive educational effect of 'learning by doing, thinking by learning, understanding by thinking, and doing by understanding' which combines theory and reality. In other words, the most basic function of educational tourism is to meet the needs of learners for the motivation of travelers.

● Experiential and practical functions

In addition to the basic educational and learning functions of rural educational tourism, experience and practice are also important. For example, the study by Pan and Yu (2021) points out that rural educational tourism is highly experiential, enriching farming experiences and inspiring patriotic enthusiasm while enhancing farming awareness and

awakening a sense of admiration for labor. Zhao (2020)'s study points out that rural educational tourism can broaden the development of rural culture. Besides, during the educational tourism, students change the traditional perception of rural culture through observation and field perception.

● The economic function

For tourists, rural educational tourism not only has educational and learning functions, experiential and practical functions, but also have economic functions for tourist destinations. For example, according to Yuan and Feng (2021), educational tourism is the most popular form of experiential education combined with tourism and have become a growing trend in the cultural tourism market, promoting cooperation between tourism and multiple industries and gradually improving the industrial chain. Educational tourism in destinations can drive the development of the local economy and raise the overall economic standards of the local economy especially with the rise of tourism, education and the tertiary sector, thus influencing the growth of local investment, employment, entrepreneurship and consumption. The functions of educational tourism are summarized in Table 2.

Table 2. The functions of educational tourism

Author(year)	The functions of educational tourism
Jin(2021)	i. Enhance students' understanding of society and nature and to develop their sense of social responsibility and practical skills. ii. Help the young to better understand and grasp the ideological connotations of tea culture and to clarify the meaning of tea culture so that 'touring' and 'learning' can be closely integrated.
Pan and Yu (2021)	i. Rural educational tourism is highly experiential which enrich the farming experience and inspire patriotic enthusiasm, as well as enhance farming awareness and awaken a sense of admiration for labor. ii. Rural educational tourism can not only improve the social practice ability and sense of responsibility of primary and secondary school students, but also enhance the sense of honor and pride in loving their hometown and motherland while rural it has greater theoretical research value and industrial research value.
Wang (2021)	Educational tourism is an extension of our traditional study tour concept and a new model of quality education which can subconsciously exercise students' comprehensive abilities.
Zhao (2020)	i. It has broadened the avenues of rural culture, and the educational tourism process has changed the traditional perception of rural culture through observation and field perception by students.

	ii. It helps to preserve the cultural uniqueness of rural tourism
Yuan, Feng (2021)	i. Educational tourism is the most popular form of experiential education combined with tourism and has become a growing trend in the cultural tourism market. ii. Promote cooperation between tourism and multiple sectors and the gradual improvement of the industry chain. iii. Educational tourism can broaden students' horizons and enable them to study and have practical experiences through tourism, thus achieving a deeper level of education for them.
Fu (2022)	i. Take advantage of the universities' educational resources and academic research advantages to import distinctive study themes for the countryside and create thematically clear scenarios and packages for the use of various types of studies, so that primary and secondary school students can gain better practice and learning in rural tourism. ii. Based on the resources of the countryside, the natural geographical advantage and the ancient cultural heritage, the educational resources are empowered to achieve the comprehensive educational effect of 'learning by doing, thinking by learning, understanding by thinking, and doing by understanding' which combined theory and reality.

3.Methods

3.1The overview of Guilin Village

Guilin Village belongs to Yidu Town, Longchuan County, is located at the foot of the Damao Mountain and the Service Mountain range, in the northwest of Longchuan County, east of Longchuan Tuocheng, south of Dongyuan Shangdong, west of Dongyuan Shangguan and north of Dongyuan Shangzhai, 31 kilometers from the county town. It consists of three natural villages (Guidong, Guixin and Guixi) and is situated under the beautiful scenery of Damao Mountain. The water resources of Guilin Village are mainly rainwater and mountain spring water, which is rich in resources and flows in all seasons, with excellent water quality, which can be used for drinking and agricultural irrigation. Guilin Village's land resources are mainly mountainous and forested, with a small amount of arable land, and generally less arable land resources and more mountainous and forested land resources, surrounded by mountains, good vegetation, green hills and water, quiet environment, far from the urban area, not polluted by industrial "three wastes", medical sewage and waste and domestic rubbish, with a good ecological environment, very suitable for agriculture It is very suitable for

agricultural and rural tourism development.

3.2 Data collection

3.2.1 The outline of the research interview in Guilin Village

This paper selects Guilin Village as a study tour destination. In order to help Guilin Village, we found preliminary investigation and research that the place is suitable for developing the tea industry. We can build on the original foundation to help Guilin tea from Guilin Village enter a more open market, increase the added value of the product and promote the scale of the Guilin tea industry. With the aim of increasing the efficiency of enterprises and the income of farmers, we aim to provide practical countermeasures to the problems of small scale, low yield, no brand and low added value of products that are common in the retail farming model. To this end, our team arrived in the area to conduct research and formulate relevant questions in order to strengthen further understanding of the village and to obtain data by visiting villagers and farmers' markets. The main questions explored in this research are as follows.

