

Demonstrate the Charm of Chinese Culture, Macau Little Docent-Guided Tours Are Working Hard

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ABSTRACT. *Macau is a special administrative region of our country, with a long history, splendid culture and rich tourism resources. On July 16, 2005, the Historic District of Macau was officially listed as a UNESCO World Heritage Site. We want to show the charm of Macau to the world and the charm of Chinese culture that Macau highlights. Therefore, everyone has the responsibility to introduce Macau, promote Macau and advertise Macau. The hard work and hard practice of the Macau little docent-guided tours fully demonstrated people's initiative and enthusiasm. We must fully convey cultural self-confidence, better practice core values, increase close cultural exchanges between Macao and Guangdong, and continuously enhance cultural soft power through the Macao little docent-guided tours.*

KEYWORDS: *The charm of chinese culture, Macau, Little docent-guided tours, Cultural confidence*

1. Introduction

On July 16, 2005, the Historic District of Macau was officially listed as a World Cultural Heritage by UNESCO. The success of the Macao World Heritage Declaration has given the world a new interpretation in order to show the world the unique charm of the integration of Chinese and Western cultures and to promote the innovative development of Chinese culture. According to Article 7 of Macao's "Cultural Heritage Protection Law", residents of the Macao Special Administrative Region have the right to enjoy cultural heritage; the public's enjoyment of the cultural heritage of the Macao Special Administrative Region shall be coordinated with the function, safety, protection and promotion of such heritage. The protection of cultural heritage is inseparable from the constant perception and comprehension

of the public, including youth, in corresponding cultural practices. The prosperity of the youth leads to the prosperity of the country, and the strong youth makes the country strong. The struggle of the young generation cannot be separated from the roots of culture, and one of the good ways to improve their recognition and practice of local culture is to create various opportunities and occasions to form a social atmosphere that better inherits excellent culture and make the influence of local culture like air is just as ubiquitous and always present. On July 11, 2020, Macau Lotus Media published the article “At the Age of Ten, you are Eligible to Talk About the History of Macau”, which mainly talks about the “Training Program for Little Docent-guided Tours of Macau Cultural Heritage”. According to the article, since the launch of the program in 2015, more and more students have joined the big family of guides. On July 11, 2020, CCTV specifically mentioned this plan when broadcasting related celebrations, and affirmed its important value in cultivating the young generation of Macau to become the guardians of cultural heritage.

Through theoretical study and social practice, the docent-guided tours not only deepen their understanding of local history and culture, but also fulfill the sacred duty of telling every historical and cultural story of Macau to people around the world and spreading the unique voice of Macau and China. Macau’s history and culture are an important part of our country’s history and culture. Under this background, launching the “Macao Cultural Heritage Docent-guided tours Training Program” has a certain reference significance for better fulfilling our country’s youth historical and cultural education obligations in accordance with the law.

2. Strengthen Cultural Confidence

The “Training Program for Little Docent-guided Tours of Macau Cultural Heritage” is cast in the excellent Macao cultural heritage, so that young people have the right to fully understand more than 20 Macao historical buildings and related traditions, such as the A-Ma Temple, the Ruins of St. Paul, and the Zheng Family Mansion. The historical and cultural stories of the block; in the explanation, the local cultural awareness has been continuously strengthened, and the cultural protection challenges faced by the sustainable development of Macao have been recognized, and on the basis of inheriting the culture of Macao with the spirit of initiative, actively fulfilling the obligation of building a cultural Macao.

3. Practice Cultural Values

The feature of the “Training Program for Little Docent-guided Tours of Macau Cultural Heritage” is to allow young people to have the right to know the cultural heritage resources at their fingertips when participating in the training program; to allow young people to deepen their knowledge and love of their place of residence during the presentation activities. So as to better cultivate their cultural identity and the normative awareness of public participation. Similar activities are also held in other regions of my country, including the Guangdong-Hong Kong-Macao Greater Bay Area, such as the Guangdong Museum and the Old Summer Palace organizing

a youth volunteer explanation competition, and the China Art Museum organizing small lecturer training activities. The commonality of these activities is reflected in the cultural management process, allowing the basic content of local history and culture to take root in the hearts of young people.

4. Close Cultural Exchange between Macao and Guangdong

As mentioned earlier, activities similar to the “Training Program for Little Docent-guided Tours of Macau Cultural Heritage” have also been held in various parts of Guangdong, and everyone has the same skills. For example, the docent-guided tours in Guangzhou are mostly the city cultural center and the city museum, which invite children to participate through summer camps; while the guided tours in Zhuhai are mostly organized by social welfare organizations, and the participants are not only young people. It also includes parents, allowing children to learn traditional culture with their parents. Guided tours in Macau are more focused on young people completing tasks independently.

The culture of the Guangdong-Hong Kong-Macao Greater Bay Area is of the same origin. It is suggested that Macao and Guangdong can organize joint guided tours through the Internet and on-site exchanges from time to time to strengthen the cultural protection and utilization of the two places and cultural heritage. The little docent-guided tours can learn about the traditional culture of the two places and experience each other's natural environment and characters in a variety of activities; the development of guided tours can be arranged in the classroom of educational institutions in addition to the holidays. During the activity: In addition to simple explanations, the activity format can also be combined with recording micro-videos, guided competitions, and outreach activities.

5. Enhance Cultural Soft Power

The “ Training Program for Little Docent-guided Tours of Macau Cultural Heritage “ was held at the 15th anniversary celebration of the successful application of the cultural heritage in the historical city of Macau, and commended the little docent-guided tours, which not only enhanced the enthusiasm of the participating young people to fulfill their historical and cultural obligations, it also activates the ways of disseminating Chinese culture to the outside world, innovating the ways of expression and dissemination channels of foreign discourse, so that the values of contemporary China can reach the world through the unique “window of culture” of Macao. To fulfill the obligation of historical and cultural education for young people in accordance with the law, we must carefully explore the rich humanistic philosophy contained in the excellent Chinese traditional culture, and promote the innovative development of traditional Chinese culture in accordance with the time and local conditions, so that Chinese culture can show permanent charm and enhance the effect of strength cultural soft power “walking in” and “outside”.

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