

An Exploration of the Feasibility Path of the Development of Foreign Propaganda and Translation of Traditional Tourist Attractions: Take Xi'an as an Example

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Abstract: The external promotion and translation of traditional tourist attractions in Xi'an directly affect the international community's understanding and recognition of Xi'an's traditional culture. The project team conducted a questionnaire survey, field research, and in-depth consultation on the external promotion and translation of traditional tourist attractions in Xi'an, and gained an understanding of the current situation of external promotion and translation of traditional tourist attractions in Xi'an. The paper analyzes the difficulties and development path of external promotion translation of Xi'an tourist attractions. The paper advocates adhering to original discourse and actively grasping one's own discourse power. Translate in the form of 'faithfulness, expressiveness, and elegance' to achieve the optimization of external promotion and translation of Xi'an's tourist attractions. The paper focuses on the need to change the current relatively single situation of cultural globalization and achieve a "multi-point flowering and multi-channel burst" path for external publicity and translation. The translation and dissemination of traditional tourist attractions in Xi'an is an important part of spreading the splendid Chinese culture.

Keywords: Tourist Attractions; External Promotion and Translation; Feasible Pathways; Originality; International Influence

1. Introduction

In the context of globalization, the external promotion and translation of traditional tourist attractions play a key role in enhancing international image and attracting foreign tourists. With the continuous opening and

internationalization of the Chinese tourism market, the external promotion and translation of traditional tourist attractions have become particularly important. As a historical and cultural city, the international promotion of Xi'an's tourism resources is of great significance for the dissemination of traditional culture and the development of tourism economy. This article analyzes the current situation and problems of external promotion and translation of traditional tourist attractions in Xi'an, and explores feasible development paths to promote the sustainable development of the tourism industry. The paper reviews theoretical research on foreign propaganda and translation both domestically and internationally, and summarizes practical experience. Explore the problems currently existing in external propaganda and translation work, such as cultural differences and translation accuracy. Analyze the main practices, achievements, and existing problems of Xi'an in promoting and translating traditional scenic spots. The paper explores the feasibility and development path of external publicity and translation: establishing a specialized translation team to improve translation quality and cultural communication accuracy. Utilize multilingual and multi-channel communication methods to enhance the coverage and influence of external publicity and translation. Combining digital media technology to innovate tourism promotion content and forms. Strengthen cooperation with international tourism organizations to enhance international visibility and brand image. The paper aims to promote the translation and dissemination of traditional tourist attractions in Xi'an, making them an important part of spreading the splendid Chinese culture, in order to provide useful reference and inspiration for the international promotion of China's tourism

industry.

2. China's Development in the Broader Context of the International Discourse System

Nowadays, we can see that the rapid growth of China's economy and the progress of science and technology have brought about the innovation of people's lifestyles in various fields, which has gradually attracted the attention of the world, we can see the growing China-led discussions about Made in China, Chinese models and Chinese solutions. It is not tough to notice that the international landscape has undergone tremendous changes and innovations in the field of interactions, and the discourse system of Chinese culture about our unique has been updated and developed more extensively in the world system, and explaining and promoting to the world the Chinese story of the new era with Chinese culture, embodying our unique traditional spirit and containing Chinese wisdom has become a critical link for China to fully participate in global governance and promote the construction of a community with a shared future for mankind^[1].

As we continue to elevate our national discourse at the international level, we also have shortcomings in terms of external propaganda and translation of traditional culture in traditional tourist attractions. Grand narratives have always been China's preferred method of publicity, we use a tone closer to the propaganda style to distinguish from the simple and clear propaganda of foreign countries, so in the ordinary conversation and exchange, foreign tourists can not be very vivid understanding of our propaganda tone, and they can not feel a three-dimensional image of Chinese culture in a short period of time. However, for a high-context country with a history of 5,000 years, our culture is unending, and while maintaining cultural complexity, we as people should maintain firm confidence in the tenacity of our civilization, and insist on our own cultural identity based on the profound cultural and historical system, which has accumulated the progressive connotation of the national spirit and contains the social progress. These multicultural forms, which have accumulated the kernel of the national spirit and contain the power of social progress, are particularly important cultural

