

CHINESE
CULTURAL EXCHANGE

探寻华夏文化之光

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CHINESE
CULTURE

Chinese Style

中國風



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2019 春季“探寻华夏文化之光”
"Exploring the Light of Chinese Culture"
各国青少年中国游研学系列活动
暨“少年新闻社”中外文化交流活动(方案)
World Youth China Study Tour and "Youth News Agency"
Chinese and Foreign Cultural Exchange Project

一、项目背景和意义

Project background and significance

“探寻华夏文化之光”各国青少年中国游研学系列活动由山东优瑞普教育科技有限公司、“少年新闻社”共同主办。本次活动主要接待对象为 9-13 周岁的各国青少年，活动期间，各国青少年将在中国几个极具文化标签的城市学习、生活、旅游、探访等。

“Exploring the Light of Chinese Culture” The World Youth China Study Tour is jointly hosted by Europe Shandong Education Technology Ltd. and “Youth News Agency”. The event will mainly host young students from over the world aged 9-13. During the event, students will study, live, travel and visit in several culturally cities in China.

二、项目优势 Project advantage

1、品牌影响力强势 Strong brand influence

少年新闻社是依托山东教育电视台新闻部《我长大啦》节目成立的青少年社会实践和综合素质提升平台。少年新闻社既有教育背景、又有媒体属性，2019 年春季“探寻华夏文化之光”各国青少年中国游研学系列活动，为传统游研学活动注入新鲜元素，活动本身将更具吸引力和影响力，下一步还将打造“探寻华夏文化之光”游研学品牌。

Youth News Agency is a platform for youth social practice and comprehensive quality improvement based on the program "I grew up" of the Shandong Education TV News Department. The Youth news agency has both educational background and media attributes. “Exploring the Light of Chinese Culture” China Study Tour, injecting fresh elements into traditional research activities, the event itself will be more attractive and influential.

2、专业团队策划，节目组跟拍

《我长大啦》节目是少年新闻社与山东教育卫视新闻部联合打造的青少年新

闻采访实践节目。栏目开播三年来，一直将视角定位于山东省 7-14 岁青少年，通过全新的互动采访形式，全方位展现了青少年的精神面貌和新闻媒介素养。节目开播以来，受到了来自政府、官方机构、受访单位、社会以及学生家长的关注和支持。栏目组团队由经验丰富的电视编导、新闻记者组成，有着较强的策划能力和资源整合能力。

三、项目特色 Project features

1、双语环境，中外合作 Bilingual environment, Sino-foreign cooperation

此次“探寻华夏文化之光”活动将为各国青少年和中国青少年搭建一个完全平等和友好的交流平台，为各国孩子在学习和接触华夏文化、开拓国际视野、跨文化交流能力方面创造新的模式。

The “Exploring the Light of Chinese Culture” will create a completely equal and friendly communication platform for World youth and Chinese youth, creating a new model for the foreign children to learn and contact Chinese culture, develop international vision and cross-cultural communication skills.

2、零距离接触中国文化 Zero-distance contact with Chinese culture

让各国青少年真正走进中国文化的核心，与非遗传承人、民间艺术家零距离接触。并邀请中国青少年主动担当起传播中华文明、推广非遗文化的责任，在活动中与各国青少年进行交流互动，通过青少年之间的交流传播非遗文化和中国传统文化。

It will let foreign students truly enter the core of Chinese culture and have close contact with folk artists. It also invites Chinese students to take the initiative to take responsibility for spreading Chinese civilization and promoting non-legacy culture. In the event, it interacts with foreign students and spreads non-legacy culture and Chinese traditional culture through exchanges between young people.