- The problems in tea selling of Guilin Village
- Problems in ageing of the village
- The problems between farmers and cooperatives
- Future plans of development for the village
- The problems in Guilin tea brand promotion and scientific production

4. Results And Discussions

4.1 The summary of research information

- The summary of farmers' markets in Yidu town

Most people know about Guilin Village and the tea is grown in the village, but rarely go there. The tea sold in the shops in the farmers' market is all Guilin tea which is priced at 50-100 Yuan. From the shop owner, we know that most of the tea is bought from the Guilin village cooperative.

- The summary of an interaction to the leader in Yidu Township Government in Longchuan County

Guilin Village will be a tourist village in the future and has now received some government funding to build a tea-picking road and sightseeing route on the mountain. It is expected that other transport conditions, infrastructure, restaurants and home stay in the village will be improved within five years. The seedlings on tea hills can increase the amount of tea picked each year if fertilized, but consider their high cost and lack of manpower.

- The summary of the interaction to the Party Village Committee of Guilin Village
Each co-operative owner has his own land to grow tea, and the better developed of the three co-operatives in Guilin Village is the Nanyuewang Co-operative, of which Master Ouyang's co-operative grows seedlings of many types of tea and is now cultivating new seedlings. In the hope that in the future it will be possible to achieve uniform machine picking and reduce labor costs. Every year, a large number of tourists come to pick and take the tea on their own during the tea-picking period. The council gives financial support to some elderly people in the village every year.

- The summary of visiting villagers' homes

Although there are 509 households in the village, it is heavily ageing with a large elderly population and the young people are all out working. There are three tea co-operatives in the village, but the co-op owners all have land and grow tea and do not want to work with the less productive retail households in the village, but want to work with the more productive tea farmers. The tea farmers in the village grow, make, pack and sell their own tea which can be sold out every year. But they sell to familiar customers such as the owners of nearby villages and there are no new customers. Villagers have the will to cooperate with the cooperative boss who want to sell their own tea unified which can be sold directly tea green or by their own fried tea workshop processing and then sold, but the village cooperative boss purchase price is too low, lower than the villagers themselves to sell.

Due to the age of the villagers and the limited number of people in their families, they need to hire women from nearby villages to go to the hills to pick the tea leaves every year, and the labor cost is about RMB 120 per day with lunch and transportation included which is quite costly. Villagers pick the tea leaves twice a year: during the Qing Ming period for spring tea which has the best taste and costs 200 Yuan a catty and in September and October for summer tea, which costs around 160 Yuan a catty. There are no other sources of income for the villagers except for the sale of tea leaves during the tea harvesting period, and there are no other activities in the village. There are many scattered plots of land available in the village, none of which are cultivated, and no other agricultural products are grown.

Villagers planted tea types mostly Guilin tea, do not like to plant other tea. Because their customers used to buy local Guilin tea, the villagers also do not want to plant other new varieties, for fear that they are not sold out. The owner of the co-operative in his village has planted a variety of tea varieties. The villagers have their own tea frying workshop, so it's all for their own packaging, but the packaging is rudimentary and there is no quality assurance.

4.2 The summary of the problems identified in the research

- It is weak for the infrastructure of the tea industry. There is an uneven regional development, low support and effective utilization of facilities in all regions. Most of the other tea fields are of unknown resistance to disasters and there is a huge gap with the modern level.
- The tea industry has not really formed industrialization, the scale of the breeding industry is small and scattered and the added value of other industries is not high while there are too few new business subjects with the ability to drive.
- The rural habitat needs to be strengthened. The main manifestation of this is the inadequate sanitation infrastructure and the disposal of waste in the township area as a simple landfill on site. (Further confirmation of specific data is needed)
- The civilized awareness of the masses of farmers is not strong. Relative to the towns, the overall level of spiritual civilization construction in rural areas is not high; the measures are not practical; the work is not detailed and resulting in the traditional bad habits in the countryside have not been effectively corrected; the villagers' civilization awareness is relatively lacking; the masses civilization literacy and civilization habits while civilization awareness needs to be improved.
- The contradiction between supply and demand of rural talents is outstanding. On the one hand, there is a shortage of grass-roots agricultural and technical teams and practical talents, on the other hand, there is a lack of incentive mechanisms for the introduction of talents and returning university graduates serve the grass-roots level with low salaries, no promotion channels and a lack of entrepreneurial platforms, resulting in an inability to work at ease and a serious brain drain.
- The stable income generation channels of villagers are not wide. Subject to the dual constraints of the market, natural disasters, the tea industry internal power to increase income is insufficient, limited space, almost no other income channels. At the same time, the county's existing tea industry leading enterprises of low industrialization, small scale, low technology content, product production, processing, sales did not form a dragon, enterprise scale benefits are not obvious, the pulling power of the rural economy is limited, the radiation drive on farmers' income is not strong.

