

Research on the Development of Red Study Tour Products in Nanjing Based on RMP Theory

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Abstract: *Red study travel serves as a crucial practical vehicle for implementing the fundamental task of fostering virtue and cultivating well-rounded individuals, as well as for inheriting the "red gene." This paper employs the literature review method to systematically synthesize existing research on study travel. Based on the Angpu (RMP) theoretical framework — encompassing Resource, Market, and Product dimensions—it conducts a comprehensive analysis of the resource endowment, market demand, and current status of product development for red study travel in Nanjing. The research finds that Nanjing possesses abundant and highly valuable red study travel resources, along with robust market demand that increasingly emphasizes experiential quality. However, current products face practical challenges, including severe homogenization, insufficient thematic depth, weak integration of "research" and "learning," incomplete curriculum systems, and a shortage of professional talent. Drawing insights from domestic and international experiences in study travel development, this paper proposes that systematic development of Nanjing's red study travel products should involve thematic integration of resources, stratified alignment with market segments, and experiential and curricular innovation in products. This should be supported by cultivating professional talent and building collaborative mechanisms. The aim is to promote the high-quality development of red study travel in Nanjing and fully realize the educational value of its red resources.*

Keywords: RMP theory; Red study travel; Product development; Nanjing; Literature review method.

1. INTRODUCTION

In recent years, with the issuance of policies such as Opinions on Promoting Study Travel for Primary and Secondary School Students, study travel has become an important approach to quality-oriented education in primary and secondary schools. As a type with distinct moral education functions, red study travel has attracted extensive social attention. Nanjing, known as the "Ancient Capital of Six Dynasties" and the "Metropolis of Ten Dynasties", not only boasts a profound historical and cultural heritage, but also is a heroic city with abundant red resources such as the Yuhuai Martyrs Cemetery, the Memorial Hall of the Victims in Nanjing Massacre by Japanese Invaders, and the Memorial Hall of the Victory of the Crossing River Campaign. However, the current red study travel products in Nanjing still suffer from problems such as "emphasizing travel over learning", superficial content and insufficient experience, which make it difficult to meet the market demand for high-quality red education.

Proposed by Wu Bihu, the RMP Theory emphasizes that regional tourism development should focus on products, and comprehensively analyze resources and markets to realize product innovation and optimization. This theory provides a framework for the systematic and scientific development of tourism products. Therefore, based on the RMP Theory, this paper sorts out the resource foundation, market characteristics and product status of red study travel in Nanjing, and then puts forward targeted and operable product development strategies, so as to give full play to the educational value of red resources and promote the sustainable development of red study travel in Nanjing.

2. RESOURCE ANALYSIS: THE FOUNDATION OF RED STUDY TRAVEL RESOURCES IN NANJING

2.1 Abundant and Diverse Red Tourism Resources

Nanjing is home to a large number of red tourism resources with high grades and distinct themes. According to the resource classification specified in Service Specification for Study Travel (LB/T 054-2016), these resources can be categorized into the following types [1].

Revolutionary sites and memorials: Such as the Yuhuatai Martyrs Cemetery, the Memorial Hall of the Victims in Nanjing Massacre by Japanese Invaders (one of the first batch of national demonstration bases for study travel) [2], the Memorial Hall of the Victory of the Crossing River Campaign, and the Meiyuan New Village Memorial Hall. Bearing a profound revolutionary history, these resources serve as the core carriers of red study travel.

Patriotic education bases: Including the Sun Yat-sen Mausoleum, the Nanjing Memorial Hall of Anti-Japanese Aviator Martyrs, and the John Rabe Former Residence, which embody the national spirit and internationalism.

Red cultural facilities and institutions: Such as the Nanjing National Defense Park (Dajinshan National Defense Park) and the Nanjing Folk Museum of the War of Resistance against Japanese Aggression, which provide practical venues for military education and national defense popular science.

Integrated resources: Some historical and cultural blocks (e.g., the Yihe Road Republican Period Mansion Area) and modern exhibition halls (e.g., the History Hall of Nanjing Museum) also contain red cultural elements that can be integrated across different themes.

2.2 Concentrated Spatial Distribution of Resources, Facilitating Route Organization

Most of Nanjing's major red resources are concentrated in the main urban area and its suburbs, such as Xuanwu District, Qinhuai District and Gulou District, with a well-developed transportation network. The spatial agglomeration of these resources is conducive to designing compact and efficient study travel routes, thus reducing time and transportation costs [1].