3、项目式学习，提高综合素质 Project-based learning to improve overall quality

通过问题导向的项目式学习，引导各国学生们主动探索问题和挑战，在这个过程中不仅单纯“游”，还在 12 天的行程中同步学习、领会到更深刻的知识和技能。目前，项目式学习在欧美中小学中普遍采用，锻炼了中小学生的创造力，团队合作和领导力，动手能力，计划以及执行项目的的能力。

Through problem-oriented project-based learning, the foreign students are guided to explore problems and challenges. In this process, they not only simply “tour” but also learn and understand more profound knowledge and skills in the 12-day journey.

4、调查式学习，提升社会责任感

Investigative learning to enhance social responsibility

调查式学习是融入新闻调查元素的探究式学习，让学生以记者的角色，完成明确报道思想、确定新闻线索、访前准备、新闻采的全过程。

Investigative learning is an inquiry-based learning that incorporates elements of journalism surveys, allowing students to complete the whole process of clear reporting ideas, identifying news leads, pre-visit preparations, and news mining in the role of journalists.

四、项目详情 Project details

1. 项目信息 Project information

- 活动时长：12 天

Duration of the event: 12 days

- 活动人数：15-40 人（外方），其中在部分城市会涉及到中方孩子同时参与，人数在 50 人左右。

Number of participants: 15-40 people (foreign students), which will involve Chinese children in some cities, and the number will be around 50.

- 学生年龄：9-13 岁

Student age: 9-13 years old

2. 项目内容 Project content

北京站（3 天）：主要围绕景区游览，了解中华历史文明，进行互动文化体验。

Beijing city (3 days): Mainly around the scenic spot, learn about Chinese historical civilization and conduct interactive cultural experience.

济南站（4 天）：主要围绕名泉游览、学校文化交流、非遗文化、民间手工艺体验。

Jinan city (4 days): mainly around Mingquan tour, school cultural exchange, non-legacy culture, and folk craft experience.

泰山、曲阜站（2 天）：主要围绕孔子文化进行。

Taishan and Qufu city (2 days): Mainly around Confucius Culture.

青岛站（3 天）：主要围绕海滨文化、工业旅游、创新现代体验。

Qingdao city (3 days): Mainly around the seaside culture, industrial tourism, and innovative modern experience.

针对游研学活动中的不同节点将在不同的城市开展有特色的文化交流：

Cultural exchanges will be carried out in different cities for different nodes in the research and development activities.

3. 文化交流、参观及活动安排（草拟）

Cultural exchanges, visits and event arrangements:

以下行程为暂定，后期会可能根据实际情况调整

The following itinerary is tentative, and may be adjusted according to actual conditions in the later period

Day1 北京接机—>Day1 北京—>4.12 北京—>4.13 北京赴济南—>4.14 济南—>4.15 济南—>4.16

Day1 Beijing pick-up -> Day1 Beijing -> 4.12 Beijing -> 4.13 Beijing to Jinan -> 4.14 Jinan -> 4.15 Jinan -> 4.16

济南—>4.17 泰安—>4.18 曲阜—>4.19 青岛—>4.20 青岛—>4.21 青岛到北京回程

Jinan ->4.17 Tai'an -> 4.18 Qufu -> 4.19 Qingdao -> 4.20 Qingdao -> 4.21 Qingdao Return to Beijing

活动全程大巴车、星级酒店团餐高标配

Coach accompany, star hotel group meal high standard.

活动安排：Tour arrangements:

(1) 专业接待服务团队，研学游专业策划、影像记录等。

(1) Professional reception service team, professional study planning, video recording, etc.

(2) 相关资质旅行系统单位（保险、旅行社、导服、旅行交通）。

(2) Relevant qualification travel system units (insurance, travel agency, guide service, travel and transportation).

(3) 医疗服务单位。

(3) Medical service unit

【第一部分：古都欢迎你，不可思议的北京】（3 天）

[Part 1: Ancient Beijing welcomes you, incredible Beijing] (3 days)

北京，中国的首都，是全国政治、文化、国际交往、科技创新中心。也是世界上拥有世界文化遗产数最多的城市。

Beijing, the capital of China, is a national political, cultural, international exchange, and science and technology innovation center. It is also the city with the largest number of world cultural heritage in the world.

