

Study on the Construction and Strategy of Xi'an Multilanguage Tourism Environment under the Belt and Road Initiative

Yong Wang, Wen Zhuo

School of Languages and Culture Communications, Northwestern Polytechnical University Mingde College, Xi'an, 710124, China

Keywords: The Belt and Road Initiative, tourism in Xi'an, multilingual tourism environment

Abstract: As the starting point of the Silk Road, the city Xi'an has seen brilliant achievements in China. Xi'an is accelerating the construction of the Chinese national central city in the western region under the Initiative of the Belt and Road. Xi'an attracts a large number of foreign tourists every year, which urge Xi'an to build multilanguage tourism environment to communicate with other countries effectively. The multilanguage tourism environment in Xi'an can not only promote the development of tourism culture of Xi'an, but also enhance its international image. Based on the current construction of Chinese-English bilingual public signs corpus in Shaanxi scenic spots, this paper studies the construction and development strategies of Xi'an multi-language tourism environment.

1. Introduction

As a tourist city, Xi'an has profound cultural heritage and rich historical relics. It is not only one of the four ancient civilized capitals of China, but also a famous cosmopolitan city in the ancient times of the world. Xi'an enjoys a high reputation in the world, and recently released the Blue Book of Xi'an International Metropolis in 2018, which makes the construction of Xi'an international metropolis enter a stage of rapid development. This is not only an important measure for Xi'an to speed up its development under the background of Belt and Road Initiative, but also an objective demand for the development of its own tourism culture. Xi'an has always attached importance to the development of tourism and increasingly close cultural tourism exchanges with Europe and the United States. The vigorous development of cultural tourism industry can not only promote the rapid growth of local economy in Shaanxi, but also effectively enhance the international image of Xi'an. With the gradual implementation of Belt and Road Initiative, Xi'an can not only make use of the redundant tourism environment to transform the rich tourism cultural resources into the potential driving force of the city's international development, but also promoting the internationalization of cities with its unique cultural tourism advantages. In this process, the most important thing is to construct a complete multi-service system in Xi'an rainy tourism environment. How to gradually improve the multilingual tourism environment dominated by English and how to solve the outstanding problems existing in the multilingual tourism environment have become an urgent task to be studied and solved.

2. The internationalization Construction of Xi'an under the Belt and Road Initiative

The term "Silk Road" was first put forward by the German geographer Richthofen, who proposed this term in his work *China* in 1877, aiming at the ancient business trip across Asia and Europe. This is not only a road for trading, but also a road for cultural exchange between the East and the West. In 2013, the Chinese President Xi Jinping put forward the Belt and Road Initiative which triggered the process of internationalization in various parts of China. According to the *The Great Practice of Building a Community with a Shared Future for Mankind — Written on the 5th Anniversary of President Xi Jinping's "One Belt And One Road" Initiative* published in *People's Daily*: over the past five years, more than 130 countries and international organizations have signed "One Belt And One Road" cooperation documents with China, among which the Swiss authorities

set up an special office for consultation about “One Belt And One Road”. Siemens of Germany and hundreds of Chinese companies have also joined hands to explore the “One Belt And One Road” market and other important European countries. Professor Li Xiaojiang mentioned a very important point in his special report Xi’an National Central City Construction from the Perspective of “One Belt And One Road”, that is, to develop the western national central city, we must improve the internationalization level of the city. By 2018, Xi’an has made outstanding achievements in the process of building an international metropolis. Two new foreign visa processing centers of Spain and the Netherlands have been founded in Xi’an. Ten new foreign affairs institutions, including Turkey, Italy and Belarus, have been set up in the consulate area of Xi’an. Xi’an has been a famous international metropolis since ancient times. It is necessary to seize the historical opportunity and highlight the strategic position of Xi’an in the construction of Belt and Road Initiative. At the same time, Xi’an should focus on building a national central city and play the important supporting role better in international strategic development.

