

Research on the Development Path of Dalian Red Tourism under the Background of Study Travel

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Abstract: Under the policy background of the country vigorously promoting the integrated development of study travel and red tourism, this study focuses on the coordination of the development of red tourism and study travel, and systematically discusses the current situation, dilemmas and development paths of Dalian's red tourism development. Dalian is rich in red resources, which have the characteristics of industrial heritage and modern development. However, there are some problems that need to be solved urgently in the development. Therefore, this study combs the research status of red tourism at home and abroad, analyzes the development status of insufficient transformation of red tourism resources and superficial experience in Dalian, and on this basis, analyzes the existing problems in products, talents, systems, etc. It proposes optimized development paths from the aspects of curriculum system optimization, experiential scene construction, professional talent cultivation and characteristic brand building, so as to promote the transformation and upgrading of Dalian's red tourism from traditional sightseeing to in-depth study integration, and expects to provide theoretical reference for the high-quality development of the same type of red tourism.

Keywords: Study travel; Red tourism; Dalian

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1. Introduction

In recent years, the Chinese government has successively issued a series of programmatic documents at the national level, including Opinions on Promoting Study Travel for Primary and Secondary School Students, Outline for the Implementation of Patriotic Education in the New Era, and 14th Five-Year Plan for Tourism Development. These documents clearly stipulate that study travel should be incorporated into the education and teaching plans of primary and secondary schools, and especially emphasize that "red resources should be fully utilized to thoroughly carry out education on socialist core values." This indicates that the integrated development of study travel and red tourism has evolved from spontaneous market exploration to a significant national education strategy and cultural tourism development strategy. The policy orientation not only provides a legitimate basis for the integration of the two, but also clarifies the development direction of "integrating education into tourism" and "promoting learning through tourism," requiring red tourism to break through the traditional sightseeing mode and transform and upgrade into an educational carrier characterized by a systematized curriculum, immersive experience, and quality-oriented education.

This study is conducted against the backdrop of this strong policy impetus, aiming to explore how local authorities

can effectively implement the national strategy at the local level, so as to realize the effective connection between the inheritance of red culture and the cultivation of teenagers' comprehensive quality.

Meanwhile, the study travel market is expanding rapidly in a large-scale and standardized manner, and has become an important sector of quality education and new consumption, with an unprecedented urgent demand for high-quality and differentiated curriculum content. Red tourism itself is undergoing a critical transformation from quantitative growth to connotative development, and it is urgent to enhance its attraction, appeal and lasting influence on young customer groups. The integration of red tourism and study travel can inject profound ideological and cultural connotations and serious educational themes into the study travel market, and also open up a stable tourist source market and innovative expression methods for red tourism.

Although the integration of red tourism and study travel has become a common trend, existing research mostly focuses on traditional revolutionary base areas such as Jinggangshan and Yan'an, or conducts macro theoretical discussions. Dalian occupies a pivotal position in China's modern history and the industrial development of New China, and its red tourism resources feature the integration of land and sea resources, as well as an abundance of industrial heritage. Focusing on the development of Dalian's red tourism can provide an analytical framework for the development of regional red cultural tourism, enrich the theoretical system of cross-field integration of red tourism and study travel, systematically construct an evaluation system for Dalian's red tourism resources, and propose a specific mode of in-depth integration of "Study Travel +".

2. Literature review of red tourism at home and abroad

The research on red tourism has distinct Chinese characteristics. In 2004, the General Office of the Communist Party of China Central Committee and the General Office of the State Council jointly issued the Outline of the National Red Tourism Development Plan (2004–2010). Since then, the number of research on red tourism has been increasing. Meanwhile, such researches are characterized by a strong policy-driven nature and obvious application orientation.

Early research mostly started from the political and educational perspectives, emphasizing its political attribute as the core carrier of patriotism and ideological and political education ^[1]. Secondly, they focused on the construction of red tourism projects and the protection of red tourism resources ^[2], which laid a foundation for resource protection and evaluation. With the deepening of research, the development of red tourism has gradually expanded to the fields of economic function (driving poverty alleviation in old revolutionary base areas ^[3,4]), cultural function (inheriting red culture and enhancing social identity ^[5]) and social function (enhancing social identity ^[6]), which promoted the cognition from single dimension to multi-dimensions.