第一天：北京欢迎你

Day 1: Beijing welcomes you

1、下午北京国际机场接机，前往北京酒店安顿住宿。

1. Pick up your flight at Beijing International Airport in the afternoon and go to the Beijing hotel to settle in.

2、晚餐品尝“宫廷名菜”北京烤鸭，由北京文化和习俗专家介绍中国传统餐桌礼仪，教授学生们使用筷子等技巧。

2. Dinner to taste the "court famous dishes" Beijing roast duck, Beijing cultural and custom experts introduce Chinese traditional table manners, and teach foreign students to use chopsticks and other skills.



第二天：穿越千年历史，游长城穿胡同看鸟巢

Day 2: Through the millennium history, visit the Great Wall and the Bird's Nest

1、登长城，感受天下第一雄关——万里长城之居庸关，在长城上举办开营仪式（各国校方、中方主办方代表致辞）。

1. Go to the Great Wall and feel the world's first glory - Juyongguan of the Great Wall, and hold the opening ceremony on the Great Wall (Foreign schools, The representative of the Chinese organizer gave a speech).

2、游什刹海，了解北京的胡同、四合院文化。

2. Visit Shichahai to learn about Beijing's Hutong and Siheyuan culture.

3、在国子监（元、明、清三代国家设立的最高学府和教育行政管理机构，又称“太学”“国学”。）里穿汉服体验汉文化；观赏传统艺术表演。

3. In the Guozijian (the highest academic institution and educational administration institution established in the Yuan, Ming and Qing Dynasties, also known as "Tai Xue" and "National Studies"), wearing Hanfu to experience Chinese culture; watching traditional art performances.

4、参观 2008 年奥运建筑物鸟巢和水立方。

4. Visit the 2008 Olympic Building the Bird's Nest and Water Cube.



第三天：游览雄伟故宫，体验中国最高学府

Day 3: Visit the majestic Forbidden City and experience the highest academic institution in China

1、参观游览北京故宫（故宫是中国明清两代的皇家宫殿，被誉为世界五大宫之首。）和天安门广场，感受中国古代宫廷建筑的雄伟辉煌。

1. Visit the Forbidden City in Beijing (the Forbidden City is the royal palace of the Ming and Qing Dynasties in China, known as the world's five major palaces.) and Tiananmen Square, discover the majestic glory of ancient Chinese palace architecture.

2、参观中国的最高学府——北京大学或清华大学，近距离感受中国高等文化教育。

2. Visit China's highest academic institution, Peking University or Tsinghua University, to get a close look at China's higher cultural education.

3、漫步有百年历史的前门大街和北京著名商业街——王府井，寻找具有中华民族特色的众多老字号店铺。

3. Stroll through the 100-year-old Qianmen Street and Beijing's famous commercial street, Wangfujing, to find many old shops with Chinese national characteristics.



【第二部分：好客山东，了不起的山水圣人】共 9 天

[Part 2: Hospitality Shandong, the amazing landscape sage] 9 days in total

济南站（4 天） Jinan city (4 days)

济南，别称“泉城”，是山东省省会、全国十五个副省级城市之一，环渤海地区南翼的中心城市，山东省的政治、文化、教育、经济、交通和科技中心。境内泉水众多，拥有“七十二名泉”，被称为“泉城”，素有“四面荷花三面柳，一城山色半城湖”的美誉，是拥有“山、泉、湖、河、城”独特风貌的旅游城市，是中国历史文化名城、首批中国优秀旅游城市。

Jinan, nicknamed “Quancheng”, is the provincial capital of Shandong Province, one of the fifteen sub-provincial cities in the country, the central city of the southern wing of the Bohai Sea region, and the political, cultural, educational, economic, transportation and technology centers of Shandong Province. Jinan city has “seventy-two springs”, which is called “spring city”. It is known as “four-sided lotus and three-sided willow around the city, the whole city is surrounded by the mountains and half-city is covered by the lakes”, and it is the unique tourist city with “mountain, spring, lake, river”, which is also a famous historical and cultural city in China. It is designated as one of the excellent tourist cities in China.

