

Research on Satisfaction Improvement Strategy of “Songji Ancient Town Research Products” in Yongchuan District under the High-Quality Education System

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Abstract: Songji Ancient Town in Yongchuan District, Chongqing, is a famous historical and cultural town in China and a national AAAA-level tourist attraction. In recent years, combining its unique historical and cultural heritage, the scenic area has developed research travel products themed on intangible cultural heritage and red tourism, attracting students from across the country to experience it. On the other hand, in the context of the deepening of the “double reduction” policy and the concept of a “high-quality education system,” the educational connotation of Songji Ancient Town’s research products is constantly enriching. Based on this, this article will combine the RMP theory to explore strategies for improving satisfaction with Yongchuan District’s “Songji Ancient Town Research Products” under a high-quality education system, to promote the development of the scenic area’s research experience projects and overall tourism service levels.

Keywords: Songji Ancient Town; Satisfaction improvement; High-quality education system; Tourism

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1. Research background

Research travel has a long history in Europe and the United States, but started late in China. In 2013, the General Office of the State Council issued the “Outline of National Tourism and Leisure (2013),” which mentioned the need to “gradually implement research travel for primary and middle school students”^[1]. This is the first time that research travel has appeared in a formal policy document. In 2016, the Ministry of Education, the National Development and Reform Commission, and other departments issued the “Opinions on Promoting Research Travel for Primary and Middle School Students,” which clearly stated that research travel for primary and middle school students should be organized and arranged by education departments and schools in a planned manner, emphasizing the importance of research travel^[2]. On the other hand, Chongqing has also issued multiple policy

measures to support the development of research travel in recent years. For example, in 2017, the Chongqing Education Commission and other departments jointly issued the “Implementation Opinions on Further Deepening the Pilot Work of Research Travel for Primary and Middle School Students” (Chongqing Education Foundation [2017] No. 10), which clearly proposed to “create a number of influential research travel boutique routes and establish a practical classroom for research travel with Chongqing characteristics”^[3]. In 2025, the Chongqing Culture and Tourism Development Committee mentioned in the “Chongqing 2025 Measures to Support Market Entities to Expand Domestic and Foreign Customer Markets” that it is necessary to enrich the supply of research tourism resources, cultivate a group of high-quality research tourism brands and enterprises, and promote the healthy development of travel agency research tourism business^[4]. For Songji Ancient Town, both the 2024 and 2025 Yongchuan District Government Work Reports proposed to enrich its cultural tourism industry and support its construction and development of research projects^[5,6].

2. Research overview

2.1. High-quality education system

The 20th National Congress of the Communist Party of China proposed to “adhere to people-centered education development and accelerate the construction of a high-quality education system.” Searching for “high-quality education system” as the key term on CNKI yields 1,142 relevant documents.

2.1.1. A high-quality education system is a comprehensively coordinated education system

A high-quality education system signifies comprehensive and coordinated development for students, which is a widely mentioned point among scholars. Ruan and Zheng proposed that a high-quality education system is one that fosters comprehensive development in moral, intellectual, physical, aesthetic, and labor education^[7]. Additionally, Liu and Zou suggested that a high-quality education system signifies greater fairness, balance, coordination, and comprehensiveness in education^[8]. These scholars believe that under a high-quality education system, students should develop in a more comprehensive direction, with all aspects of their skills being honed.

2.1.2. A high-quality education system is an interdisciplinary knowledge integration education system

The concept of “interdisciplinary” is not only one of the essential elements of a high-quality education system. The Ministry of Education also mentioned in 2023 that conducting interdisciplinary learning is one of the critical and difficult issues in deepening the reform of curriculum and teaching. Bu *et al.* believed that one of the ways to build a high-quality curriculum system is to integrate disciplinary knowledge into practical and interdisciplinary activities, while taking into account personalized and diversified learning^[9]. In summary, interdisciplinary knowledge learning is one of the effective ways to achieve a comprehensive understanding of knowledge and is also one of the important starting points for building a high-quality education system.

2.1.3. A high-quality education system is an education system that cultivates students’ innovation ability and exploratory spirit

Under a high-quality education system, students’ innovation ability has become the focus of research. Li and Zhou believed that one of the educational theoretical interpretations to meet the needs of high-quality education is to maintain an open perspective and comprehensive innovation^[10]. Meanwhile, Yu believed that a high-quality education system emphasizes the cultivation of educated people’s innovation awareness and creativity, so that they

can learn to actively explore unknown fields ^[11]. In summary, under a high-quality education system, the subject status of students is valued, and active exploration and creativity cultivation have become top priorities.