In general, Guilin Village is located in the southwest of Longchuan County, Heyuan City, Guangdong Province, bordered by Heping County and Dongyuan County to the west, 18 kilometers from the county town, in hilly terrain, via County Road 173 and Township Road 217, surrounded by lofty mountains and lush forests, with a tea plantation area of over 5,000 mu. The village's economic sources as well as its main industry are based on Guilin tea. It is due to this unique geographical environment that

indirectly leads to the village being closed to traffic, with the only road into the village being a 217 rural road. The village infrastructure is not well developed and the village houses are mostly self-built and attached to tea-making workshops. There are no accommodation facilities in the village, coupled with the closed traffic, and although there is one of the eight scenic spots of Longchuan, the service mountain, the above conditions are the main factors limiting the development of tourism in the village. In addition, the village is seriously ageing, with the elderly aged between 50 and 70 making up 80 per cent of the village population, and there is a lack of labor. Most of the young laborers in the village have gone out for employment and there has been a serious brain drain. The village of Guilin has been developing Hakka tea for over a thousand years and the tea industry has always been a specialty of Guilin village. The cultivation techniques are mostly tea-making techniques that have been passed down from generation to generation. In the modern age of information technology, the cultivation techniques of Guilin tea are relatively backward compared to other tea plantation areas, resulting in uneven and large differences in yield and quality. At the same time, the village has one large tea enterprise and two planting cooperatives, which are the main leading force in the production of Guilin tea in the village, while the rest are planted by retail households. This is the main factor why Guilin tea has not been able to form a brand. Finally, the lack of a good marketing model for Guilin village, not well with the advantages of the Internet to promote the development of Guilin village, the development of a good marketing plan, with the operation of the new media today to make more people know Guilin village is imperative.

To sum up, this research team started from multiple perspectives, including random interviews with villagers at the farmers' market in Yidu Town, supermarket attendants at the town center, salespersons at shops selling Guilin tea, the head of the town's Rural Revitalization Office, the Yidu Town Youth League Committee, farmers in Guilin Village, the Guilin Village Committee and the head of the tea enterprise, etc., to understand the actual situation in Guilin Village in the form of conversations and chats. We found that each perspective represented a different position, thus resulting in different things needed and done by each party. We should analyze our views on the same thing from multiple perspectives, then combine them with our own perspectives, clarify our own positions and abilities to look at the matter and get down to earth and brainstorm feasible solutions.

5. Conclusions and Recommendations

5.1 The conclusions

The integration of the educational tourism plus rural revitalization model is practical and feasible. In theory, the educational tourism is conducive to enhancing students'

understanding of society and nature and cultivating their sense of social responsibility and practical skills. As a new form of tourism, it is an important supplement to rural tourism and a major way for students to learn about the countryside. Educational tourism can be based on regional characteristics, students' age characteristics and the characteristics of the teaching content of various subjects, organizing students to get out of school through group travel and centralized accommodation. They can broaden their horizons, enrich their knowledge, deepen their closeness to nature and life, and enhance their experience of collective life and social ethics. In the future, educational tourism is an activity that will gradually become more popular and an industry in China and the combination of education and tourism is an effective way to promote tourism development. In practice, this paper chose Guilin Village in Heyuan City, Guangdong Province as the destination, and in the context of the rural revitalization strategy, the study team actively practiced the core socialist values and responded to the school's "Five Steps" concept by going to the grassroots level to truly understand and experience the real rural lifestyle. Through the research activities, the team members were able to improve their professional skills, interpersonal skills, communication skills, and their ability to identify and deal with problems, thus achieving the effect of unity of knowledge and action.

5.2 The recommendations

The suggestions for Guilin Village were listed below.

- Establishing the quality and cultural brand

The tea products need to be enhanced in terms of quality and combined with multi-faceted publicity to better promote your village products and give cultural value to the brand.

- Developing the training programs for talents

Developing the training programs for talents, promoting the production specialization, business intensification and enterprise management, and other measures to help the village's tea industry industrialization is needed. These can improve the efficiency of enterprises and farmers, industrialization while also increasing jobs and promoting economic development while also reducing the loss of talent.

- Actively cooperate with major universities

Local government departments should actively cooperate with major universities to make a detailed assessment and analysis of the demand and supply side of the rural educational tourism model which will facilitate the formulation of relevant management policies.

- The construction of the study tour base

It is supposed to combine the local tea culture resources as well as the excellent ecological environment for Guilin Village to promote the construction of the study tour base, which is the construction of the overall product, experience and service.

- Shaping the tourism image.

Currently, the development of tea culture research products has not been able to constitute a distinct and specific tourism image. Therefore, we should shape the tourism image of tea culture to help promote innovation in tourism products and thus strengthen the impression of local cultural symbols on tourists.

- Making the use of resources rationally.

Tourism resources are the basis for the development and application of local cultural tourism products which is a key component of the tourism product. Educational tourism is not just about 'touring', it is about the acquisition of knowledge and self-improvement of students in the process of tourism. Educational tourism does not only include spring or autumn tours, cultural tours or red tours. It should also go deeper into the local area to expand the knowledge of young people's horizons, understand the local vernacular, clarify the local tea culture and hire local residents as tea culture study instructors, strengthen students' understanding and mastery of tea culture, so as to give full play to the function of educational tourism in Guilin Village.

- Updating the infrastructure

The government departments should improve local infrastructure, such as accommodation, transport, roads, greenery, public toilets and car parks according to market demand and supply.

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