contexts and rhetorical foundations for the construction of the contemporary discourse system of our own country^[2]. Let's take the tourism industry in Xi'an as a case in point. It is known that for a long time, the tourism industry has become a pillar system that Xi'an is proud of, and it has monopolized the list of must-see places in China in the minds of tourists by virtue of its extremely profound historical heritage and particularly rich traditional tourism resources^[3]. It is very worthwhile to explore about the outreach and translation of traditional tourist attractions in Xi'an. Relevant data shows that in 2019 alone, Xi'an's tourism industry has generated revenue of 33% of Xi'an's overall GDP, and has also been successfully selected as one of the top ten destinations that domestic city tourists want to go to; at the same time, in 2023 alone, during the May Day holiday, Xi'an received a total of 13,310,000 tourists and so on, so Xi'an's tourist attractions have undoubtedly attracted lots of attention, but at the same time, Xi'an's traditional tourism market is also continuing to heat up. But at the same time, the traditional tourism market in the Xi'an area continues to heat up, and traditional tourist attractions are becoming popular with domestic and international tourists alike. Among them, the Traditional Tourism High Quality Development Forum was successfully held in June 2023 in Xi'an, Shaanxi Province. How to pay attention to the utilization of Xi'an's traditional cultural resources and respect its sustainability under the rapid development of culture and tourism industry, and build a new path of foreign propaganda and translation that can be explored, so as to make Xi'an's traditional culture more contagious in the international arena is also very much worthy of our further pondering.

3. The Dilemma of Harmonizing the Discourse System of Traditional Tourist Attractions in Foreign Publicity and Translation

In the context of China's influence in the international discourse system is gradually increasing, we, especially in the traditional tourist attractions, to broaden the translation of foreign propaganda as an important window of foreign exchange, "We take the initiative and speak out to the outside world" will become the mainstream, some of the more common,

without cultural background, do not need too much foundation of translation skills. Wrong translation will directly lead to foreign exchanges to hinder the situation.

For example, the mistranslation of the east wall into the west wall in the Xi'an city wall will directly lead to the wrong geographical direction, and there will be serious consequences of misleading foreign tourists regardless of historical authenticity; In addition to the misunderstanding of the deviation in the translation of foreign propaganda caused by the geographical direction and quantity, the introduction of the Xian Xinghai residence room once omitted the letter "t" in the last of the "Department of National Defense", which is another obvious misspelling of the word, and these basic errors have little to do with the foreign language translation level of foreign propaganda workers, but they extremely reflect the attitude of foreign propaganda workers in the process of conducting foreign propaganda and translation inspections.

In addition, in the process of research, we also see some cases of Chinglish translation, which can play a simple and clear propaganda effect for Chinese-speaking people, but for foreigners, Chinglish translation can easily lead to the incoherence of foreign cultural articulation, and often fails to achieve the ideal effect of easy to understand in the cultural intermingling. Of course, in this regard, we also sent a questionnaire to citizens (including non-Chinese foreigners living in Xi'an) in response to the current situation of foreign propaganda and translation. And they were asked and surveyed about their satisfaction with the translation work of traditional tourist attractions in Xi'an area, a total of 755 samples were issued and recycles, and the results of the survey are shown in Table 1:

Table 1. Satisfaction with the Translation Work of Traditional Tourist Attractions in Xi'an Area

Satisfaction	Data
Very satisfied	115
Satisfied	210
Ordinary	240
Dissatisfied	190

From Table 1, we know that 15% of the respondents answered "very satisfied", 28% answered "satisfied", 32% answered "fair" and 25% answered "dissatisfied". The percentage

of respondents who answered "very satisfied" was 15%, "satisfied" was 28%, "fair" and "dissatisfied" were 32% and 25% respectively. When we asked them the reasons for their satisfaction, 90% of the answers were that the popularity of the attractions' foreign propaganda translation was not high and that the incorrect translation would lead to misguidance and people's misinterpretation, which would even affect people's misinterpretation of Xi'an's traditional culture in the process of "Going Out" and thus affect the effectiveness of Xi'an's cultural communication and China's status as a country with foreign cultures. This will affect the effect of Xi'an's cultural dissemination to foreign countries and the international image of China as a cultural power.

At the same time, in the midst of the impact of the convergence of cultural discourse systems, we can also see the dilemma of the unbalanced development of the coordination of cultural discourse systems in external propaganda and external translation. Many countries and regions in the world have unique cultures, as well as unique ways of thinking and understanding foreign cultures. The above problems tell us that we need to strengthen the popularity and accuracy of international propaganda and translation under the perspective of cross-cultural communication, and strive to use the other side's understanding to truly achieve "Xi'an Story International Expression" and "China Story International Expression", and to realize the maximum understanding, recognition and support of cultural communication, which also needs the exploration and joint cooperation of all parties.