In recent years, with the development of science and technology, relying on digital new media technology, researchers have actively explored the immersive experience in red tourism ^[7], so as to solve the dilemma of static and homogeneous products. At the same time, theoretical models such as tourists' perceived value, place attachment and emotional experience have been introduced to measure the quality of red tourism experience and its influence mechanism on tourists' attitudes and behavioral intentions (such as revisiting and recommendation) ^[8]. Finally, the macro development path of industrial integration and regional coordination has received continuous attention, discussing how red tourism can be deeply integrated with local agriculture, cultural industry, education and training ^[9], so as to promote the further application-oriented development of red tourism.

There is no completely corresponding concept of "red tourism" abroad, and relevant researches are mainly embedded in the research of political tourism, heritage tourism and dark tourism, providing different theoretical perspectives. These studies complement domestic studies, but there are significant differences in theoretical focus and problem awareness.

Throughout the existing research, most scholars' views stay at the description of the functional importance of red tourism resources, and the researches have significant regional and type homogeneity. A large number of achievements are concentrated in traditional revolutionary base areas such as Jinggangshan and Yan'an. In recent years, the integration of red tourism with various fields has mostly stayed at the level of concept advocacy or case description, and the research depth

and systematicness are insufficient.

3. Current situation of Dalian's red tourism development

Although Dalian has a history of only over 100 years since its establishment in 1899, and its accumulation of scenic spots and historical sites is not as good as that of some ancient capitals with a history of thousands of years, its special position in China's modern and contemporary history has shaped a unique red cultural landscape. Nearly 20 red tourism scenic spots and memorial sites have been formed, represented by the Museum of the Site of the Japanese-Russian Prison, the North Fort of East Jiguan Mountain, and the Lushun Wanzhong Tomb Memorial Hall. These resources have profoundly recorded important historical fragments since the Sino-Japanese War of 1894-1895 and the stage of New China's construction, and carry the collective memory of the development of the Chinese nation. As a coastal city with a unique position in China's modern history, the development of its red tourism presents a complex situation of rich resource endowment but insufficient transformation efficiency, huge market potential but lagging product supply, and a favorable policy environment but insufficient systematic coordination. It is in a critical stage of transformation from a traditional resource-dependent type to a high-quality integrated development type.

3.1. Diversified types of red resources with isolated distribution

Dalian's red tourism resources run through different historical periods, such as the Sino-Japanese War of 1894-1895, the War of Resistance against Japanese Aggression, the War of Liberation, and the industrial construction of New China. The distribution of these red resources presents a pattern of "one center, scattered distribution." The "one center" is centered on Lushun District, where a number of red tourism scenic spots such as the East Jiguan Mountain Scenic Area, the Site of the Lushun Dock, and the Sino-Soviet Friendship Memorial are located, while other red resources are scattered in different regions. For example, the Guan Xiangying Former Residence Memorial Hall, a national patriotism education demonstration base and one of the 100 national red tourism classic scenic spots, is located in Jinzhou New District; the former site of Dalian Chinese Workers' Society, where the first batch of trade unions in Northeast China under the leadership of the Communist Party of China were born, is located in Shahekou District. The geographical distribution of these resources has resulted in the failure of effective connection and integration between resources, leading to the fragmentation of the city's red resources and weakening the overall impact.

3.2. Stable product supply with prominent superficial experience

At present, the supply of Dalian's red tourism products have formed a basic structure with static displays in memorial halls or museums as the main body. Some venues have reached a relatively high level in historical data excavation and exhibition design. In terms of the source market, the tourist source is stable, mainly from the Party spirit education of government agencies and the patriotism education of school groups, accompanied by sporadic individual tourists. However, the vast majority of products still remain in the passive acceptance mode of "visit + explanation," lacking the integration of modern technology, and the experience and interactivity are relatively insufficient. Especially in the aspect of in-depth integration with study travel, systematic and standardized curriculum development is rare. Most of the existing study travel activities for primary and secondary school students are only simple additions to sightseeing, lacking teaching objectives, study manuals, task-driven activities and achievement evaluation designed according to the cognitive laws of students in different grades, resulting in the separation of "tour" and "study" and the difficulty in ensuring educational effectiveness. At the same time, the products are highly homogeneous, and the unique coastal geographical environment, industrial scenes, and urban historical blocks of Dalian have not been fully utilized to develop immersive study projects with local characteristics, such as "coastal military investigation" and "the spirit of struggle in industrial heritage."

