

Research on the Enhancement of Urban Image through Foreign Language Services in the Context of Digital Humanities: A Case Study of Shaoxing

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Abstract: The study focuses on foreign language services in the context of digital humanities and explores how they can empower urban image enhancement. Taking Shaoxing as an example, it analyzes the role of foreign language services in shaping the city's image and proposes strategies to optimize these services. These strategies include creating multilingual city promotional materials, developing multilingual websites and social media platforms, and utilizing digital means to improve service quality. The aim is to enhance the urban image of Shaoxing and strengthen its international competitiveness. This research has implications for image enhancement in other cities and provides new ideas and approaches for the innovative development of foreign language services in China's digital humanities context.

Keywords: Digital Humanities; Foreign Language Services; Urban Images

1. Introduction

With the acceleration of globalization and the widespread application of digital technology, the internationalization of cities has become an important trend in urban development. Shaoxing, as a renowned historical and cultural city in China, possesses abundant cultural and tourism resources, making the promotion of urban internationalization particularly significant. However, due to insufficient foreign language service capabilities, Shaoxing still faces certain limitations in advancing urban internationalization. Therefore, this article focuses on foreign language services in the context of digital humanities and explores how they can empower urban image enhancement. The aim is to provide new ideas and methods for the promotion of urban internationalization in Shaoxing.

2. Foreign Language Services in the Context of Digital Humanities

2.1 The Significance of Digital Humanities

Digital humanities is a rapidly growing interdisciplinary field that combines methods and concepts from the humanities and computer science. With the rapid development of information technology, digital humanities have emerged over the past few decades as a key tool for a profound understanding of human culture, history, and society. This field has benefited from the rapid development of technologies such as digital processing, text mining, image analysis, and virtual reality, providing unprecedented opportunities for researchers in the humanities to explore and interpret human cultural heritage in a more in-depth and extensive manner. By utilizing computer technology and data analysis methods, digital humanities enable efficient processing and analysis of vast and diverse textual, visual, and auditory data, allowing researchers to collect, organize, and analyze cultural data on a larger scale, thus revealing patterns, trends, and correlations hidden within texts and cultures. The development of digital humanities has also given rise to new research methods such as text mining, computer-assisted text analysis, and digital geography, which provide researchers with richer and more complex tools for deepening their understanding of human culture and society.

2.2 Foreign Language Services and Its Characteristics

Foreign language services refer to professional services that provide language communication for individuals or organizations in international and cross-cultural exchanges. These services encompass translation, interpretation, cultural consultation, language training, and more,

aiming to help people overcome language barriers and promote effective cross-cultural communication. the definition of foreign language services reflects their importance in the era of globalization, allowing individuals with different nationalities, ethnicities, and language backgrounds to communicate more smoothly in information exchange, business cooperation, and cultural exchanges [1]. the characteristics of foreign language services lie in their high specialization and flexibility. Firstly, foreign language services require practitioners to possess a profound language proficiency and cultural literacy, enabling them to accurately translate and convey information while understanding and respecting the characteristics of different cultures. Secondly, foreign language services need to provide personalized services based on the demands of different fields. Whether it's business negotiations, academic exchanges, or cultural activities, foreign language services require practitioners to flexibly apply language skills in various scenarios to meet diverse language needs. Additionally, the implementation of foreign language services is also influenced by technology. With the development of technologies such as speech recognition and machine translation, foreign language services are gradually becoming digitized and intelligent. While technology improves efficiency, it still cannot replace the complex cognition and emotional understanding of human beings in cross-cultural communication. Therefore, the characteristics of foreign language services lie in the comprehensive application of knowledge in the humanities, technology, and business domains to achieve a higher level of service.

3. Relationship between Digital Humanities and Foreign Language Services

In Shaoxing, a renowned tourist city known as the "Land of Fish and Rice" and the "Cultural Hub," the relationship between the digital humanities background and foreign language services has become increasingly significant, providing new opportunities for the enhancement of the city's image and the promotion of international cultural exchange. Shaoxing is famous for its rich historical and cultural heritage, unique water town charm, and traditional handcraft culture. the involvement of digital humanities allows the

city to better showcase its charm and achieve deeper interaction with the world.

Firstly, digital humanities technologies provide Shaoxing with wider channels for cultural dissemination. Through digital means, Shaoxing can present its abundant cultural resources in multimedia formats to global audiences, which not only helps attract more tourists but also enables the outside world to better understand the city's unique charm. the virtual reality technology of digital humanities allows visitors to experience the water town scenery of Shaoxing and feel the city's rich and unique cultural heritage through digital platforms.

