



Hands-on Inquiry Based Learning (HIBL) Based on Cultural Tourism Resources

Menghan Cui

City University of Macau, Macao 999078 China.

Abstract: In recent years, under the influence of consumer demand and national policy, there appears a new trend in the market called Hands-on Inquiry Based Learning (HIBL), which quickly draws much attention from the public and has gradually become a new power in China's tourism market. Systematically speaking, HIBL itself, as one of the ways to organize practical teaching at all levels of education, is a new trend in the development of education. Meanwhile, it is also a brand-new development opportunity for the development of tourism. This paper explores the positive roles cultural tourism resources played on the development of tourism industry based on the actual situations of HIBL, aiming to provide some viable theoretical suggestions for relevant practitioners in relevant industries.

Key words: tourism; cultural tourism resources; HIBL

1 Introduction

Hands-on Inquiry Based Learning, also short for HIBL, is a newly-developed form of tourism with education and cultural inheritance as its core content, which mainly relies on some high-quality tourism resources. It breaks the constraints of traditional sightseeing tourism and provides HIBL tourists with an opportunity to engage in study while traveling. However, in terms of the current situation, China's tourism is right in its stage of transformation and upgrading, and the traditional tourism remains a constraint for the development of HIBL in some extent. However, it is believed that this constraint will gradually be removed with the increasing social attention on HIBL. Therefore, there will appear a relatively broad prospect for the development of HIBL.

2. Significance of HIBL

In terms of the current situation, though China remains immature in the tourism pattern of HIBL, it has accumulated some relatively perfect practical experience. With the help of HIBL, it shall optimize the cultural accomplishment and humanistic connotation among our residents to a large extent, especially among young students. In general, the successful implementation of HIBL will exert a positive effect on our country, society as well as schools. For the country, HIBL will boost the development and advancement of tourism industry in China; for society, it will increase the economic benefits brought by tourism industry and will be helpful for the sustainable development of our society, making it abound with further cultural foundation; for schools, it will bring a new trend for the reform of teaching systems and promote the virtuous integration between social practice and school theoretical knowledge, and help to cultivate versatile and outstanding students at all stages.^[1]

3. Case studies of HIBL based on cultural tourism resources

3.1 Zhaoqing: HIBL based on “Guangdong humanistic culture”

Zhaoqing, as one of the cities in the Guangdong-Hong Kong-Macao Greater Bay Area, boasts beautiful scenery and abundant tourism resources. It is also one of the birthplaces of Guangdong culture as well as the earliest city where traditional Chinese culture, western culture and Lingnan culture collided and integrated.[2]In terms of the actual situation of Zhaoqing, if the city wants to truly develop high-quality HIBL products in line with the economic development, it shall start from the following aspects:

Firstly, it shall appropriately enrich its product types according to the basic requirements of consumers. And it is necessary to conduct a market survey on the main HIBL groups to refine its market and develop various tourism products for students at all stages. For example, preschool children can have a visit to the museums; while primary school students can participate in natural and agricultural activities like picking in orchards and farmland while traveling; Students from middle and high schools as well as colleges can participate in humanistic cultural activities like visiting the ancient city wall of Zhaoqing, the exhibition of historical sites of the Yeting Independent Regent, and the ancestral temple of the Mother Dragon.[3]In a word, it shall develop multi-layered and stereoscopic products to meet the needs of different travelers.

Secondly, it shall provide tourists HIBL products with its own characteristics by arousing the attractiveness of the local culture of Zhaoqing. When developing tourism products, it is necessary to take the local tourism resources and cultural essence of Zhaoqing into account to develop tourism products with rich local characteristics. It shall intensively carry out activities like learning handicrafts production process of ivory carving and Chinese bamboo weaving, visiting Qixingyan Cliff Carved Stone (“poem corridors for one thousand years”), watching and learning the local opera “Guierxi”, tasting traditional Guangdong food like xijiang freshwater delicacies and zhaoqing’s wrapped steamed food and so on.[4]If it is in the suitable season, tourists will have an opportunity to participate in the local traditional folk activity “Zhashi”. In addition, the process itself is also a combination of traveling and studying in HIBL activities, which is helpful to increase the attractiveness of the tourism and make the local travel products more attractive.

3.2 Zhongshan: HIBL based on resources of “Reminiscing Sun Zhongshan ”

Zhongshan, as another city in the Guangdong-Hong Kong-Macao Greater Bay Area, is rich in humanistic spirit, with Mr. Sun Yat-sen as its representative. Therefore, if the city wants to develop HIBL, the most suitable way is naturally the activity of reminiscing Mr. Sun Yat-sen.

