

Development of Educational Tourism Based on Guangxi's Traditional Papermaking Techniques

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This editorial piece examines the integration of Guangxi's traditional papermaking techniques with educational tourism, demonstrating the potential to combine cultural preservation and modern tourism development. Through data analysis, it highlights the increasing interest in cultural tourism and educational experiences, proposing practical strategies such as interactive program design, cultural integration, industry chain extension, and digital promotion. Additionally, it emphasizes the importance of policy support and infrastructure improvement to enhance the visitor experience. Guangxi's papermaking educational tourism serves as a model for successfully merging intangible cultural heritage with tourism, contributing to cultural sustainability and local economic growth.

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In recent years, educational tourism has emerged as a rapidly growing sector in China, creating new opportunities for integrating traditional cultural heritage with modern tourism. Guangxi, home to rich natural resources and deep cultural traditions, boasts unique handmade papermaking techniques that represent a significant non-material cultural asset. By combining Guangxi's traditional papermaking craftsmanship with educational tourism, it is possible to promote cultural preservation while advancing local tourism industries. This editorial explores this fusion through the lens of trend data and visualized charts.

Traditional Papermaking Techniques in Guangxi: A Cultural Treasure

Guangxi's traditional papermaking techniques, especially the renowned "Gui Paper" from Liuzhou, date back to the Song Dynasty. Known for its exquisite craftsmanship, this handmade paper relies on natural resources such as bamboo and mulberry bark. The process includes multiple steps, such as material selection, pulp beating, paper scooping, and drying, each of which embodies the wisdom and skills of local artisans.

Public interest in traditional crafts has been rekindled. According to the visualization shown in Fig. 1, public interest in traditional culture has grown significantly from an index of 40 in 2015 to 120 in 2023. This trend reflects an increasing appreciation of the uniqueness of handmade crafts in contrast to industrial products. For Guangxi, this renewed interest offers an opportunity to revitalize its papermaking industry by integrating it into educational tourism.

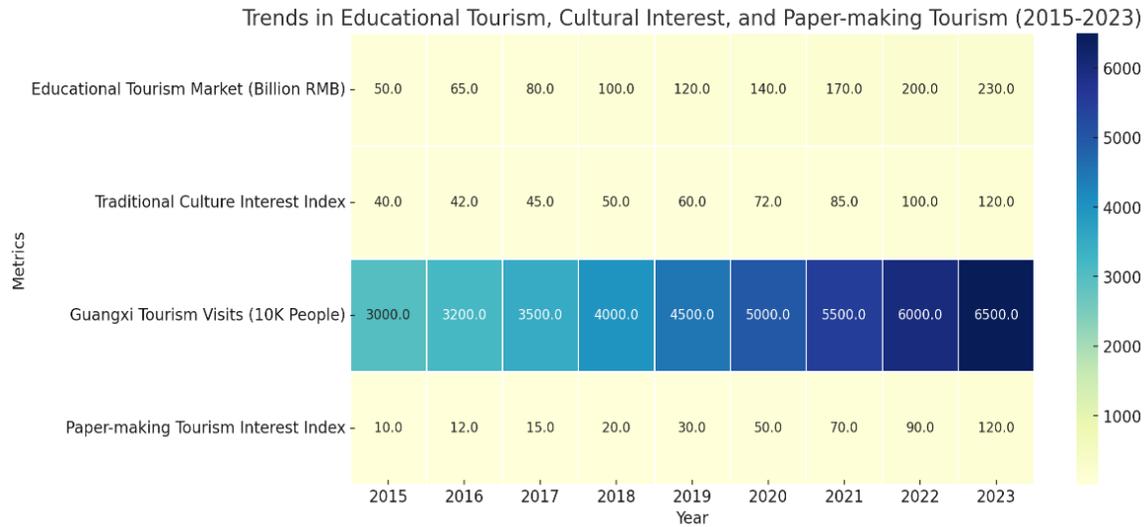


Fig. 1. Trends in educational tourism, cultural interest, and papermaking tourism (Source: China Study Tourism Industry Data, 2015-2023)

The Rise of Educational Tourism: Combining Education and Culture

Educational tourism has seen an explosive growth in China. Trend data shows that the market expanded from 50 billion RMB in 2015 to 230 billion RMB in 2023, with an average annual growth rate exceeding 20%. Meanwhile, Guangxi’s tourism visits surged from 30 million in 2015 to 65 million in 2023. Figure 2 indicates that in 2022, cultural experiences and educational tourism accounted for 40% of Guangxi's tourism market share, underscoring their growing importance.



Fig. 2. Guangxi tourism market share distribution in 2022 (Source: Guangxi Statistical Yearbook, 2023)

These data trends reveal the enormous potential for integrating cultural heritage into educational tourism. For instance, incorporating hands-on papermaking experiences

into educational programs would allow visitors, especially students, to not only learn the craft but also gain deeper insights into its cultural significance.

Practical Approaches to Integrating Papermaking and Educational Tourism

Based on data trends and market segmentation, the following strategies could guide the development of educational tourism centered around Guangxi's papermaking craftsmanship:

Innovative educational program design: The interest in papermaking tourism has shown a dramatic rise, with the index increasing from 10 in 2015 to 120 in 2023. This growth supports the creation of interactive educational programs, such as "Paper-Making Experience Camps." Students can actively participate in every step of the process, from material selection to paper drying, allowing them to appreciate both the technical and cultural aspects of the craft.

Cultural integration and diverse experiences: Guangxi's multi-ethnic background provides an opportunity to combine papermaking with local cultural elements. For example, workshops could feature paper-cutting, calligraphy, and traditional painting using handmade paper. These activities would enhance the cultural richness of the experience, making it more appealing to younger generations.

Extending the industry chain: The pie chart reveals that traditional tourism still holds a significant share (40%) of Guangxi's market, but cultural and educational tourism are growing rapidly. By integrating papermaking experiences with Guangxi's natural attractions, such as Guilin's landscapes and Beihai's beaches, themed "Culture + Nature" tourism routes can be developed to attract a broader audience.

Digital promotion and branding: Leveraging digital platforms like short videos and live streaming can bring Guangxi's papermaking craftsmanship to a global audience. Online workshops, video tutorials, and virtual tours could enhance public awareness and engagement. Developing creative products, such as handmade paper notebooks and stationery, could also help establish "Gui Paper" as a cultural brand.

Policy Recommendations and Future Prospects

To successfully integrate traditional papermaking with educational tourism, the following policy measures are recommended:

Government support and funding: The government should allocate special funds to support cultural tourism projects and include papermaking experiences in the Ministry of Education's extracurricular activity catalog for schools.

Infrastructure improvement: Enhancing facilities and services at papermaking experience centers will ensure high-quality tourist engagement and satisfaction.

Market collaboration: Collaborating with schools and travel agencies to include papermaking workshops in school field trips and summer programs can significantly increase participation. Partnerships with cultural and creative enterprises could also lead to the development of unique handmade paper products.

Conclusions

The data and trends clearly demonstrate that the integration of Guangxi's papermaking techniques into educational tourism aligns with both market demand and the dual goals of cultural preservation and tourism industry advancement. By offering immersive experiences and practical learning opportunities, traditional papermaking can

find new vitality in modern society. Moreover, this fusion provides students and tourists with a unique cultural journey while injecting fresh energy into local economic development. With the right policies and continued market growth, Guangxi's papermaking educational tourism is poised to become a model for the successful integration of cultural heritage and modern tourism.

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