

A Survey Report of the Cognition of Guangxi's Image of the International Students in the Background of One Belt and One Road

Wang Haoren^a, Wen Lu^{b,*}, Chen Junrong, Huang Minggui, Zhou Ailing, and Ye Jiawen

College of Foreign Studies, Guilin University of Electronic Technology, Jinji Road, Guilin, China

^a email:15029019277@163.com, ^b mail:10810489@qq.com

*corresponding author

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Abstract: In order to understand the cognition of Guangxi's image from the students who come from the countries along the One Belt and One Road studying in Guangxi, the authors did a questionnaire survey to 200 students in Guangxi. The statistical results of the questionnaire show that foreign students do not know much about the policy of One Belt and One Road and to the image of Guangxi, they are more familiar with food and scenery. According the results, we propose some solutions not only by our effort but also by the effort of students from the countries along One Belt and One Road, making them to tell the stories of Guangxi to their countries.

1. Introduction

In 2013, President Xi Jinping put forward the major initiatives of jointly building the silk road economic belt and the 21st century maritime silk road and proposed that One Belt And One Road should be built into a road of peace, prosperity, openness, innovation and civilization.^[1] Located in the southwest border area, Guangxi is the only provincial region in the national strategic positioning that not only connects "one belt" but also serves "one road".

Guangxi has become one of the provinces and regions that attract the largest number of students from Asian countries. One-fifth of Asian students studying in China are studying in Guangxi. In order to attract Asian students to study in Guangxi, the Guangxi government has set up scholarships for students from Asian countries. In recent years, colleges and universities in Guangxi have set up a number of Confucius institutes with those in Thailand, Vietnam, Laos and other countries to promote Chinese language and culture.^[2]

This article intends to investigate the cognition of Guangxi's image of international students studying in Guangxi who come from the countries along the area of "One belt and one road". In this article, we propose two questions. The first one is the understanding the policy of One Belt And One Road. The second question is the Cognition of Guangxi's image.

2. Research Design

2.1. Determination of the Interviewees and Survey Objectives

By means of field research, students from countries along One Belt and One Road studying in Guangxi were interviewed on the spot. We interviewed the students of Guilin University of Electronic Technology, Guangxi University and Guangxi University for Nationalities. The objectives of this study are to investigate the students' understanding of Guangxi's image, such as Guangxi's folk culture, cultural landscape and so on and discuss the approaches to broadcast Guangxi's culture to the countries along One Belt and One Road.

2.2. Questionnaire Design

In order to ensure the accuracy of the survey results, we designed paper questionnaires and distributed them to overseas students along One Belt and One Road countries to the universities and colleges in Guangxi. In this survey, we went to colleges and universities in Guangxi region to

conduct a survey and research in the form of field questionnaires. There were a total of 200 questionnaires, of which 171 were valid. The validity of the questionnaire accounted for 85.5%. The questionnaire adopts quantifiable and intuitive measurement form (degree from strong to weak).

In the questionnaire design, the questions were divided into three dimensions after discussion. The first dimension is the general information of overseas students in Guangxi and their understanding the policy of One Belt and One Road. The second dimension is the students' understanding of Guangxi's image and the third dimension is how to broadcast the Guangxi's culture to their own countries.

3. Research Results

Through the investigation of the above three dimensions, we can know the image cognition of Guangxi by overseas students who come to Guangxi under the policy of One Belt and One Road.

3.1. Survey Results on the Understanding the Policy of One Belt and One Road

The surveyed students are from southeast Asia, west Asia, Africa and north Asia (such as Russia), among which 53.8% are from southeast Asia, 18.71% from west Asia, 17.54% from Africa and 9.94% from north Asia and other countries. Therefore, southeast Asian students account for more than half of the total, and it can be speculated that the geographical reason is that Guangxi borders on southeast Asia, which can save a large proportion of travel expenses. In addition, in recent years, more and more Chinese people travel to southeast Asia. In order to adapt to this change and develop tourism and other related industries, many southeast Asians learn Chinese, which lays a foundation for southeast Asian students to learn Chinese. Then there are west Asian countries and African countries. In ancient times, the "silk road" has carved a road to the west for us, and students from African countries have come all the way here to study and live with us. Of course, there are also fewer overseas students from north Asia and some other regions, which shows that we can strengthen communication and exchanges with them and make the One Belt And One Road policy go further, deeper and wider.