In detail, it shall further improve its infrastructure and strengthen the service concept on characteristic products. Specifically, the city can standardize its base construction and corresponding service process so as to promote the sustainable development of the unique advantages of Zhongshan cultural resources. In addition, it shall provide specialized and layered services according to actual situations, and establish a service concept on characterized products. The cultural brand of Sun Yat-sen is the most competitive tourism brand in Zhongshan city. Thus it is of great importance to promote the cooperating development between the campuses and enterprises to make full use of the long-standing culture and develop its cultural connotation and advantages to enhance its market competitiveness by further mobilizing the leading function of the government. If condition allowed, it shall plan and organize combined propaganda and marketing both online and offline to further propagandize the cultural resources in Zhongshan like the Former Residence of Sun yat-sen, the Cultural Tourism Walking Street on West Sun Wen Road, the Memorial park of the Revolution of 1911 and the Memorial Park of “the whole world as one community” (Tianxiaweigong). Reasonable tourism routes shall be made by professional staffs in tourism industry. It is of great significance to make a special tourism route on “reminiscing Mr Sun yat-sen” based on new media, making more and more scholars and schools that are interested in Chinese history and specialized in the research of modern Chinese history to have an HIBL tourism in Zhongshan city.

3.3 Hainan: HIBL based on resources of “Dongpo Culture”

Although it is not within the Guangdong-Hong Kong-Macao Greater Bay Area, Hainan is also invisibly influenced

by the economic development of the Greater Bay Area. Moreover, Hainan itself is rich in tourism resources and has achieved a lot in tourism. If it can make full use of its own cultural resources, there will be a broad prospect for the development of HIBL in Hainan. From the point of view of tourism contents, it shall develop a special HIBL tourism route based on the track of Su Dongpo when he lived in Hainan. For example, it shall organize such activities as visiting Dongpo Academy to experience the living situation when Su Dongpo lived in Hainan, and experiencing the life in Danzhou to enjoy the farming lifestyles and the charm of Chinese poems and wine. In addition, it shall engage some poems of Su Dongpo into the activities to further strengthen the integrity between the reality and the literature in forms of transcribing the poetry and trying to create poems as well as watching the folk opera “Dongpo in Hainan”, which will fully arouse the literature enthusiasm of the tourists and make them trying to understand the free and easy heart of Su Dongpo. What’s more, the HIBL tourism course involving cultural contents will also benefit the effective applying and virtuous inheriting of the original culture in Hainan.

The HIBL tourism based on cultural tourism resources cannot be separated from the cultural connotation. There still exist some problems in the development of HIBL travel in China, such as late start, imperfection in the construction of corresponding facilities and the seasonal constraints. For these problems, it is necessary for Hainan to conduct a regional comprehensive development when developing “Dongpo Culture” tourism. It shall build an industry system and development pattern characterized by the combination of “tourism activities, educational tasks and situation experience”.^[5]For example, it shall organize a “delicious food tour based on Dongpo culture” to know about the cuisine technique of some delicious food that Su Dongpo left when he was in Hainan. With the improvement of HIBL travel, it is necessary to promote the regional sustainable development of Hainan and its tourism attractions, and develop a collection of tourism products dominated by the poems of Su Dongpo, promoting the communication, consumption and integrity of the knowledge based on the integrity of various resources.

4 Conclusion:

In general, under the influence of national policy and economic development, China has achieved a relatively fast development in HIBL travel and received some recognition. Whether the teachers and scholars engaged in educational work or the staffs in tourism industry shall have a better understanding of the important relationship between the development of education and our daily lives. From the perspective of the education industry, HIBL travel not only enables students to have a good understanding of the basic knowledge in their books, but also enables them to fully integrate history, culture and local conditions and practices with their books, which is helpful to their self-improvement and the development of our society as well as the inheriting of history. From the perspective of tourism industry, the development of the HIBL will promote the development of local economy and the healthy growth of tourism. Therefore, it can be concluded that the HIBL based on cultural resources is a win-win or even multi-win pattern of tourism, which is worth promoting and improving.

References:

1. Wu Qing, Hou Pei, Chen Gang, et al. Study on the Evaluation and Base Planning of HIBL Tourism Resource in Ancient Villages—A Case Study of Huilong Town in Gaoyao District, Zhaoqing City [J]. *Geography Teaching*, 2020 (007): 59-64.
2. Wang Kuo, Huang Limin, Zhou Xianpeng, et al. Study on the Recognition and Experiment Practice of the HIBL Travel of College Students Based on Xianning Geoscience Landscape [J]. *Geography Teaching*, 2019 (011): 54-57.
3. Ran Jing. Study on the Resource Development of HIBL Travel Based on the Local Cultural Inheritance—A Case Study on An Old Teahouse in Pengzhen Town, Chengdu City [J]. *Knowledge Economy*, 2020(007):128,130.
4. Ai Xin, Duan Yushan. A Brief Exploration on the HIBL Travel from the Perspective of New Cultural Geography—A Case Study on the Guanhaishan Mountain in Shinan District, Qingdao City [J]. *Geography Teaching*,

2019 (007): 19-26.

5. Qian Wei. Excavating the Culture of Ancient Town and Inheriting the Home Civilization—Study on the Curriculum Development of HIBL Travel Based on the Ancient Town Resources [J].Curriculum Guidance of Middle School: Teacher Education, 2019 (013): 5-6.