3. Cultural Tourism Industry in the International Development Strategy of Xi’an

It is generally believed that city internationalization refers to the frequent and close international exchanges between cities, the increase of international factors in the development of capital, technology, industry, economic, trade, institutions, etc. The approach of urban infrastructure, culture and service facilities to the international level, the closeness of the rules of Urban Economic Operation and the Mode of Urban Management to the international practices. It is very important for a city to be able to accurately express itself to the world in the course of rapid development, and to absorb information and technology from other international regions in a timely manner. To a large extent, these international capabilities and localization capabilities depend on language communication and tolerance of a city. Multilingual tourism environment is a very important index to judge an international metropolis. If measured by this standard, Xi’an still lags far behind some international metropolises at home and abroad. It is urgent for Xi’an to build its own multilingual tourism environment and communicate effectively with the world through multilingual tourism publicity. Shaanxi province launched the publicity slogan of “cultural Shaanxi • Scenic Qinling mountains” in 2009, and xi’an also established the development strategy of an international metropolis in the same year. At the beginning of 2018, Xi’an hosted the “Xi’an • China Year” cultural tourism activity in the Big Wild Goose Pagoda scenic spot, which combined traditional festivals with cultural tourism to create a regional tourism model combining culture and tourism. According to Shaanxi Daily, Shaanxi province received 3.8374 million inbound tourists in 2017, up 13.46 percent year on year, and international tourism revenue reached 2.704 billion us dollars, up 15.63 percent year on year, ranking sixth in both indicators in China. At present, the internationalization degree of Xi’an is not as high as that of first-tier cities in China, nor as early as that of some second-tier cities in China. However, in the internationalization construction in recent years, with its hot inbound tourism, Xi’an continuously demonstrates the charm of an international metropolis. In this process, Xi’an needs to establish a multilingual tourism environment to further promote its development.

4. The present situation and Construction of multilingual Tourism Environment in Xi’an

As a part of tourism environment, multilingual tourism environment, together with tourism resources, tourism image and tourism service, constitutes the comprehensive strength of a region. Multilingual tourism environment plays an important role in attracting foreign tourists, enhancing the value of tourism resources and enhancing the comprehensive strength of tourism. Multilingual tourism environment is an important embodiment of the comprehensive soft power of a city. Cities with multilingual tourism environment enjoy a high reputation in the world, such as Hong Kong, New York, Tokyo and Paris. In China, some cities also have their own unique multilingual tourism environments due to geographical or historical and economic reasons, such as Beijing, Shanghai, Guangzhou, Shenzhen and Tianjin. These multilingual tourism environments not only provide

language support services for foreign team tourists, but also provide extremely necessary language services for some individual tourists and self-help tourists from abroad. The service forms and tourism objectives of modern tourism have become diversified; especially the international multilingual tourism environment is the core element to promote the rapid development of international tourism. A sound multilingual tourism environment can not only create a tourism environment that is easy to understand, convenient for communication, safe and comfortable for foreign tourists, but also enrich the types and cultural connotations of tourism resources, and has a significant impact on improving the international tourism image of a city, enhancing international exchanges and cooperation, and expanding the international visibility of a city. The construction of multilingual tourism environment can directly and greatly promote the development of international tourism in this city.

4.1 The present situation and necessity of multilingual Tourism Environment in Xi'an Scenic spot

As the ancient capital of thirteen dynasties, Xi'an is rich in cultural tourism resources, many of which continue to attract tourists from home and abroad. However, due to the lack of multilingual tourism environment, it is not only unable to effectively communicate with other countries in the world, but also can not enhance the international tourism image of the city. On the one hand, the multilingual tourism environment in Xi'an is mainly at the level of public signs with Chinese as the main language and English as the auxiliary language. In addition, there is no sound Chinese-English bilingual information service in terms of tour guides, tourism websites, hotel accommodation, public transportation, shopping and other public places. On the other hand, some of English versions of public signs in scenic spots are ambiguous and nonstandard, even misinterpreted. This phenomenon has attracted the attention of many scholars. Ma Caimei and Zhu Yiping published their study *The Design and Construction of Chinese-English Parallel Corpus of Public Signs in Scenic Spots of Shaanxi Province* in the journal of Xi'an International Studies University. This paper not only highlights the necessity of establishing a Chinese-English parallel corpus of public signs in Shaanxi tourist scenic spots, but also preliminarily establishes the first foreign language parallel corpus of public signs translation in Shaanxi tourist scenic spots. It has laid a solid foundation for the construction of multilingual tourism environment in Shaanxi.