2.2. RMP theory

RMP theory, also known as Angpu theory, was proposed by Wu Bihu, an expert in the field of tourism in China. This theory aims to plan the development strategy of tourism products in a region by studying the tourism resources (R), market resources (M), and tourism products (P) of that region ^[12]. In terms of research methods, some scholars summarize the existing tourism resources (R), educational resources (M), and research-based learning product programs (P) of the case site to tease out the future optimization and development trends of research-based learning products. This type of research mainly focuses on qualitative analysis.

2.3. Tourist satisfaction

The concept of tourist satisfaction is an extension of customer satisfaction. Li believed that tourist satisfaction is a psychological activity, a sense of pleasure after tourists' needs are met, and the level of satisfaction is a function of the difference between perceived effects and expectations ^[13]. Zhou believed that tourist satisfaction is a comprehensive psychological evaluation of tourists on natural landscapes, infrastructure, management levels, etc. It is a comparison between tourists' expectations and actual perceived effects ^[14].

3. Overview of the study area

Songji Ancient Town is located on the bank of the Yangtze River in the southern part of Yongchuan District, bordering Zhuyang Town in Jiangjin District on the east and Zhutuo Town on the west, about 40 kilometers away from Yongchuan City. In 1593 AD, due to the development of water and land transportation, Songji Ancient Town formed a town with a beginning scale, attracting merchants from neighboring counties and cities such as Lu County, Bishan, Rongchang, and Dazu to trade here. Later, because of the immigration policy of "Huguang filling Sichuan," Songji Ancient Town welcomed many immigrants and became a prosperous trade transit point. In 1747 AD, the town built the Zongya Yamen (a government office in charge of local administration and justice) and the City God Temple. In 1892 AD, a local military officer was established in the ancient town, further maintaining local security and living order. Many famous historical figures emerged during the prosperous history of Songji Ancient Town.

In summary, Songji Ancient Town is a historic and cultural town with a long history and rich talents. For this reason, Songji Ancient Town now has rich historical and cultural tourism resources, attracting tourists from all over the world to visit.

4. Analysis of research and study products in Songji Ancient Town

4.1. Analysis of R (Resources) in Songji Ancient Town's research and study products

4.1.1. Classification of tourism resources in Songji Ancient Town

Songji Ancient Town, located on the banks of the Yangtze River and named after the Songshan irrigation water, is situated at the southern end of Yongchuan District, Chongqing. With over 20 streets and alleys and about 5 kilometers of bluestone paths, it is one of the most well-preserved ancient towns with a thousand-year history in Chongqing. It is also a national AAAA-level tourist attraction, honored with titles such as China's Historical and

Cultural Town, Chongqing's Top Ten Charming Towns, and Chongqing's Ten Most Beautiful Ancient Towns. In terms of natural resources, Songji Ancient Town boasts an approximately eight-kilometer-long riverbank, where the river view and ancient town buildings are well-arranged. Visitors can take a cruise to enjoy the scenery along the riverbank of Songji Ancient Town. Regarding cultural resources, as a famous historical and cultural town in China, Songji Ancient Town was once the lecture site of Chen Pengfei, the emperor's teacher during the Song Gaozong period, and boasts many well-known ancestral halls and other tourist attractions. In 2022, Songji Ancient Town was selected for the "National Intangible Cultural Heritage Tourism Towns" directory. Currently, the scenic area still retains cultural exhibition areas such as the Spark Songji Red Culture Exhibition Hall, Pengfei Academy Ruins, Jade Emperor Temple Ancient Stage Ruins, and the Horse Caravan Council Hall. Meanwhile, it also provides traditional cultural experience projects such as "Songji Ancient Town Nine Bowls" traditional cuisine, bamboo weaving, oil paper umbrella making, and Sichuan Opera face-changing. To further clarify the research logic, the author has categorized and organized the tourist resources of Songji Ancient Town based on the "Classification, Survey, and Evaluation of Tourism Resources" (GB/T18972-2017) issued by the National Tourism Administration (**Table 1**).

