

RESEARCH ON CHARACTERISTIC PARENT-CHILD STUDY TOUR GARDEN COMPLEX IN BENXI AREA UNDER THE BACKGROUND OF RURAL REVITALIZATION

Zhiman Zhang¹, *Yue Wang², Mengzhu Yan³, Tianzhu Bai⁴

¹Student, School of Electrical and Automation Engineering, Liaoning Institute of Science and Technology, Benxi, China

²Associate Professor, School of Foreign Languages, Liaoning Institute of Science and Technology, Benxi, China

³Student, School of Electrical and Automation Engineering, Liaoning Institute of Science and Technology, Benxi, China

⁴Student, School of Electrical and Automation Engineering, Liaoning Institute of Science and Technology, Benxi, China

ABSTRACT

This paper digs deep into the social pain points, based on the market demand, explores the construction of scene aesthetics in the countryside, the activity experience that creativity is related to growth, builds the curriculum system in nature, and creates the development model of parent-child study tour pastoral complex in line with regional characteristics, so as to provide children with a beautiful place and integration scheme to get close to nature and immerse themselves in the pastoral fun, so that they can stimulate observation, imagination and creativity in the process of getting close to nature. At the same time, we should explore the new development path of rural revitalization model, promote industrial innovation and development, and transform the advantages of urban ecological and cultural resources into industrial advantages, economic advantages, development advantages and people's livelihood advantages.

Key words: *Rural revitalization, Regional characteristics, Parent-child study tour, Pastoral complex*

1. INTRODUCTION

In May, 2021, the policy of "opening up three children" changed the family structure of Chinese people. As parents of the post-80s and post-90s who grew up under the one-child policy, they have more educational thinking and advanced educational concepts that keep pace with the times, and they pay more attention to everything related to their children's growth, especially education, than in any previous era. The new generation of parents are not limited to expecting their children to have excellent

academic performance, but pay more attention to their children's nature release, character growth, thinking training, physical fitness, vision and problem-solving ability. In July, 2021, the "double reduction" policy called for reducing the burden and reducing the pressure on children. In addition, the country improved the paid vacation system year by year, which increased the free time of parents and children from the policy. Therefore, in this era of "the whole people walk away from babies", where parents take their children to go, what to play and how to play in their spare time, how to break through the traditional single indoor amusement project, and explore more enlightening educational and beneficial parent-child activities and places have become social pain points that need to be solved urgently.

Benxi City, as the capital of maple leaves and hot springs, is a national forest city, a national garden city, the only national geological park named after the city in China, and a veritable "natural oxygen bar and ecological oasis". Natural resources are endowed with unique advantages, especially vast and abundant rural and pastoral resources. Under the situation that the country put forward to promote the full implementation of the rural revitalization strategy, according to the general requirements of the rural revitalization strategy of "prosperous industry, ecological livability, civilized rural customs, effective governance and affluent life", the government strongly supports and encourages the development of rural eco-tourism. Nowadays, rural eco-tourism has changed from a family-based farmhouse model to a large-scale direction, forming a brand-new pattern of combining agricultural economy with tourism economy. At present, 7 "National Key Rural Tourism Villages" and 12 provincial key rural tourism villages in Benxi are the best developed under the new situation of rural revitalization. By making use of favorable resources and policy support, they increase investment and project construction, and increase tourism product development, which greatly promotes the adjustment of industrial structure and local economic development. However, while affirming the achievements, we must be soberly aware that rural revitalization is not limited to a single mode of e-commerce, farm, homestay, tourism, etc., but also can broaden our thinking, integrate rural revitalization with parent-child relationship, family education and children's growth, make full use of Benxi's natural resources advantages, and explore an innovative development mode of parent-child + study tour + pastoral in line with Benxi's local characteristics.