第四天：中国非遗和传统民俗探访

Day 4: Chinese non-legacy and traditional folklore visits

1、乘坐高铁从北京到达济南。

1. Take the high-speed train from Beijing to Jinan.

2、与济南景山小学或章丘双语学校进行文化交流，学习中国书法，学习手工“中国结”的制作等传统文化及手工艺体验交流。

2. Cultural exchanges with Jinan Jingshan Primary School or Zhangqiu Bilingual School, learning Chinese calligraphy, handmade “Chinese knots”, and exchanging the handicraft experiences.

3、游览济南明府古城、宽厚里等济南民俗风情街。

3. Visit the Jinan Mingfu Ancient City and Jinan Folk Customs Street such as Kuanli.



第五天：一起去跑大秧歌

Day 5: Going to join the Yangge dance

1、乘坐大巴到位于济南市北部的商河县乡村学校朱林小学进行助学活动，和该小学的同龄学生同上一节英语课，在教授中国学生英语口语的同时，提高汉语会话能力。

1. Take the coach to Zhulin Primary School, Shanghe County Rural School in the north of Jinan City, and take the English class with the same-aged students in the primary school to improve the Chinese conversation ability while teaching Chinese students English.

2、乘坐大巴到国家级非物质文化遗产传承地商河秧歌古村，在古村学习制作商河地方名吃——商河老豆腐，了解豆腐的制作流程，亲自动手做豆腐。

2. Take the coach to the Shanghe Ancient Village, the inheritance of the national intangible cultural heritage. In the ancient village, understand the production process of tofu and learn to make a famous Shanghe Old Tofu.

3、体验中国土灶炖菜，品尝具有中国北方特色的农家饭。

3. Experience Chinese earthenware stews and taste northern farmhouse local meal.

4、观看国家非遗项目——商河鼓子秧歌，学习鼓子秧歌表演。完成一次中外游客新闻采访。

4. Watch the national non-legacy performance - Shanghe drums Yangge, and learn the drums Yangge performance. Complete a news interview between Chinese and foreign tourists.



第六天：泉水叮咚，历史文化之旅

Day 6: Spring Water, Historical and Cultural Tour

1、游览“天下第一泉”趵突泉和黑虎泉，品尝泉水，了解泉城之美。

1. Visit “The First Spring in the World”, Baotu Spring park and Black Tiger Spring park, taste the spring water and understand the beauty of Quancheng.
- 2、品尝鲁菜，了解中国四大菜系的由来，和鲁菜文化。
2. Taste Lu cuisine; learn about the origins of the four major Chinese cuisines, and the Lu cuisine culture.
- 3、参观山东省博物馆，感受齐鲁文化的博大精深。
3. Visit the Shandong Provincial Museum and feel the profoundness of Qilu culture.
- 4、夜游济南大明湖。
- 4, Night tour Jinan Daming Lake.



第七天：中国非遗和传统民俗探访

Day 7: Chinese non-legacy and traditional folklore visits

- 1、观看国家级非遗文化项目—皮影戏，学习皮影的制作与表演。
1. Watch the national non-legacy cultural performance - shadow play; learn the production and performance of the shadow play.
- 2、参观面塑、刺绣、蛋雕、烙画等民间手工艺的制作过程和作品。
2. Visit the production process and works of folk arts and crafts such as dough, embroidery, egg carving and pyrography.
- 3、制作第二天登泰山环保主题的标语及系列图片。
3. Produce the poster and pictures in environmental protection theme for climbing the Tai mountain on the second day.