4. Problems in the development of Dalian's red tourism under the background of study travel

4.1. Superficial curriculum design and single experience form

Dalian is rich in red tourism resources, but in the process of integrating red tourism resources with study travel, problems in curriculum construction and experience forms are prominent. Firstly, the development of study projects for red tourism resources is lack of professionalism and design. Although most red tourism resource scenic spots have received many study travel groups, most of them adhere to the form of "scenic spot explanation + hasty visit". The design of study travel activities is not related to the teaching content, and different levels of visit and learning objectives have not been established according to the cognitive laws of students of different ages and cognitive development stages. At the same time, the introduction of various red tourism resources in Dalian lacks a clear main line. Dalian's red resources run through different stages, such as industrial construction and reform and opening up. The scattered presentation of events makes the study activities easily become a scattered accumulation of historical knowledge, and it is difficult for students to form a deep sense of value identity. Most students still maintain a passive acceptance mode of visiting, listening to explanations, and writing impressions during the visit, lacking practical links based on task-driven and problem-oriented learning, resulting in weak subjectivity and a sense of participation among students. Secondly, the experience and immersion of red tourism activities are insufficient. Dalian has unique mountain and sea resources and a large number of industrial heritage sites, which have laid a solid foundation for the development of red tourism, but the utilization efficiency of these red resources is relatively low. For example, Dalian's port resources, locomotive factories, shipyards, and other industrial sites are vivid classrooms for understanding the spirit of great powers' craftsmen, but the existing red tourism activities have not transformed these resources into embodied study scenarios with local characteristics, lacking uniqueness and regionality compared with red tourism resources in other places. The superficial experience activities lead to insufficient experience of primary and secondary school students in participating in study activities, making it difficult to achieve the deep-seated educational goals of study travel to touch the soul and shape character.

4.2. Lack of professional talents and lagging construction of intelligent facilities

A high-quality service system is the basic guarantee for the smooth implementation of tourism activities. At present, there is a shortage of professional talent in the development of Dalian's red tourism. The service personnel of red tourism scenic spots receiving study teams should have compound abilities, including solid knowledge of modern and contemporary Party history, excellent activity organization and security capabilities, but this type of talent is lacking in the development of Dalian's red tourism. The existing commentators in red tourism scenic spots are good at stating historical stories, but are obviously insufficient in study curriculum design and inquiry-based guidance. Moreover, the relevant professional talent training systems in Dalian's colleges and universities have not set up special research directions for study travel or red education, resulting in insufficient talent supply at the source. The shortage of professional talents makes it difficult to achieve the expected results in the practical development of red tourism.

At the same time, the intelligent construction in the development of Dalian's red tourism is relatively lagging behind. In the digital era, intelligent platforms can effectively improve resource management efficiency and enhance tourists' immersive experience, but Dalian's red tourism development lacks a unified resource integration and public service platform. For example, there is poor communication between schools, study tutors and red tourism scenic spots, and the three parties lack communication, let alone timely communication on problems existing in study activities. In terms of intelligent facility construction, the application of the Internet, artificial intelligence technology, etc. is lacking. For example, some red tourism resource scenic spots lack the application of perceptible AR or VR devices. If the study travel team only watches the red resources outside the glass products, they can only stay at the traditional visual experience, which is superficial and not impressive.

4.3. Poor coordination mechanism and imperfect market access standards

The poor coordination mechanism is mainly reflected in the insufficient linkage of multiple subjects. The development

of red tourism not only requires the cooperation of cultural and tourism departments, but also the coordination of education, publicity, emergency and other departments. However, Dalian's red tourism development has not yet established a normalized communication and coordination mechanism. For example, the education objectives of study travel of education departments and schools and the red tourism resource development planning of cultural and tourism departments, lack effective docking, resulting in low resource integration efficiency; the coordination between enterprises responsible for study and red scenic spots is insufficient. Most scenic spots are mainly based on traditional display, and have not developed immersive and interactive products for different levels of study needs, while enterprises have not fully explored the connotation of red culture when designing courses, resulting in a single product form and insufficient connotation; there is a goal conflict between schools and tourism institutions. Schools focus on the ideological and intellectual nature of red education, while some institutions pursue commercial interests too much, simplifying study into "tourism + lectures," which deviates from the original intention of education.

The imperfect market access standards are mainly manifested in unclear qualification requirements and inconsistent standards. For example, some study institutions and enterprises do not have perfect curriculum development capabilities and are short of study tutors, but they can enter the market and provide products of "only travel without learning" or "low quality and low price", disrupting the market order. Secondly, the service quality is uneven. Unified standards have not been formulated in the areas of study team, teachers, teacher-student ratio, curriculum design, safety management, and service quality, resulting in a difficult guarantee of service quality and increased potential risks. At the same time, the supervision mechanism for red tourism, study travel and other activities is imperfect. There is a lack of effective supervision on the qualification review, operation process and service quality of enterprises undertaking these activities, resulting in problems such as false publicity and potential safety hazards.