The following is our understanding the policy of One Belt and One Road for overseas students in Guangxi.

Table 1 The understanding the policy of One Belt and One Road

Knowledge of the policy about One Belt and One Road			
Understood very well	Know a little	heard about that, but don't know much about it	Never heard of it
16.37%	44.44%	23.98%	15.21%
Access to the policies about One Belt and One Road			
National advocacy	Network	Books and periodicals	Listen to what people say
9.94%	55.56%	7.02%	31.58%
The convenience brought by the One Belt and One Road			
Cheap tuition	The convenience	Teaching environment and new equipment	My family's attitude towards studying abroad
15.15%	60.29%	15.79%	12.28%

From Table 1, we can draw a conclusion that the majority have a medium level of understanding, which means that we need to strengthen our publicity efforts, so that the interests of the policy and its spirit of international cooperation and the goal of a better and happy society are deeply rooted in the hearts of the people. Students understand the high degree and of course never heard of objective existence, and it is inspired by whether we can build a platform, making the students at two extremes can communicate and share our ideas on this platform. So that we can achieve the purpose of advancing our policy and goals, and this is why the acceptance of our official account Our Guangxi. They know these information from other channels, such as network or share by others. It also needs us to make more efforts from the two aspects make policy deeply into their mind, life,

world outlook decision methodology, reflection the world view of methodology. If their consciousness has the shadow of the policy, they will go to practice and benefit through the policy. So we can make our own web page, the official account and other social networking platforms in order to precept, communicate with them. The policy can be truly implemented to provide convenience for the students, including the cheap tuition, easy to study, good teaching environment an so on. We also hope that we can study together, progress together with more foreign friends friendly with the advancement and development of our policy.

3.2. The Cognition of Guangxi's Image

3.2.1. A Good Understanding of Guangxi's Image by the Overseas Students

Seven questions were set for overseas students' understanding of Guangxi's image. Two multiple-choice questions and the rest were single-choice questions. The survey results showed the following characteristics.

Table 2 The understanding of Guangxi's image

The first impression of Guangxi					
food		scenery		nationality	
37.43%		54.38%		7.02%	
The most attractive culture (multi-selection)					
food		architecture		clothes	
40.35%		21.64%		8.19%	
				language	
				25.73%	
				history	
				34.5%	
				humanity	
				17.54%	
The best knowledge about Guangxi					
Economic policy		Ethnic customs		Special food	
5.85%		8.19%		43.86%	
				Historical culture	
				25.73%	
				Humanistic quality	
				11.7%	
				Characteristic tourism	
				39.77%	
The major minority nationality					
Tibetans		Man Nationality		Miao Nationality	
7.02%		2.92%		26.84%	
				Zhuang Nationality	
				67.89%	
Your attitude about Guangxi's ethnic culture					
strong and unique ethnic customs		mysterious, and no direct contact		No connection to one's own life	
58.48%		24.56%		11.7%	
				boring	
				8.77%	
Your impression of people in Guangxi					
Warm and friendly		Industrious		Cold and silent	
71.35%		14.62%		18.13%	
				Selfish	
				2.34%	

We divide overseas students' impression of Guangxi into several parts, including first impression, culture, economy and nationality. We interpret the impression of overseas students on Guangxi from these aspects.

The first one is the first impression. From this aspect, they have a high awareness of food and scenery, which are also closely related to our life. Guangxi has its distinctive cuisine, such as Liuzhou river snail noodle, Guilin rice noodle and beer fish, hot and sour rice noodles and roast ducks in Nanning, beer fish, five-colored sticky rice and so on. It is believed that if they can taste the food personally, they will be more familiar with food culture. But for them, they are most familiar with the various landscapes in Guangxi, such as the karst landscape in Guilin, the gold and silver beaches in Beihai.