4. The Feasibility Path of the Development of Foreign Propaganda and Translation of Traditional Tourist Attractions

4.1 Try to Translate in the Form of "Faithfulness, Expressiveness and Elegance", And Realize the Optimization of The Translation of Xi'an Tourist Attractions

We need to pay more attention to the differences between Chinese and Western idioms, slang and other expressions, as well as to the coincidental expressions of the two different scripts. In Xi'an, which is a traditional tourist attraction with a high degree of

dissemination, all foreign propaganda and translation work should be carried out more rigorously and carefully based on the basic historical background of traditional historical facts, and at the same time, we should also pay attention to the “communication and interaction” between different cultural backgrounds, and we should completely and correctly convey the real social image behind the traditional cultural and historical backgrounds of Xi'an in our cultural transference. At the same time, we should also pay attention to the “communication and interaction” between different cultural backgrounds, and completely and correctly convey the real social image behind the historical background of our traditional culture in the cultural transcription. Therefore, in the process of foreign propaganda translation, foreign propaganda interpreters must pay attention to the differences of language communication in different cultural backgrounds, correctly carry out the conversion of different language systems in the collision and fusion of cultural backgrounds, and promote the rationalization and optimization of the foreign propaganda of Xi'an's traditional cultural stories.

4.2 Form a Professional Translation and Compilation Manual to Make the Traditional Culture More Widely Disseminated

During our field research, we will find that most of the traditional tourist attractions in Xi'an are not involved in the compilation of foreign language translation manuals for publicity, and at the same time, 90% of the people mentioned in the previous section generally believe that the traditional tourist attractions in Xi'an need to increase the popularity of foreign language translation for publicity. Therefore, according to this point, we expect to compile the results of the field research and the communication plan with the relevant departments of Xi'an traditional tourist attractions for the correct translation into the translation of publicity brochures in our research, so as to let a wider range of tourists from all over the world to understand the traditional culture of Xi'an, and at the same time to understand the stories and spiritual connotations behind them, and carry out international publicity activities to broaden

their understanding of the traditional culture of Xi'an. It will also conduct international publicity activities to expand their understanding of Xi'an's traditional culture, thus further promoting cross-border cooperation, showing the world Xi'an's profound historical and cultural heritage in an all-round way with the “QinChuangYuan” as a guide, and promoting the development of Xi'an's innovation and vitality in an extremely vigorous manner.

4.3 Carry Out Strict Verification of Foreign Translation and Publicity

Under the work of publicity and translation of traditional cultural attractions in Xi'an, we take Xi'an as an example to promote the construction of discourse system. Make the discourse system a powerful weapon for cohesion internally and for enhancing understanding with other countries externally^[4]. In the traditional cultural attractions publicity translation work, we should actively take the People's Daily overseas translation version and the official translation documents of the Central Propaganda Department as the basis, the traditional tourist attractions in Xi'an area of the publicity translation of the “word-to-word”, “sentence-to-sentence” comparison verification, and at the same time, to confirm the correct use of the context as well as the content of the paragraph smooth and fluent, to ensure that all the possible problems and corrections, and to contact the relevant departments for repeated confirmation and correct modifications, only the relevant management departments to recognize the importance of the traditional cultural attractions of foreign propaganda translation and strictly control it, can the city's traditional culture and spiritual connotations not only realize the truly “going out”, but also “go into the brain and into the heart”^[5]. At present, some foreign propaganda translators are limited by external factors, resulting in the inability to adjust the translation methods in a timely manner and the uneven quality of translations, and at the same time, the audience cannot deeply understand the current situation of the characteristic culture of these tourist attractions^[6], which is not conducive to cross-cultural communication and dissemination, and has become an important issue that still needs to be solved by all parties in society.

4.4. Adhere to Original Discourse and Take the Initiative to Grasp the Right to Speak

Under the profound changes unseen in a century, we have seen the world's countries are increasingly multi-polarized in the world pattern in the efforts to fight for their right to speak in the world. China's power is also reflected in more and more foreign language scenes in the use of Chinese unique language, such as the translation from "dragon" to the current translation of "loong", "dragon" in the West is considered a symbol of evil and darkness, unlike "loong" throughout the five thousand years in the hearts of Chinese belonging to China's unique, auspicious symbol of totem. We believe that the connotation behind the original discourse can indirectly influence the development of values of human development. This concept of original discourse also highlights the soft power of the country and symbolizes its cultural heritage. China has been showing its own story and culture to the outside world step by step, conveying the excellent spiritual connotations behind the traditional culture, and insisting on the universalization and multidimensional development of this original discourse, which belongs to China alone, for the world to use and identify with, and it is the result of the combined effect of the comprehensive strength of a country.