2.3 Profound Educational Connotation of Resources with Inadequate Experiential Transformation

At present, the utilization of red resources mostly remains at the level of visiting and explanation, and the stereotyped model of "visiting memorial halls, listening to explanations and laying wreaths" is widely prevalent [3]. The profound historical value and spiritual connotation of the resources fail to be transformed into perceivable, participatory and internalizable learning experiences for students through effective experience design, leading to the separation of "travel" and "learning". The development of some red tourism resources is insufficient, with relatively monotonous exhibition forms of memorial facilities lacking attractiveness. Moreover, due to the lack of systematic protection and management, the entities of about 68 red resources are no longer traceable [4].

3. MARKET ANALYSIS: CHARACTERISTICS OF MARKET DEMAND FOR RED STUDY TRAVEL IN NANJING

3.1 Enormous Market Demand Potential

Nanjing has a large population of primary and secondary school students, with a huge number of middle school students enrolled in 2022, forming a stable local tourist source market [4]. Meanwhile, as an important tourist destination, Nanjing exerts a strong attraction on student groups in the Yangtze River Delta and even the whole country. With the in-depth development of the concept of quality-oriented education and the implementation of the "Double Reduction" policy, the market demand for high-quality study travel products is becoming increasingly vigorous.

3.2 Clear Participant Motivation with Age Differences

Surveys show that the main motivations for students to participate in red study travel include "increasing historical knowledge", "cultivating sentiments and perfecting personality" and "tempering willpower" [3]. However, there are obvious differences in the motivations of students at different school stages: junior high school students pay more attention to knowledge acquisition and willpower training, while senior high school students hope to "alleviate academic pressure" and "experience different living scenes" through study travel. From the perspective of motivation factors, cognition, emotion and social interaction are the three core factors driving study travel behavior. Cognitive and emotional needs contribute significantly to parents' motivation for study travel, while cognitive needs play a more prominent role in senior high school students' motivation. This requires product design to fully consider such hierarchical characteristics [5].

3.3 "Destination Image" and "Safety" as the Key Decision-Making Factors

Studies have shown that "destination image" is the primary pulling factor attracting students to participate in study travel, among which "profound historical culture", "characteristic scenic spots and historical sites" and "improved tourism infrastructure" are the main attractive elements [1]. On the other hand, "safety factors" are the most concerned restrictive factors for parents and schools, exerting a veto power on their decision-making, with "social governance" and "consumer fraud" having the greatest impact on the choice of study travel [1]. Therefore, product development must take into account both resource attractiveness and whole-process safety guarantees, which is consistent with the high attention of parents to safety issues in the red study travel market [3].

3.4 Rising Demand for Product Quality and the Call for In-Depth Experience

The current market is no longer satisfied with cursory visits. Students and parents expect red study travel to "attach equal importance to travel and learning", and gain profound emotional experience and ideological sublimation through interaction, practice and reflection in a solemn and respectful atmosphere. This demand for in-depth experience means that traditional didactic and homogeneous products can hardly meet the market demand. Tourists are more inclined to accept tourism products integrated with scientific and technological means such as virtual reality (VR) and augmented reality (AR), and hope to understand the revolutionary history and spiritual connotation more deeply by participating in activities such as revolutionary scenario simulation and red cultural handcraft making [6].

4. PRODUCT ANALYSIS: CURRENT SITUATION AND PROBLEMS OF RED STUDY TRAVEL PRODUCTS IN NANJING

Based on resource analysis and market analysis, a comprehensive review of the current red study travel products in Nanjing reveals the following prominent problems:

4.1 Severe Product Homogenization and Lack of Distinctive Features

Most red study travel products on the market have similar routes and identical content, mostly concentrated in a few well-known memorial halls, failing to fully explore the diversity and uniqueness of Nanjing's red resources. For example, themes such as the Nanjing Defense War, underground struggles and international friends' assistance to China are insufficiently developed. The products lack distinct Nanjing characteristics and in-depth thematic design, with no obvious differences from red study travel products in other regions, making it difficult to form core competitiveness. Such homogenization is reflected not only in route design, but also in the mutual imitation of product forms and marketing promotion methods [7].

4.2 Low Coupling Degree of "Research" and "Learning" with Insufficient Experience

Most products focus on the mode of "visiting + explanation", putting students in a passive acceptance state and lacking in-depth participation links such as active exploration, role-playing, scenario simulation and practical creation. This is far from the requirements of the experience economy era that emphasize hands-on participation and profound impressions, leading to the superficialization of educational goals and making it difficult for students to truly internalize the red spirit [8]. For example, most study travel routes only arrange for students to visit memorial halls and listen to explanations, without designing research tasks or practical activities related to historical backgrounds.

