

# **KOLB'S EXPERIENTIAL LEARNING MODEL AS A CONCEPTUAL FRAMEWORK FOR VISUAL RESEARCH IN RURAL TOURISM SITES: *BATUH NARIT ARUR BILIT* AS A CASE STUDY**

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## **ABSTRACT**

This paper demonstrates the implementation of Kolb's experiential learning model (ELM), a learner-centric learning method that often used in classrooms and organizational training as a method of research on the visual aspects of rock carving named *Batu Narit Arur Bilit* in Kelabit highlands, Sarawak. This study will highlight thoroughly on the visual research process of *Batu Narit Arur Bilit* from acquiring to interpretation of data to be suited into ELM. The research of visuals in a culture is usually conducted in visual anthropology method, however this practice is often time-consuming, and visuals only serve as a tool to document and describe, but not as subject of research. The method involves a systematic, stage by stage process of recording visual images, observation, sense of touch, transferring images into digital format, and presenting the outcomes to the public. ELM do not just offer an organized method of collecting and analyzing data in a short period, but has also contributed in establishing a dialogue between researchers and the public, especially the local community and thus benefit both parties. The versatility of ELM will hopefully benefit more visual researchers in conducting research within short period as an alternative to visual anthropology method.

**Keywords:** Experiential learning; *Batu Narit Arur Bilit*; visual research; Kelabit Highlands

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