Secondly, the development of the digital humanities background promotes the upgrading and innovation of foreign language services in Shaoxing. As an international tourist city, Shaoxing needs effective cross-cultural communication with global tourists, and digital humanities provides strong support for this demand. the application of technologies such as speech translation and language learning apps enable tourists to have easier access to understanding and participating in Shaoxing's cultural activities. It also provides local residents with convenient avenues for foreign language learning, thus better serving the city's internationalization needs.

Thirdly, the popularization of digital humanities technologies provides Shaoxing with a platform for cultural exchange on a global scale. Through online cultural activities, digital exhibitions, and other forms, Shaoxing can collaborate with cultural institutions and academia around the world, realize cross-national cultural exchanges, and actively participate in global cultural dialogues. This not only enhances Shaoxing's image as an international city but also provides broader application scenarios for foreign language services, making the city more internationalized [2-5].

In conclusion, the relationship between the digital humanities background and foreign language services in Shaoxing as a tourist city is closely related and mutually beneficial. Digital humanities technologies provide new avenues for Shaoxing to showcase and disseminate its local culture, injecting innovative vitality into foreign language services. This relationship not only enhances

the city's image but also promotes Shaoxing's close ties with the international community, making the city more attractive and providing a richer cultural experience for global tourists.

4. Strategies to Enhance the Image of Shaoxing City through Foreign Language Services in the Digital Humanities Context

4.1 Utilizing VR Technology to Showcase Shaoxing's Culture

In the process of enhancing Shaoxing's city image, leveraging virtual reality (VR) technology is key to innovative service delivery. As a historic and cultural city in China, Shaoxing possesses abundant cultural heritage and unique regional characteristics. Through VR technology, these precious cultural resources can be presented to global tourists in entirely new ways [3].

Firstly, a Shaoxing culture VR experience application can be developed, allowing tourists to immerse themselves in the historical sites and cultural relics of Shaoxing through VR headsets. For instance, by utilizing VR technology, historical scenes such as King Goujian of Yue Kingdom lying on a bed of firewood to taste the gall can be recreated. Moreover, visitors can virtually stroll through famous attractions like Shen Garden and Lanting Pavilion, experiencing the beauty of classical gardens. Secondly, VR technology can be used to showcase and preserve intangible cultural heritage. For example, VR technology can simulate performances of traditional opera genres such as Yue Opera and Shao Opera, enabling visitors to personally experience the charm of these artistic forms. Additionally, by incorporating 3D sound effects and interactive VR technology, interactive games and experiential learning activities can be designed, allowing tourists to learn about Shaoxing's cultural heritage while being entertained. Lastly, Shaoxing's culinary culture can also be promoted through VR technology. A VR culinary experience application can be developed, allowing visitors to virtually taste signature dishes like Shaoxing rice wine and stinky tofu while providing audio and text introductions to learn about their production techniques and historical origins. Through innovative applications of VR technology, not only can immersive cultural experiences be provided to tourists,

but also the protection and inheritance of Shaoxing's cultural heritage can be effectively carried out, further enhancing Shaoxing's reputation and influence on the international stage.

4.2 Leveraging Foreign Language Apps to Enhance Tourism Services

With the acceleration of globalization and the widespread use of mobile devices, foreign language apps have become a key tool for attracting international tourists. Shaoxing can develop a multilingual foreign language app to enhance its tourism services and city image. This app can provide comprehensive tourism services, including scenic spot guides, transportation information, accommodation booking, food recommendations, and more. By integrating real-time GPS positioning and AR technology, tourists can easily find nearby attractions, restaurants, and public facilities. In addition, the app can provide voice guidance services to meet the needs of different tourists. In addition to basic services, the foreign language app can also serve as a platform for cultural exchange. Regular articles and videos about the history, culture, and customs of Shaoxing can be released on the app to enhance foreign tourists' understanding and interest in Shaoxing. Furthermore, the app can incorporate user interaction features such as comments, sharing, and check-ins, encouraging tourists to share their travel stories on social media, thus expanding Shaoxing's international visibility.

To ensure the accuracy and timeliness of app content, collaboration with local tourism practitioners, cultural institutions, and language experts can be established to obtain first-hand tourism information, cultural interpretations, and multilingual translation support. Additionally, by collecting user feedback and suggestions, the app can continue to optimize and improve to meet evolving market demands.

Through the foreign language app, Shaoxing can not only provide convenient and personalized tourism services for foreign tourists but also showcase its rich cultural heritage and city charm. This not only helps attract more international tourists but also enhances Shaoxing's competitiveness and influence in the global tourism market.