The second one is the culture. The comprehensive ranking (from strong to weak) of the proportion of foreign students who are most interested in culture and understanding is as follows: tourism, cuisine, history, language, architecture, humanities, and clothing. This shows that we must continue to develop in this area of cuisine. Guangxi has a long history. According to archaeological findings, 700,000 years ago, there were primitive humans working and living here.^[3]

After a long period of primitive society and feudal society, and then to the stage of

modernization, some major historical events emerged a number of outstanding figures such as Hong Xiuquan, Liu Yongfu, Feng Zikai et al, in the Jintian revolt, the Black Flag army's resistance to the law, the battle of Zhennanguan. A great man Deng Xiaoping led the Baise revolt in Guangxi and founded the red seventh army and the Youjiang revolutionary base area.^[3]

The long history of Guangxi also shows the colorful culture of Guangxi. Besides the language, the advantage of major ethnic neighborhoods makes Guangxi to be an area with various languages. For example, except for the Hui nationality apply the Chinese dialect, the 11 ethnic minorities who permanently localize in Guangxi use their own languages, such as the dialects of Yao, Miao, Dong, Mulao and Maonan, Jing, Yi, Shui, Gelao and so on. The people using Shui dialect and Gelao dialect are declining. Chinese dialects also include Cantonese, southwest mandarin (Guiliu mandarin), Hakka, Pinghua, Xiang and Min.^[4]

A wide variety of languages can also attract international students. Due to geographical location and climatic conditions, houses and buildings in Guangxi are mostly tile houses, mud houses, and many canals and canals have been dug. Being rich in history, the preservation of many red buildings, such as the Former Residence of Li Zongren, Guilin Office of the Eighth Route Army Memorial Hall, Chen Guang Monument and so on. All these have bred and created the architectural culture of Guangxi. In terms of culture and costume, Guangxi's local conditions and customs and national culture have created unique and distinct culture of culture and costume. From table 2, we know that what attract the students most is closely related to life, such as tourism, food, history and so on.

The third one is nationality. The ethnic minority with the largest population in Guangxi is Zhuang nationality, which is the origin of the name of Guangxi Zhuang Autonomous Region. However, according to the data, about 7% of overseas students think Tibetan is the ethnic minority with the largest population, as well as Miao nationality, Man nationality, which gives us a lot of reflection. There are nearly 40 percent of foreign students are unfamiliar with our proud national culture. Therefore, we should carry out more activities to let them know the charm of Guangxi's national culture, such as the exchange meeting of national cultures of various countries. So that they can feel our enthusiasm in person. This not only strengthens students' quality and broadens their horizon, but also makes our national cultures go further.

The fourth one is economy. According to the table 2, the main industry in Guangxi is service industry, followed by agriculture and electronic technology industry, and finally heavy industry. As a matter of fact, by 2020, industrialization will advance to the medium-high level, the proportion of service industry will continue to increase, and agricultural modernization will achieve obvious results. The three industrial structures in the region will be adjusted from 15.3:45.8:38.9 in 2015 to about 14:44:42.^[5] Their recognition of the service industry is more in line with the facts, but their cognition of other aspects is insufficient, and their understanding of the essence of Guangxi's economic development is not comprehensive.

3.2.2. The Cognition of Guangxi's Culture

In this section, we conducted an investigation by analyzing the change of students' impression of Guangxi, their willingness to stay in Guangxi and their willingness to publicize Guangxi. From the results, what impressed us most is the humanistic quality of Guangxi. The people of Guangxi show their friendly and enthusiasm to them, which is their biggest improvement. As well as the weather, price level and food problems, there is not much difference in the data of these aspects, which indicates that they are comfortable and satisfies in the process of living and learning in Guangxi.

The second is about the treatment of overseas students in Guangxi. More than 80 percent of them say that they can enjoy the same or better treatment as Chinese students, which indicates that they are satisfied with the policies, the price level, the campus facilities and the teaching and teaching staff, etc., which lays a foundation for attracting more overseas students in the future.