泰安站 (1 天) Taian city (1 day)

泰山是中国五大名山之首，泰山被古人视为“直通帝座”的天堂，成为百姓崇拜，帝王告祭的神山，有“泰山安，四海皆安”的说法。是中华民族的象征，是东方文化的缩影，是“天人合一”思想的寄托之地。

Tai Mountain is the first of the five famous mountains in China. Tai Mountain is regarded by the ancients as a paradise for “direct access to the emperor”. It has become the worship of the people, and the emperor’s sacrifice to the mountain, there is the saying that “Tai mountain is safe, all the world are safe”. It is a symbol of the Chinese nation, a microcosm of the oriental culture, and a place for the idea of "Heaven and Man unit together".

第八天：登泰山，与环保同行

Day 8: Climbing the Tai Mountain, with environmental protection counterparts

1、乘坐大巴到达泰安。

1. Take the coach to Taian.

2、登泰山，并在登泰山途中进行环保活动，比如沿途捡垃圾、发出环保宣言等。

2, Climb Tai Mountain, and carry out environmental activities on the way to climb the Tai Mountain, such as rubbing garbage along the way, issuing an environmental declaration.

3、乘坐大巴达到曲阜。

3. Take the coach to Qufu.



曲阜站 (1 天) Qufu city (1 day)

曲阜是中国古代伟大的思想家、教育家、儒家学派创始人孔子的故乡。曲阜还坐着世界儒学研究与交流中心孔子研究院。

Qufu is the hometown of Confucius, the great thinker, educator and founder of the Confucian school in ancient China. Qufu is also home to the Confucius Institute of the World Confucian Research and Exchange Center.

第九天：游历中国圣城，体验圣人文化

Day 9: Travel to the Holy City of China and experience the culture of saints

1、诵读《论语》，参观三孔、观看祭孔仪式。

1. Recite the Analects of Confucius, visit the three holes, and watch the ceremony of the sacrifice.

2、游览孔子六艺城、了解孔子提倡的“礼、乐、射、御、书、数”六艺，观看别具一格的古乐舞表演。

2. Visit Confucius Six Arts City and learn about the six arts of “Ritual, Music, Shooting, Royal, Book, and Number” advocated by Confucius, and watch the unique performance of ancient music and dance.



青岛站（3 天）Qingdao city (3 days)

青岛是中国沿海开放城市之一，是山东省最大的工业城市。是 2008 年奥运会的奥运会帆船比赛举办城市，是中国的“帆船之都”。

Qingdao is one of the coastal open cities in China and the largest industrial city in Shandong Province. It is the host city of the Olympic Games sailing competition for the 2008 Olympic Games and is China's “Sailing Capital”.

第十天：帆船之都，一场与大海的约会

Day 10: The Capital of Sailing, a date with the sea

1、乘坐大巴达到青岛

1. Take the coach to Qingdao.

2、青岛海滨游、奥帆基地感受青岛帆船之都。

2, Qingdao seaside tour, Austrian sail base feel Qingdao sailing capital.

3、参观青岛五四广场夜景。

3. Visit the night view of Qingdao May Fourth Square.



第十一天：感悟中国科技之光，体会琴岛别样风情

Day 11: Discover the light of China's science and technology, and experience the different styles of Qindao.

1、参观海信智能工厂和智能博物馆，海信方面负责人致辞，专业讲解员讲解中国工业文明的发展进程。

1. Visit Hisense's smart factory and intelligent museum. The head of Hisense will give a speech and the professional lecturer will explain the development process of China's industrial civilization.

2、游览栈桥、八大关、小鱼山公园、太平角、青岛沿海风光及景区游览。

2. Visit the Trestle Bridge, Badaguan, Xiaoyushan Park, Taipingjiao, Qingdao coastal scenery and scenic spots.

3、“华夏之光”中外青少年联欢会暨总结大会。

3. "China Light" Chinese and Foreign Youth Party and Summary Conference.



第十二天：相约未来

Day 12: Meet the Future

乘坐高铁返回北京、送至北京国际机场，乘机返回。

Take the high-speed train back to Beijing, transfer to Beijing International Airport, and return to the country by airplane.