4.4. Low brand recognition and severe homogeneous competition

Dalian is rich in red tourism resources, but a unified brand cognition and identification system has not been formed, resulting in the study group's cognition of Dalian's red tourism only staying at the level of scattered scenic spots, lacking a clear brand association. On the one hand, most scenic spots take their own scenic spots as the main communication subject, and do not integrate other red tourism resources of the same type to form a related core brand, which cannot strengthen market memory through coordinated communication; on the other hand, brand communication lacks scenario design. Although some scenic spots have cooperated with schools, they have not created an immersive brand experience for the study group, resulting in low brand recognition in the study market.

Dalian's red tourism has not innovated in combination with the inquiry and experience needs of study travel, resulting in high homogeneity with red tourism products in other regions. The specific manifestations are as follows: First, the product form is homogeneous. Most of the study activities in scenic spots still stay at the level of listening to historical stories and viewing cultural relic displays, lacking interactive links such as simulating historical scenes and practical learning, which cannot meet the needs of teenagers to learn by doing. Second, the characteristic excavation is homogeneous. The local advantages, such as Dalian's marine culture and navy history, have not been fully integrated. For example, resources such as Lushun Military Port and Dalian Ship have not been deeply integrated with red tourism, and differentiated brands such as marine red study have not been created, resulting in the lack of irreplaceability of products in the market. Third, the target group is homogeneous. Hierarchical products have not been designed for different age groups. For example, primary school students need "interesting red stories", junior high school students need "historical logic exploration", and senior high school students need "home-country sentiment speculation", but the current red tourism products are mostly "one size fits all", which cannot accurately match the study needs.

5. Development paths of Dalian's red tourism under the background of study travel

5.1. Optimize the curriculum system and construct experiential study

To solve the problem of superficial curriculum design of study travel in Dalian, first of all, themed and serialized curriculum development can be implemented in combination with the characteristics of Dalian's red tourism. A Dalian Red Study Curriculum R & D Center can be established jointly with Party history departments, university experts, and front-line excellent teachers, aiming to break the current situation of scattered resource points and lead the curriculum design with a clear historical narrative main line. For example, around the core themes of industrial construction and development, inheritance of craftsman spirit, and the road of construction and opening up, serialized and graded curriculum modules can be developed. At the same time, the theme courses of red tourism resources must strictly follow the norms of pedagogy, clarify specific learning objectives, core inquiry questions, key ability cultivation directions, and diversified evaluation schemes for different age groups, and supporting resource packages such as teachers' books and student study manuals should be compiled to ensure the accurate achievement of educational objectives.

Secondly, promote the deep reconstruction and immersive transformation of experience scenarios. On the basis of the traditional visit to red tourism scenic spots, make full use of Dalian's mountain and sea geography and industrial heritage to design embodied learning scenarios driven by tasks and oriented by problems. For example, scenario simulation projects can be developed. At the Lushun Battery Site, a task of "military staff terrain survey" can be designed to let students analyze the defense system by using maps and historical materials; at the former site of the Chinese Workers' Society, role-playing of "labor movement newspaper editing" can be organized to deepen the understanding of history. It is also possible to create a walking classroom. Transform industrial sites such as Dalian Port, locomotive factory and shipyard into "Great Powers' Craftsman Spirit" practice bases, and design inquiry activities such as engineer interviews and production line process visits, so that students can understand the spirit of struggle in real production scenarios. Finally, cutting-edge technologies can be introduced to enhance the experience. Deploy intelligent devices such as AR guided tours, VR historical scene restoration, and holographic theaters in the venues in a planned way, transform static displays into interactive and perceptible dynamic narratives, solve the sense of alienation of viewing through glass, and realize the transformation from watching history to entering history.

5.2. Introduce professional talents and improve intelligent facilities

In the face of the talent gap, multiple solutions can be adopted. First of all, we can jointly cultivate talents in the direction of study travel and red tourism with colleges and universities in Dalian. For example, we can cooperate with local universities such as Liaoning Normal University and Dalian University to set up study travel curriculum directions in relevant majors, and establish a joint training mode of university theoretical education + base practical training. At the same time, carry out systematic on-the-job training and qualification certification for existing red scenic spot commentators, tour guides and primary and secondary school teachers, focusing on improving their curriculum design, teaching guidance and interdisciplinary knowledge integration capabilities. Secondly, build an open think tank of red tourism experts. Widely absorb Party history research scholars, model workers, excellent ideological and political teachers, senior literary and art workers, etc., to participate in the R & D and teaching guidance of study courses in the form of part-time tutors and curriculum consultants, forming a stable and diversified intellectual support network.