Facing the increasingly mature multilanguage tourism environment in other cities, the construction of multilanguage tourism environment in Xi'an is extremely urgent. Firstly, the absence of multilingual tourism environment in Xi'an seriously hinders the development as an international tourism city. Xi'an does not offer international tourists the same multilingual environment as other international cities. Neither the sign of scenic spot, tourism website, nor the transportation system has realized the true bilingual expression, let alone the multilingual environment. Secondly, the absence of multilingual tourism environment in Xi'an also seriously restricts its international image. Providing multilingual tourism services can not only make tourists feel at home, but also enhance a city's international image. In recent years, in order to build their image as international tourism cities, many cities in China have been striving to create a multilingual tourism environment. For example, the city Tianjin in China has built a systematic multilingual tourism environment centered Italian style area and French concession and other scenic area. On the one hand, it promotes international and domestic tourism; on the other hand, it also promotes the international image of Tianjin to some extent. Thirdly, the construction and improvement of multilingual tourism environment in Xi'an is also an important aspect of the depth development. Language is not only a necessary tool for people to communicate, but also a carrier of culture. The spread of culture needs to be served by language. Through the multilingual tourism environment, foreign tourists can more effectively experience the cultural tourism and the charm in Xi'an in traditional Chinese culture. If we only stay on the basis of the public signs of scenic spots marked in Chinese and English, it will be difficult for more foreign tourists to feel the current cultural tourism in Xi'an. Because the perfect multilingual tourism environment is conducive to the full cognition and experience of tourists from other countries whose mother tongue is not English.

Therefore, it is necessary to promote the international development of Xi'an through the current public signs of Xi'an scenic spots dominated by Chinese and English, and the effective development of multilingual tourism environment. Tourists from all over the world not only need English as a foreign language service, but also feel at home in terms of language communication. Therefore, the multilingual tourism environment in Xi'an should be based on the parallel corpus of English translation of public signs in Shaanxi scenic spots, and construct a multilingual parallel corpus based on Japanese, Korean, German, Fado and Spanish.

4.2. Construction of multilingual Tourism Environment in Xi'an

Generally speaking, the multilingual tourism environment will vary due to the history of urban development, geographical location and many other factors, but it should mainly include the following three aspects. First of all, the construction of multilingual environment in scenic spots. This mainly includes the multilanguage construction of scenic spot signs, public signs and guide words, including the types of language, the standardization of text translation and the cultural connotation of language expression. Secondly, the multilingual environment of tourism websites. Including the diversity of the language version of the website, whether the design and layout of the web page is in line with the reading and pragmatic search habits of tourists, and whether it can meet the basic needs of international tourists. Thirdly, the multilingual environment construction of hotel accommodation, public transport, shopping and other public places and the multilingual application ability of related service.

4.2.1. Construction of multilingual Tourism Environment in Xi'an Scenic spot

As the most important foreign language, English is undoubtedly the first publicity tool for the internationalization of tourism in Xi'an. The major scenic spots in Xi'an already have more mature English signs, which mainly provide Chinese and English logo services. Individual scenic spots such as the Forest of Steles Museum provide Japanese logos as the third language of service. In the article *A Study on the Chinese-English Translation Norms of the Names of Cultural Heritage Tourist Attractions* published in *Foreign Language Teaching*, Wu Yongzhi made a normative arrangement of the names of tourist attractions in Xi'an. Ma Caimei and Zhu Yiping also preliminarily established the corpus of tourism public signs in some tourist scenic spots in Shaanxi province in the project of *Design and Construction of Chinese-English Parallel Corpus of Public Signs in Tourist Scenic Spots in Shaanxi Province*. It can be said that through the above research, Xi'an and its surrounding major tourist attractions have a relatively complete bilingual tourism signs in both Chinese and English, which, as part of the publicity of the scenic spots, provide a foreign language service for tourists who understand English. In addition, some scenic spots have Japanese signs, and even some scenic spots have Korean signs. For example, the Hanyang mausoleum museum provides electronic multilanguage explanation equipment, languages include English, Japanese, Spanish, French, German, Italian and so on. Such a multilingual scenic spot has stepped into international service. Therefore, Xi'an should promote the current multilingual tourism environment construction under the One Belt And One Road Initiative.