4.3 Building Multilingual Websites and Social Media Platforms

By leveraging multilingual official websites and social media platforms, interesting content such as city news, popular attractions, travel guides, and local cuisine can be published to increase the city's visibility and reputation. For instance, Shaoxing can create an official website that supports major international languages, providing international tourists with convenient and personalized information services. Website content can include the city's historical and cultural background, introductions to famous attractions, practical travel information, etc., allowing tourists to gain a deeper understanding of Shaoxing during their journey. Through digital humanities technology, the website can also offer features such as virtual tours and real-time navigation, providing international tourists with a comprehensive understanding before their actual visit [5].

Furthermore, dedicated accounts can be established on social media platforms to publish various types of information about the city, including cultural activities, local cuisine, scenic spots, etc. This information not only attracts more tourists but also expands Shaoxing's international recognition. The interactivity of social media platforms also provides a platform for foreign tourists to engage in communication and interaction, enabling them to participate more deeply in understanding Shaoxing. On social media platforms, regular postings related to the enhancement of the city's image can be made, including the latest updates, hot events, and unique cultural aspects of the city, presented in multimedia formats such as images and videos, vividly showcasing Shaoxing's uniqueness. Meanwhile, providing information in multiple languages allows more international tourists to easily access interesting content about Shaoxing.

In the context of digital humanities, Shaoxing can also develop practical foreign language service tools through platforms such as WeChat Mini Programs, including multilingual translation and voice navigation functions, providing international tourists with comprehensive and convenient language support close to their actual needs, enhancing their travel experience in Shaoxing.

4.4 Utilizing Digital Means to Improve Service Quality

Using digital means to improve service quality encompasses various aspects such as digital marketing, customized tourism solutions, and visual communication. The goal is to make foreign language services more intelligent and personalized, thereby enhancing the city image. Firstly, digital marketing plays a crucial role in promoting city image by leveraging social media to widely disseminate it and optimizing website exposure through search engine optimization. Digital advertisements, short videos, and other forms can be used to promote the unique charm of Shaoxing to global tourists. Through data analysis, city managers can gain a more accurate understanding of the target audience's needs, optimize promotional strategies, and improve the effectiveness of digital marketing.

Secondly, by establishing an intelligent tourism platform, tourists can customize personalized travel solutions based on their personal interests, requirements, and language preferences. This includes recommending popular attractions, specialty cuisines, cultural activities, etc., providing more thoughtful and comprehensive services. Through digital means, the city can better meet the needs of different tourist groups and enhance their travel experiences.

Lastly, digital means can also be applied to foreign language services such as multilingual translation and voice guidance. Through speech recognition and translation technology, tourists can obtain information more conveniently, improving the efficiency of foreign language services. This enables smoother language experiences for tourists, whether it's in sightseeing narrations or food tastings. Additionally, real-time online consultation services can be provided through digital platforms, allowing tourists to access information about Shaoxing whenever needed. This visual communication method not only provides a convenient channel for inquiries but also offers an intuitive way to communicate the city's image.

4.5 Vigorously Training Professional Foreign Language Service Talents

Vigorously training professional foreign language service talents is an inevitable requirement to enhance Shaoxing's city image

in the context of digital humanities. Only by improving the professionalism of foreign language service personnel can they better adapt to the demands of the digital age [4]. Relevant industry practitioners include tourism practitioners, airport and railway staff, hotel personnel, etc. As important representatives of the city's image, enhancing their foreign language service level can effectively improve the quality and competitiveness of the city's services, thereby increasing tourist satisfaction and return rates.

On the one hand, tailor-made training programs should be designed for professionals in different industries. For example, training content for tourism practitioners can focus on foreign language expressions related to local culture, history, and attraction introductions. For airport and railway staff, training can concentrate on foreign language communication and service guidance in emergency situations. For hotel personnel, training can emphasize foreign language expressions related to etiquette, service processes, and customer relations. By providing targeted training, the foreign language application abilities of professionals in different industries can be improved, enabling them to better meet the diverse needs of tourists. On the other hand, incorporating practical cases and simulated scenarios in training sessions can make the training more closely aligned with actual work environments. By simulating scenarios such as hotel receptions and airport security checks, practitioners can better understand and master the practical operations of foreign language services, develop their ability to adapt in stressful situations, and enhance the professionalism and efficiency of their services.

5. Conclusion

Overall, the digital humanities era provides a new theoretical perspective and practical pathway for enhancing the city image, with foreign language services playing an irreplaceable role and becoming one of the driving forces for cities to internationalize and shape their unique identities. The digital humanities theory provides a theoretical foundation for the city image by combining

foreign language services with cultural heritage, making it not only a means of language communication but also a carrier of cultural dissemination. Foreign language services are no longer simply communication tools but key components of city image construction. Cultivating the intercultural communication abilities of foreign language practitioners becomes a crucial focus, enabling them to adapt better to multicultural environments.

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