4.3 Vague Product Hierarchy and Failure to Precisely Match Stage-Specific Needs

Product design often adopts a one-size-fits-all approach, failing to design differentiated study travel goals, contents and methods according to the cognitive level, psychological characteristics and practical abilities of students at different school stages (primary school, junior high school and senior high school) [8]. For example, there is a lack of vivid and story-based guidance for primary school students, and a shortage of speculative and research-oriented topic design for senior high school students, which cannot meet the learning needs of students of different ages [9]. Such products without hierarchical design are difficult to adapt to the cognitive laws and learning needs of students at different school stages.

4.4 Weak Support of Professional Talents and Compromised Implementation Effect

High-quality red study travel requires professional study travel instructors who possess solid historical literacy,

professional knowledge of educational psychology, excellent activity organization ability and charming on-site explanation skills. At present, such professional talents are in severe shortage, and many red study travel activities are undertaken by tour guides or school teachers on a part-time basis. Their depth of interpretation of the red spirit and ability to guide students vary greatly, which seriously affects the effect of study travel. Relevant surveys show that more than 60% of red study travel activities in Nanjing are led by non-professional instructors, making it difficult to achieve in-depth educational guidance [7].

4.5 Imperfect Collaborative Mechanism and Dispersed Product Development Motivation

Red study travel involves multiple government departments such as education, culture and tourism, transportation and finance, as well as multiple subjects including schools, travel agencies and study travel bases. At present, the coordination among all parties is ineffective, and an effective mechanism for resource integration, curriculum co-research, safety co-management and evaluation sharing has not been formed, which restricts the systematic development and quality improvement of red study travel products [8]. For example, the education department and the culture and tourism department lack effective connection in curriculum standards and resource development, resulting in the difficulty in balancing the educational and experiential nature of study travel products [4].

5. DEVELOPMENT STRATEGIES FOR NANJING'S RED STUDY TRAVEL PRODUCTS BASED ON THE RMP THEORY

In response to the above problems, the RMP Theory should be taken as the guiding principle to promote the positive interaction and optimization and upgrading of the three core elements of resources, market and products.

5.1 Resource Re-excavation: Thematic and Serial Integration of Red Resources

5.1.1 Deepening Thematic Refinement

Transcending the limitation of a single scenic spot, different resource points should be connected around distinctive themes such as "Light of Faith", "Road to Victory", "International Justice", "Covert Front" and "Young Heroes" to form a series of red study travel products with clear themes. For example, developing the series of "Pursuing the Spirit of Yuhuatai Martyrs" can not only include a visit to Yuhuatai Martyrs Cemetery, but also involve searching for the former residences and martyrdom sites of relevant martyrs and reading martyrs' letters, so as to help students form a three-dimensional perception of the martyrs' spirit [4]. This thematic integration method can effectively highlight the uniqueness of Nanjing's red resources and avoid product homogenization with other regions [6].

5.1.2 Expanding Resource Boundaries

Red resources should be integrated with Nanjing's historical and cultural, scientific and technological education, rural revitalization and other types of resources to enrich the connotation of red study travel. For example, the route of "Red Memory and Urban Renewal" can conduct a comparative study of Anti-Japanese War sites and today's new landmarks in Nanjing, helping students understand the inherent relationship between arduous struggle and urban development [4], the "Red + Intangible Cultural Heritage (ICH)" route combines red history with ICH skills such as Yunjin brocade making and Nanjing Baiju Opera, further enriching the connotation of study travel [10]. Such cross-border integration can broaden the breadth and depth of red study travel and meet the market demand for diversified experience [6].

5.1.3 Activating Resource Presentation

Advanced means such as VR/AR, immersive drama and historical scenario restoration should be adopted to vitalize red history and make it more vivid and perceptible for students. For example, around the Memorial Hall of the Victory of the Crossing River Campaign, scenario tasks such as transporting front-line support materials can be designed to let students experience the arduous course of the revolutionary war in a participatory way.

5.2 Market Re-segmentation: Customized and Hierarchical Product System Design

5.2.1 Implementing School Stage Stratification

In accordance with the cognitive development laws of students at different stages, hierarchical red study travel products should be designed with distinct positioning:

1) Primary school stage (enlightenment and experience-oriented): Focus on storytelling, gamification and artistic creation. Such as the activity of "I am a Little Speaker", where students learn to tell a red revolutionary story; and interesting military experience activities such as simulated shooting and flag language communication in the National Defense Park.

2) Junior high school stage (inquiry and practice-oriented): Increase the proportion of historical data analysis, field research and team cooperative tasks. For example, around the theme of the Nanjing Defense War, students are divided into groups to collect relevant historical data, visit historical sites, draw battle schematic diagrams and make research reports.