Table 1. Classification of tourism resources in Songji Ancient Town

Category	Subcategory	Basic type	Tourism resource
B Water Scenery	BA River Systems	BAA Recreational River Sections	Songji Ancient Town Yangtze River Cruise Scenic Belt
E Buildings & Facilities	EA Cultural Landscape Complexes	EAA Social & Commercial Activity Sites	Mafang Conference Hall (Horse Caravan Meeting Hall)
		EAE Cultural Activity Venues	Spark Songji Red Culture Exhibition, New Life Movement Spinning Mill Exhibition Hall, Yuhuang Taoist Temple Ancient Stage, Ancient Yamen Integrity Exhibition Hall
	EB Functional Buildings & Core Facilities	EBA Characteristic Streets/Quarters	Songji Market
		EBB Characteristic Houses	Luo Family Ancestral Hall, Qin Family Compound
		EBG Dam Sections	Chenggong Weir
		EBH Ports, Ferries & Wharves	Songji Ancient Town Yangtze River Wharf
	EC Landscapes & Ornamental Structures	ECA Image Landmarks/Symbolic Structures	Kuixing Pavilion (Tower of Literary Star), Yuhuang Hall (Jade Emperor Hall)
F Historical Sites	FA Material Cultural Heritage	FAA Architectural Remains	Ten-Mile Old Street & Ming-Qing Dynasty Architecture
	FB Intangible Cultural Heritage	FBB Local Customs	Songji Ancient Town "Nine Bowls" Banquet Culinary Culture
		FBD Traditional Performances	Songji Ancient Town Sichuan Opera Face-Changing (Bian Lian), Waist Drum Performances
G Tourist Shopping	GC Handicrafts	GCG Paper & Lantern Crafts	Songji Handmade Paper Cutting, Songji Oil-Paper Umbrellas
H Human Activities	HA Records of Human Events	HAA Local Figures	History Lectures on Chen Pengfei, Medical Research History of Chen Wengui

4.1.2. Evaluation of tourism resources in Songji Ancient Town

The tourism resources of Songji Ancient Town are relatively rich. According to the “Classification, Investigation, and Evaluation of Tourism Resources” (GB/T18972-2017) by the National Tourism Administration, the tourism resources of Songji Ancient Town are classified into 5 main categories, 8 sub-categories, and 13 basic types. These resources not only have high ornamental value but also carry rich historical and cultural connotations, providing tourists with a comprehensive and unique travel experience.

4.2. Analysis of M (Market) in Songji Ancient Town’s research and study products

4.2.1. Analysis of tourism market in Yongchuan District

In recent years, Yongchuan District has actively promoted the development of the tourism industry, enhancing the hardware facilities and service quality of tourist attractions while creating a variety of festive tourism events during holidays. In 2024, major scenic spots in Yongchuan organized various activities such as the Mid-Autumn Lantern Festival (selected as a typical case of tourism consumption promotion innovation practice by the Ministry of Culture and Tourism), the Animal New Year Carnival, and the traditional slaughter of pigs for the new year, attracting tourists from all over the country. Throughout 2024, Yongchuan District received approximately 35 million tourists, with a total expenditure of about 24.6 billion yuan, representing an increase of 16.2% and 13.6% respectively compared to the previous year (Table 2)^[6]. Based on the analysis of the work report of the Yongchuan District People’s Government, it can be seen that the tourism market in Yongchuan has shown continuous development in recent years, and the growth rate of tourism income and the number of tourists received has continued to expand (except during the COVID-19 pandemic control period in 2022).

Table 2. Changes in tourism revenue and the number of tourists received in Yongchuan District in recent years

Year	Tourism revenue (Billion RMB)	Growth rate	Visitor arrivals (10,000 person-times)	Growth rate
2024	246	13.6%	3,500	16.2%
2023	216	10.1%	3,015	11.0%
2022	194	3.5%	2,683	2.4%
2021	187	22.3%	2,619	13.4%

4.2.2. Analysis of educational resources in Chongqing and Yongchuan

Chongqing has strongly supported the development of education in recent years. According to statistics, in 2024, Chongqing added 75,000 new basic education places. As of the beginning of 2025, there were 73 ordinary universities in Chongqing with 1.38 million students, and 9,422 primary and secondary schools and kindergartens with 5.16 million students. The overall level of education development has entered the upper middle ranks in the country and the first tier in the West. On the other hand, according to the website data of the Yongchuan District Education Commission, there were 108 primary and secondary schools in Yongchuan District at the end of 2024, with a total of about 129,900 students. Such a large-scale educational resource provides a market foundation for the development of research travel projects in Songji Ancient Town.