The world needs and desires to know more about China's development than ever before, and the world cares a lot about China's stance and proposition on major international events. China is no longer the One that used to be pressed, but we take the initiative to take up international affairs, and take the initiative to build bridges with the Belt and Road, BRICS...and the world is listening to China's story and our spirit of governance. For foreign propaganda translators, when translating words and phrases with Chinese culture, we have to take into account the reception ability of foreign readers, the audience of the translated text, so that the audience can really understand the Chinese culture and spirit behind the words^[7]. With the rapid development of China's economic and technological strength, more and more vocabularies and concepts with Chinese culture have now been directly adopted in the form of direct translation and Chinese translation^[8]. In the English

translation of "Xizang" mentioned by the Chinese Ministry of Foreign Affairs, which is the phonetic name of Xizang, being used in the translation of foreign propaganda. The translation vividly illustrates that we take ourselves as the first angle in the translation of foreign propaganda, and convey the way of thinking and the background of the story from our point of view, and disseminate the discourse system in international activities with us as the main focus. At the same time, Xi'an should also follow the national call to build a communication discourse system belonging to the traditional culture of Xi'an through the reform of the communication system, discourse transformation and the excavation of traditional cultural resources of traditional cultural attractions and other forms.

4.5. Change the Current Situation of Relatively Single Culture Going out, and Realize the Path of Foreign Propaganda and Translation "Multi-Point Flowering and Multi-Channel Bursting"

Nowadays, the medium of online platforms is developing rapidly in terms of interactivity, verticality and globalization, and as China's power of international discourse increases and the development of Internet technology, the ways of our communication are getting richer and being more abundant^[9]. After taking "QinChuangYuan Platform" as a successful example of local innovation-driven development and "Going Out" as a reference, by stimulating the innovation vitality of enterprises, continuing to empower high-quality economic development, and transforming from resource-driven to innovation-driven, it will promote its integration with China and foreign countries, become a significant window to attract the attention of the world, and improve Xi'an's international status in science and technology, culture and other aspects^[10]. Under the development of traditional tourist attractions' outreach and interpretation work, we should focus on combining the fast-changing international communication function of Internet technology, further using multimedia means to promote inheritance, and accelerating the promotion of mainstream media to actively explore the integration of traditional tourist attractions into the domestic and international publicity means of innovative publicity

methods under the concept of “telling Xi'an's traditional story well”. We need to accelerate the promotion of mainstream media to actively explore the innovative means of publicity for traditional tourist attractions to integrate into the domestic and international communication paths, and utilize the integrated media to broaden the innovative means of publicity, solve the challenge of a single way of publicity in mainstream media, and further broaden the dissemination surface in the form that is popular among the public.

5. Conclusion

This project is committed to providing a multi-path exploration to promote the development of external propaganda and translation projects in Xi'an's traditional tourist attractions, and after gaining an in-depth understanding of the cultural translation strategies and external publicity policies implemented in our traditional cultural scenic spots, we can let people from different cultural discourse systems better understand our traditional stories, and let our traditional culture goes global.

The traditional tourist attractions in Xi'an have always been favored by people, and this group of traditional cultural sites has become one of the top ten popular tourist sources in the country, and the participation rate of youngsters in cultural activities is gradually increasing, and their enthusiasm is rising. With the increasing vitality of traditional tourist attractions in China, we should also explore how to create a more popular international propaganda and translation work, so that more people can deeply perceive the historical details, and make the traditional culture of Xi'an from an international perspective more vivid and more vibrant.

As a form of international communication, external propaganda translation is conducive to allowing people from different backgrounds to learn from each other in the exchange of traditional culture in Xi'an. It is conducive to letting the world understand the excellent traditional Chinese culture, touch the pulse of Chinese culture, so that Xi'an can tell the Chinese story and explain the characteristics of Xi'an to the world under the excellent pattern and form of internal and external linkage, and let the world perceive the vitality of innovation and development in Xi'an. At the same time,

through the investigation and research of the international propaganda and translation of traditional tourist attractions in Xi'an, we will promote the image of China as a cultural power in the world, further raise the image foundation of local enterprises facing the world.

Therefore, under the development of China's important role in the world, we must continue to enhance China's international influence through international propaganda and translation, so that the world can better to feel the cultural charm of this city that is more than 3,000 years old, and more deeply hear the voice of Xi'an and the voice of China.

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