2. DEVELOPMENT STATUS OF PARENT-CHILD RURAL STUDY TOUR INDUSTRY

2.1 Development status of parent-child countryside in Europe and America

Parent-child countryside in Europe and America is extended and developed on the basis of agricultural production, which has the function of guiding urban families to experience rural atmosphere and rural life. They believe that the development of parent-child agricultural tourism must really manage agricultural production. If agricultural production is performed, it will inevitably lose the original taste of rural tourism and weaken the charm of rural tourism for foreign tourists. The development of parent-child agriculture in Europe and America is relatively mature, and the current development model mainly includes the leasing model-parent-child happy farm; Forest kindergarten model-natural education method; Integrated development model-green holiday; Village Museum Mode-History Classroom; Agricultural creative festival mode; Rural leisure and entertainment mode.

2.2 Development Status of Parent-child Garden in Japan

Japan has a small population, a small proportion of habitable area, and a close distance between cities

and rural areas. In terms of sightseeing and leisure tourism, 84% of Japanese tourists will choose leisure and sightseeing spots around or adjacent cities. The development of leisure tourism in Japan attaches great importance to the effective utilization and integration of local leisure farmland, forest resources, rivers and seas resources, and the flexible use of traditional historical and cultural resources, thus developing and forming different types of leisure agriculture. Japan's parent-child agriculture skillfully combines production, processing, sales and sightseeing experience, forming a mature circular business model. In addition, there are farms (Saitama Farm) in Japan that have transformed and upgraded productive farms into parent-child agriculture, and they often set them up carefully and intimately. The vivid theme image, precise and unique positioning and clear zoning can create a parent-child farm that is popular among children, win a good reputation, and thus continue to make profits.

2.3 Development Status of Parent-child Garden in China

Parent-child garden is an ideal place of "integrating education with agriculture" with the theme of combining agriculture with cultural creativity and developing parenting education as the development goal, and it is a new multi-functional economic format. With the continuous improvement of China's urbanization level, there are many children who have not experienced rural areas, and parent-child agriculture is still in its infancy. In foreign countries, a family takes their children to participate in various parent-child agricultural interactive activities. In mainland China, most children spend their weekends and holidays in homework, exercise training and special classes, and their physical and mental health and happiness index are worrying. Parent-child agriculture, as a natural classroom for children's growth, has a lot of room for development, but it is still in its primary stage. There are many problems in product development, management and other aspects, which hinder the industrial competitiveness to a certain extent and are incompatible with the requirements of new rural construction.

3. THOUGHTS ON THE CONSTRUCTION OF CHARACTERISTIC PARENT-CHILD STUDY TOUR GARDEN COMPLEX IN BENXI AREA

By creating a parent-child study tour garden complex with local characteristics from the perspective of rural revitalization, the parent-child study tour experience project is integrated with the innovation of regional natural resources and human resources, which provides new ideas for the development of new parent-child study tour garden complex. Pastoral parent-child scene is a new format with the development of leisure and sightseeing agriculture. It focuses on children's entertainment, popular science education, interest cultivation, thinking training and parent-child experience, and has the functions of catering and rest, highlighting the characteristics of pastoral and farm. At present, the focus of children's playground design in the market has gradually shifted from the early exercise of physical development and game skills to the development of children's learning, popular science experience and parent-child communication, paying attention to children's contact with nature, so that children can release their nature and get close to nature in a safe environment. Pastoral parent-child scenes turn pastoral into paradise, natural scenes into knowledge acquisition scenes, make productive labor more fun, make game activities more experiential, and greatly increase the added value and income of rural land. Taking the national policy and the actual needs of urban residents as the cutting-in, integrating the frontier concept of parenting education, combining with Benxi regional characteristic resources and related industries, giving full play to the local natural features and humanistic characteristics, through the planning and mode research of parent-child rural complex, a

parent-child study tour rural complex integrating scene aesthetics, activity experience, curriculum system, entertainment and leisure is built. Through the construction of characteristic parent-child study tour pastoral complex, we can break the industrial boundaries, optimize the industrial structure, promote the common development of rural primary, secondary and tertiary industries, stimulate the new growth pole of local economy, explore new paths for rural revitalization, and promote the sustainable development of rural economy.