4.2.3. Evaluation of the marketability of study tour products in Songji Ancient Town

Currently, Chongqing is vigorously promoting the improvement and expansion of education quality, aiming to enter the upper-middle ranks nationwide and become a leader in the western region. Therefore, the educational

resources in the greater Chongqing area, which are the main source of tourists for the research and study programs in Songji Ancient Town, are expected to further expand. This provides more potential customers for the research and study programs in Songji Ancient Town. On the other hand, since the post-pandemic era, due to the supportive policies of the cultural and tourism departments and the continuous deepening of online and offline tourism promotion, the tourism development speed in Chongqing and Yongchuan District is accelerating. This has also brought more development opportunities to the research and study programs in Songji Ancient Town to some extent.

4.3. Analysis of P (Product) in Songji Ancient Town's research and study products

4.3.1. Analysis of research and study tourism resources in Songji Ancient Town

Throughout its historical development, Songji Ancient Town has preserved and cultivated abundant tourism resources by leveraging its geographical advantages. In accordance with the Service Specification for Study Travel (LB/T 054-2016) and based on the town's existing tourism resources, the author has developed a classification table for Songji Ancient Town's study tour resources (**Table 3**).

Table 3. Classification of study tour resources in Songji Ancient Town

Product type	Experience projects/Activities
Knowledge popularization	<ul style="list-style-type: none"> • Spark Songji Red Culture Exhibition Hall • Yongchuan Ancient Yamen • Mafang Conference Hall • New Life Movement Spinning Mill Exhibition Hall • Luo Family Ancestral Hall (Architecture)
Nature appreciation	<ul style="list-style-type: none"> • Yangtze River Cruise in Ancient Town • Riverside Teahouses
Experiential investigation	<ul style="list-style-type: none"> • Pengfei Academy (Intangible cultural heritage production: dyeing, oil-paper umbrellas, etc.) • Songji Market (Traditional food making: Zhuerba rice cakes, etc.) • Qin Family Compound • Luo Family Ancestral Hall ("Nine Bowls" banquet)
Cultural wellness	<ul style="list-style-type: none"> • Yuhuang Taoist Temple Ancient Stage (Face-changing appreciation & workshops)

4.3.2. Current composition of research activities in Songji Ancient Town

Since 2023, study tour activities in Songji Ancient Town have gained increasing attention across society. Over the past two years, kindergartens, primary and secondary schools, and higher education institutions from various regions have successively organized study tours in Songji Ancient Town. Consequently, the town's study tour system has continuously developed and matured. According to the categorization in the Service Specification for Study Travel (LB/T 054-2016), the current study tour programs in Songji Ancient Town primarily encompass the following types: Historical Culture, Intangible Cultural Heritage, Local Gastronomy, and Sichuan Opera Face-Changing (**Table 4**).

Table 4. Details of study tour programs in Songji Ancient Town

Study theme	Study location	Study content
Historical Culture	Ancient Town Core Area	<p>Led by instructors, students explore Songji's most representative cultural sites including:</p> <ul style="list-style-type: none"> • Spark Songji Red Culture Exhibition Hall • Yongchuan Ancient Yamen • Pengfei Academy • Yuhuang Taoist Temple • Mafang Conference Hall • Traditional Oil Mill <p>Through storytelling, participants discover the millennium-old town's history and evolution.</p>
Intangible Cultural Heritage	Pengfei Academy	<p>Organizers provide materials and expert guidance for hands-on creation of:</p> <ul style="list-style-type: none"> • Traditional tie-dyeing • Hand-painted oil-paper umbrellas • Paper cutting <p>Students learn heritage craftsmanship techniques through direct practice.</p>
Local Gastronomy	Songji Market	<p>Participants learn to make traditional Zhuerba rice cakes with instructor guidance:</p> <ul style="list-style-type: none"> • Provided with authentic ingredients • Step-by-step production instruction • Option to steam, consume on-site, or take two portions home
Sichuan Opera Face-Changing	Ancient Stage at Yuhuang Taoist Temple	<p>Professional opera artists:</p> <ul style="list-style-type: none"> • Demonstrate face-changing (Bian Lian) techniques • Teach non-classified elements: body postures and stage movements • Provide backstage access and basic opera knowledge • Facilitate appreciation of traditional performance artistry