3) Senior high school stage (speculation and research-oriented): Introduce in-depth research projects, debate seminars and thesis writing. For example, carry out in-depth discussions on the topic of "The Spirit of Yuhuatai Martyrs and the Shaping of Contemporary Youth Values", conduct in-depth interviews and literature research, and form standardized research reports.

5.2.2 Expanding the Target Audience

In addition to primary and secondary school students, red study travel products for college students, Party members and cadres, and employees of enterprises and public institutions should be developed, with curricula designed to be more theoretically in-depth and practically demanding to meet the learning needs of different groups [6].

5.3 Product Innovation: Experiential and Curriculum-Based Design of Core Products

5.3.1 Strengthening the Design of Experiential Learning

Taking task-driven and scenario immersion as the core, the design of red study travel products should be optimized to enhance students' active participation. For example, design a scenario script of "Retracing the Secret Communication Line", where students play different revolutionary roles to complete tasks such as decryption, contact and information transmission in the urban area of Nanjing, and learn the glorious history of the covert front in the process of completing tasks.

5.3.2 Promoting Curriculum-Based Implementation

Red study travel should be incorporated into the official education and teaching plan of schools, and a complete curriculum closed loop including pre-trip preview, in-trip inquiry and post-trip reflection should be designed to realize the organic integration of red study travel and school education. Compile the Nanjing Red Study Travel Guide Manual, which clearly specifies the learning objectives, detailed activity plans and scientific evaluation standards for each red study travel route.

5.3.3 Creating High-Quality Demonstration Routes

Concentrate superior resources to create several benchmark red study travel routes with national influence and distinctive Nanjing characteristics. For example, the "Remember and Forge Ahead - In-Depth Patriotic Education Study Travel in Nanjing" integrates the Memorial Hall of the Victims in Nanjing Massacre by Japanese Invaders, the former site of Gulou Hospital (the rescue site of international friends such as Wilson and Rabe), and the Nanjing Memorial Hall of Anti-Japanese Aviator Martyrs, forming a complete narrative chain of "historical suffering - human glory - fighting spirit" [9].

5.4 Guarantee Enhancement: Constructing a Professional and Collaborative Support System

5.4.1 Accelerating the Cultivation of Professional Talents

Promote in-depth cooperation between universities (especially those with majors in tourism, education and history) and professional study travel institutions, and set up a professional direction for study travel instructors to carry out

systematic talent training. Conduct standardized systematic training and professional certification for existing practitioners, focusing on improving their literacy of red history, professional educational teaching ability and emergency response capacity.

5.4.2 Improving the Multi-stakeholder Collaborative Mechanism

Led by the education and culture and tourism departments, establish the Nanjing Red Study Travel Joint Meeting System to be responsible for the overall planning, standard formulation, safety supervision and quality evaluation of red study travel in the whole city. Encourage schools, study travel bases, travel agencies and university research institutions to form a red study travel industry alliance to realize resource sharing, curriculum co-research and brand co-construction.

5.4.3 Perfecting Safety and Policy Guarantees

Formulate detailed and standardized safety operation norms and emergency response plans for red study travel to ensure the whole-process safety of students' study travel. Explore the establishment of special subsidies or funds for red study travel to reduce or exempt the participation fees for students from low-income families. Promote red cultural venues to implement preferential policies on tickets, transportation and other aspects for study travel groups to reduce the operational cost of red study travel.

5.4.4 Building a Smart Study Travel Platform

Build a comprehensive smart study travel platform integrating resource display, curriculum release, online reservation, process recording, achievement evaluation and safety monitoring. Realize the digital and intelligent management of red study travel, and improve the overall management efficiency and service experience of the red study travel industry in Nanjing.

6. CONCLUSION

Nanjing has a unique resource endowment and broad market prospects for developing red study travel with its abundant and high-value red resources and huge market demand. At present, the key to the development of red study travel products in Nanjing is to break through the bottleneck of homogenization and superficialization, and realize the transformation from a resource-oriented development model to a dual-drive development model of market demand and product innovation.

Based on the analysis of the RMP theoretical framework, this paper concludes that the development of Nanjing's red study travel products should adhere to the thematic integration and activation of red resources, adopt hierarchical design to precisely connect with the market demand of different groups, and carry out experiential and curriculum-based innovation to create high-quality core products. At the same time, it must be supported by a high-quality professional talent team, an efficient collaborative operation mechanism and a sound policy and safety guarantee system. Through the systematic optimization and interactive upgrading of resources, market and products, it is possible to build a Nanjing red study travel brand with depth, warmth and power, truly making red resources a vivid textbook for activating teenagers' patriotic feelings, forging their aspiration to strengthen the country and practicing their commitment to serve the country, and helping the red gene be passed on from generation to generation.

PROJECT SOURCE

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