Intelligent facilities are important measures to improve tourists' sense of participation. Dalian's red tourism scenic spots can build an intelligent platform. For example, the platform can integrate functions such as information on the city's red study bases, curriculum resource database, tutor reservation, team registration, safety monitoring, big data analysis, and satisfaction evaluation, realize information exchange and business collaboration between schools, institutions, bases, and management departments, and completely change the situation of poor communication and fragmented management. Secondly, systematically develop digital curriculum resources. Focusing on the core curriculum themes, produce high-quality online micro-courses, virtual exhibition halls, digital archives, historical documentaries, etc., build a mixed online and offline learning space, and support students' pre-trip preview and post-trip expansion. Thirdly, promote the

demonstration application of intelligent facilities in key venues. Select venues with good basic conditions as pilots for intelligent upgrading, scientifically deploy intelligent devices such as AR interactive guided tours, VR immersive experience cabins, and intelligent explanation robots, collect and analyze students' interaction data to continuously optimize the experience design, and lead the digital transformation of the city's red tourism scenic spots with point-to-area promotion.

5.3. Construct a normalized coordination mechanism and improve market access standards

Construct a cross-departmental normalized coordination mechanism. Led by the cultural and tourism department, a joint conference on red tourism development should be established in conjunction with the education, publicity, emergency and other departments to communicate and coordinate regularly, so as to promote the formation of a coordinated pattern of joint planning, resource sharing and responsibility sharing. The cultural and tourism department should sort out the list of red resources, and the education department should formulate study travel plans in combination with the needs of students in different grades to realize the matching of resource supply and education needs. It is also necessary to strengthen the coordination between enterprises and scenic spots. Guide enterprises to upgrade and optimize the display methods, deeply explore the connotation of red culture, and develop immersive and interactive products. Establish a mechanism for schools to participate in the curriculum review of study institutions, and promote schools to send teachers to participate in activities to ensure that study activities meet educational objectives. To solve the problem of imperfect market access standards, government departments should clarify qualification requirements. The cultural and tourism, education, market supervision and other departments can jointly formulate a qualification identification method for study institutions, requiring institutions to have independent legal person qualifications, full-time study tutors, perfect curriculum development capabilities, sound safety management systems and fixed places; formulate unified service quality standards, clarifying the standards of teachers, curriculum design, safety management and service details; improve the joint supervision mechanism, establish a multi-department joint supervision system, conduct regular inspections and punish illegal enterprises in accordance with the law; strengthen the training of study tutors and carry out joint tutor training.

5.4. Enhance brand awareness and highlight regional characteristics

To solve the problem of low brand recognition, first, build a unified core brand system. Refine the brand core with regional cultural identifiers such as industrial construction and marine resources, link various red scenic spots to form a core brand + sub-brand matrix, and strengthen the market's overall memory of Dalian's red tourism through coordinated communication modes such as joint marketing and theme IP linkage, so as to establish a clear brand association; second, create a study scenario-based brand experience. Based on the cognitive development law of teenagers and educational objectives, design immersive interactive links such as the theme study route of retracing the industrial development path and the role-playing of "little navy soldiers", integrate the brand concept into the specific scenarios of study activities, enhance the emotional connection between the brand and the study group, and improve brand recognition.

To further highlight the characteristics of Dalian's red tourism resources. First, innovate product forms. Introduce inquiry and experience design, develop interactive products such as red cultural and creative practices and project-based learning (PBL), break the traditional mode of "listening to stories and viewing displays", and meet the needs of teenagers to "learn by doing." Second, tap regional characteristic resources. Integrate Dalian's advantages such as marine culture and navy history, create a differentiated brand of marine red study, deeply integrate resources such as Lushun Military Port and Dalian Ship with red education, and develop characteristic courses, such as marine red story sessions to strengthen the regional irreplaceability of products. Third, implement a hierarchical strategy for target groups. Design "interesting red stories + handcraft" products for primary school students, "historical logic exploration + group debate" products for junior high school students, and "home-country sentiment speculation + theme research" products for senior high school students, so as to accurately match the study needs of different age groups and avoid the homogeneous supply of "one size fits all."

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