4.3.3. Evaluation of tourism resources and research tourism resources in Songji Ancient Town

The ancient town of Songji is rich in tourism resources. The town has retained numerous historical and cultural relics as well as festive events. For example, there is the ancient stage of Yuhuang Temple where intangible cultural heritage performances are still held, the intangible cultural heritage craftsmanship experience hall at the Xinyun Spinning Factory, and the nighttime lantern festival activities during holidays. Such projects focus on visitor experience, which can increase visitors' touring time and enhance their willingness to revisit to some extent. In terms of educational tourism resources, based on its unique locational advantages and rich historical and cultural heritage, Songji Ancient Town has nurtured a diverse range of educational tourism resources, covering knowledge popularization, natural observation, experiential exploration, and cultural well-being. Through these educational resources, students can gain a deep understanding of the town's historical culture and the evolution of human life and customs.

On the other hand, the educational tourism resources in Songji Ancient Town carry distinct educational significance. Combining its unique historical and cultural background, Songji Ancient Town has created educational experience programs with profound educational value. For instance, by visiting knowledge-based venues such as the Spark Songji Red Culture Exhibition Hall and the Yongchuan Ancient County Government Office, students can appreciate the greatness of the revolutionary spirit of their ancestors and the importance of integrity. This, in turn, cultivates students' patriotism, cultural confidence, and the correct values of fairness and righteousness. Simultaneously, hands-on activities such as experiencing intangible cultural heritage crafts like tie-dyeing and oil paper umbrellas at Pengfei Academy, and learning traditional food preparation at Songji Market, enable students to develop their creativity and practical skills through hands-on practice. This approach to educational tourism aligns with the concept of quality education, helping to foster students' innovative spirit and

practical abilities, and enhancing their overall comprehensive qualities. In summary, the educational resources of Songji Ancient Town can serve as a valuable complement to school education, and its distinct educational focus contributes to the holistic development of students in terms of morality, intelligence, physical fitness, aesthetics, and labor from a practical perspective.

In conclusion, the educational tourism resources of Songji Ancient Town possess two significant advantages: a rich variety and distinct educational value. This benefits both study tour groups (such as schools) and individual students, allowing them to select educational programs based on their actual needs and thus achieve the educational goals of their study tours.

5. Strategies for improving visitor satisfaction with research-based learning products in Songji Ancient Town

5.1. Student-centered activities to stimulate exploration and innovation

Stimulating students' spirit of exploration and innovation is a key aspect of a "high-quality education system." Songji Ancient Town's research-based learning products should integrate its unique characteristics and advantages to create an excellent learning experience for visitors. The most important aspect is optimizing existing products, emphasizing the student's central role, focusing on cultivating their exploratory spirit through activity details and teacher guidance, attracting their interest, and aligning the curriculum and teaching objectives with the requirements of a "high-quality education system."

5.2. Scientific design of activity processes, emphasizing the integration of knowledge and subjects

The integration of knowledge and subjects is also a crucial requirement of a "high-quality education system." The research-based learning project design in Songji Ancient Town should fully utilize its comprehensive range and broad teaching objectives, highlighting the integration and mutual promotion of various activities. By involving students in activities, they can experience the interconnectedness of knowledge, promoting autonomous learning and improving their ability to transfer knowledge.

5.3. Enhancing mentor teaching abilities to foster students' comprehensive development

Research mentors play a crucial leading role in research-based learning activities. Mentors for Songji Ancient Town's research projects must continuously improve their teaching abilities and knowledge reserves. When guiding students in research activities, they should aim to promote students' comprehensive development in morality, intelligence, physical fitness, aesthetics, and labor, refine teaching steps, choose appropriate teaching methods, and ensure balanced and comprehensive student development.

6. Conclusion

Currently, the study products of Songji Ancient Town have attracted a large number of tourists to participate. To further enhance tourist satisfaction, Songji Ancient Town should optimize product design, improve teacher quality and service levels based on its current situation and cultural heritage, and be guided by a high-quality education system. It should achieve this goal through multiple avenues, including "innovation capability," "knowledge integration," and "improving teaching ability to promote comprehensive development."

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