4.2.2 Construction of multilingual Tourism Environment in Xi'an Tourism website

It is very important to promote tourism through the Internet in the current era of information development. One of the most prominent links in the multilingual tourism environment in Xi'an is the multilingual environment construction of tourism websites. At present, through the investigation, it is found that the main websites for the propaganda of multilingual tourism information in Xi'an are People's Network and Shaanxi Tourism Network. Such a website with advanced awareness of international multilingual tourism service is very important to the image construction of international metropolis of Xi'an. Shaanxi Tourism Network already has seven foreign language services in foreign language publicity, namely, English, Japanese, Korean, Spanish, French, Arabic and Russian, but there is no German publicity page. In recent years, a large proportion of European and American tourists to Xi'an are German-speaking tourists, mainly from Germany, Austria, Switzerland and some German-speaking countries. Some of them are able to read by themselves in

English on relevant tourism websites, while others can hardly effectively obtain tourism information from them. For most German speaking tourists, they may feel at home if they read publicity webpages in German.

5. Conclusion

As can be seen from the above analysis and research, not only is the foundation of multilingual tourism environment in Xi'an relatively weak, but the space for multilingual tourism service is limited. In addition, the language and service programs of tourist attractions are insufficient to meet the information needs of more and more international tourists. Building multilingual tourism environment in Xi'an is a systematic project to enhance the soft power of the city. First, an integrated development mechanism led by the government should be established. The government and relevant functional departments should pay enough attention to the construction of multilingual tourism environment, and lead related units to comprehensively carry out the construction of multilingual tourism environment in Xi'an. Secondly, under the guidance of the government, the construction of information services on the official websites and authoritative microblog of major tourist attractions should be improved, so as to promote the construction of unified multilanguage tourism signs. This is a reference to the more mature museums in China, such as the Palace Museum in Beijing and the Mausoleum of the First Qin Emperor, which provide English web pages for visitors. Third, a unified translation standard for the construction of a multilingual tourism system, based on the existing Chinese and English signs in major scenic spots in Xi'an, integrating multilingual tourism resources in other small languages other than English, In particular, the countries involved in Belt and Road Initiative, expand the construction of signs in other languages, so that the major scenic spots in Xi'an reflect international characteristics from the multilingual tourism environment. Finally, it is hoped that the study on the construction of multilingual tourism environment in Xi'an can enlighten the urban construction and tourism departments in Xi'an, so as to enhance the value of cultural tourism in Xi'an and enrich the cultural connotation of international construction.

Acknowledgement

In this paper, the research was sponsored by the Science Research Foundation of Northwestern Polytechnical University Mingde College (Project No. 2018XY03W01).

References

- [1] Weidong Liu, Scientific understanding of the Belt and Road Initiative of China and related research themes, *Progress in Geography*, 2015 (5) .
- [2] Liu Ying, Translation of public signs in scenic spots of shaanxi province from the perspective of ecological translation, *Education and Teaching Forum*, 2017.
- [3] Ma Caimei, Zhu Yiping, The design and construction of chinese-english parallel corpus of public signs in scenic spots of shaanxi province, *Journal of Xi 'an International Studies University*, 2013, 114-116.
- [4] Li Wanli, An empirical study on the international language service environment of public transportation in Chinese tourist cities, *Science and Technology Innovation Herald*, 2013.
- [5] Wu Yongzhi, Research on the chinese-english translation norms of the names of cultural heritage tourist attractions, *Foreign Language teaching*, 2012,95-97.
- [6] Tian Hailong, Construction of tourism environment and enhancement of tourism resource value, *Journal of Tianjin University of Commerce*, 2008, 43-45.