Finally, the willingness to stay in Guangxi and whether they are willing to publicize Guangxi is also an important indicator of the degree of recognition of Guangxi by overseas students. Only when they feel the development and changes of Guangxi in all aspects will they be willing to stay in Guangxi and broadcast Guangxi. Seen from the results, ninety percent of students would like to

introduce Guangxi, sixty percent are willing to develop in Guangxi after graduation, which indicates that the students make satisfactions with their life during studying in Guangxi, and they gradually adapt to the lives of Guangxi. They are optimistic to the future of Guangxi, and it has some common sense with their ideal future life, which will benefit greatly to the foreign business cooperation as well as the demand for labour.

In general, we have done a satisfactory job in terms of the treatment and communication of overseas students, which needs to be carried forward. In addition, in the future, we also need the Guangxi government to make more policies conducive to attract foreign talents, and make more efforts in economy, education, culture and other aspects with the support of One Belt And One Road.

3.3. Information Source

The world view decides methodology, and methodology reflects world view. Understanding the information channel source can help us put forward a better method and make a corresponding change.

Table 3 Information source

The source knowing Guang Xi			
Book	TV and movie	Network	The school propaganda
7.02%	9.94%	67.25%	27.49%

The result shows that the Internet accounting for 67.25 is the fastest and most extensive way of information transmission, followed by school propaganda. Therefore, we need to intensify the efforts in network propaganda, and broadcast Guangxi through various media methods, such as web page, public account, and intersgram, so as to make Guangxi go further out of the world. In addition, colleges and universities in Guangxi should also make corresponding actions. In addition, colleges and universities in Guangxi should speed up their own development, pay attention to discipline quality, and offer more preferential treatment and support to attract foreign students.

4. Problems and Suggestion

According to the discussions above, we notice that the students do not have adequate information about Guangxi, including the policy of One Belt And One Road and the Image of Guangxi. Therefore, we should propose some solutions to these problems.

4.1. To Spread the Vigorous Image of Guangxi to Overseas Students

The image of Guangxi to overseas students is that its service industry overweight the heavy industry and agriculture, which is also the trend of the whole country now, and it keeps marching into the tertiary industry. The development and reform commission of Guangxi Autonomous Region has issued and implemented the work plan for promoting the optimization and adjustment of industrial structure in Guangxi (hereinafter referred to as the work plan). According to the work plan, Guangxi will make every effort to build a new modern industrial system featuring high technology content, strong innovation ability, large employment capacity, friendly environment and close cooperation.^[5] On the way, we also need to let more foreign students see the bright development prospect of Guangxi. In this way, Guangxi can exert its tremendous power as an important fulcrum on One Belt and One Road.

4.2. To Guide Overseas Students to Have a Complete and Real Image of Guangxi

Guangxi is an area where ethnic minorities live in compact communities. The connotation of its image is extremely rich. Students from Guangxi will have a new understanding from their own experience and direct contact in Guangxi. The survey results show that they have a higher change of Guangxi because Guangxi has a lot of beautiful places and warm and friendly people instead of an isolated place. So we should guide them to know the complete image of Guangxi.

4.3. To Spread the Image of Guangxi from Multichannel Dimensions

For the education of overseas study in Guangxi in countries along the One Belt and One Road, specific and detailed plans can be made from the strategic level of the government, the publicity of Guangxi colleges and universities in various countries and regions, the preferential policies for overseas study in Guangxi, and the tracking service after their return, so as to make overall arrangement and guide them to understand Guangxi. Overseas students from countries along the One Belt and One Road route will not only acquire the knowledge of Guangxi from classroom teaching and textbooks, but also from social media, Internet and other aspects. It is better to have direct contact with the culture of Guangxi, interact with Chinese students and have a comprehensive understanding of Guangxi.

5. Conclusion

Through investigation and study of the students perception of Guangxi's image, it is beneficial for us to put forward the strategies of enhancing students know about Guangxi in various channels, and improve their full cognition of Guangxi. As the main body propaganda, they can help us speak a good story of Guangxi by their personal experience to impress the other international friends to know about Guangxi.

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