3.1 Create a new model of "parent-child + study tour + pastoral"

Combining the advantages of regional natural resources and human resources, making use of natural landscapes and nymphs, digging deep into the connotation of farming culture, creating an "idyllic carnival" with parent-child interaction characteristics and rich study tour experience, and exploring new modes and paths of rural revitalization.

3.2 Constructing Scene Aesthetics in the Field

Improve the tone in the "aesthetic dimension" and advocate personalized aesthetic experience of scenes. Starting from visual touch, brand perception, cultural experience and other aspects, the IP of pastoral scene is developed, which integrates parent-child study tour into the situation, stimulates their sight, hearing, smell, taste and touch, and produces a beautiful experience wholeheartedly, making the experience of intellectual creation and beauty become a brand-new trend and opportunity for parent-child pastoral complex projects.

3.3 Creative activity experience about growth

Creative planning of comprehensive experience project series activities: climbing the treetops to see the world, dining table on the earth, forest banquet, sharing flower fields, grassland camping, forest library, parent-child farm, etc. Through the project creativity of puzzle empathy, children can experience pastoral culture, learn knowledge of nature, understand folk customs, release natural personality and promote physical and mental growth.

3.4 Building a Curriculum System in Nature

The curriculum product construction of pastoral parenting education is divided into seven content sections: farming experience, natural cognition, food education, handicraft and free creation, adventure survival, professional experience and scientific experiment. There are mainly theme courses such as cognitive farm garden, forest classroom, ecological experience, food education workshop, craft workshop, adventure kingdom, dream world and science park. These courses form an experience curriculum system of parent-child pastoral through optimal combination, and form a study tour education system of parent-child complex through integration of professional education concepts.

3.5 Linkage and multi-party efforts to focus on children's development

The development of parent-child study tour garden complex connects book knowledge with natural life, which is more local, typical, natural and authentic. The project is dedicated to extending the time and space of school education, helping schools to open up the second classroom, paying attention to the parent-child characteristics of parents in children's education, positioning parents as supporters, participants, collaborators and helpers of the curriculum, actively promoting the multi-party linkage among parents, schools and social forces, and forming a joint force to focus on the healthy development of children's body and mind.

3.6 Condensing characteristics and enhancing parenting education brand radiation

Committed to building a parent-child pastoral study tour brand with regional influence, in the stage of brand width improvement, the brand advantage of parent-child + study tour + pastoral of this project is created by condensing the characteristics of the project; In-depth brand promotion stage mainly through

valuable and creative parent-child activity planning and rich and interesting natural curriculum system to improve brand reputation and brand loyalty; In the stage of brand maintenance, it is necessary to constantly update creativity, optimize scenes to increase customer stickiness, expand new customers, create and connect various media resources, play the role of media in multiple dimensions, focus on audience, and adopt direct and efficient communication methods for brand promotion and promotion.

4. CONCLUSION

At present, the existing parent-child farms and parent-child agricultural tourism projects have some problems, such as unclear market demand, unprominent activity theme, weak pastoral atmosphere, insignificant parent-child function, poor scene experience and insufficient product refinement, which limit the development space and vitality of the industry to a certain extent. From the perspective of rural revitalization, the construction of parent-child study tour rural complex with local characteristics in Benxi needs to dig deep into social pain points, meet market demand, build scene aesthetics in rural areas, create activity experience related to growth, build curriculum system in nature, create a development model of parent-child study tour rural complex with Benxi regional characteristics, provide children with a beautiful place and integration scheme to get close to nature and immerse themselves in rural fun, explore a new development path of rural revitalization model in Benxi, promote industrial innovation and development, and transform the advantages of urban ecological and cultural resources into industrial advantages, economic advantages, development advantages and people's livelihood advantages.

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