

Research on Bilingual Service and External Communication of Red Culture Scenic Spots in Shandong Province

Luqian*

Zibo Normal College, Zibo, Shandong, China

Abstract: China has a rich and colorful culture, and the cultural appreciation value and research value are very high. It should be our important responsibility and obligation to help and guide more tourists to learn, understand, appreciate and appreciate China's profound cultural accumulation. At present, the rapid development of "Internet" information technology and the gradual popularization of intelligent terminals have provided important opportunities and built an effective platform for the external dissemination of cultural tourist attractions and culture, as well as the development of foreign language identification, interpretation and other services. Shandong is not only our country economic province, and the red tourist attractions, red sites, red resources is very rich, Shandong cultural tourism got rapid development in recent years, under the new situation, how to strengthen the red culture in Shandong province give full play to the advantage, strengthen the effective implementation of cultural drive strategy should be an important research topic. ¹This study in the Shandong red culture foreign communication significance and value, on the basis of the red culture resources in Shandong province, analyzes the current Shandong red culture tourism attractions bilingual service present situation and the existing problems, provide improvement and optimization of countermeasures and path, to strengthen the development of Shandong red culture, red culture and promote the direction towards the cultural industry resources and development, really make the red culture effectively into real productivity, into economic benefits, better boost the high quality of economic and social development in Shandong province.

1. Introduction

Under the background of economic and social globalization, the exchanges between cultures have become more and more frequent. In essence, culture is an important carrier of a country's history, tradition, spirit and will quality, as well as an important embodiment of national creativity. The appeal and cohesion of culture often have an important impact on a country's competitiveness and voice on the international stage, and play an increasingly important role. The most distinctive features of Chinese culture is diversity, in the profound system of Chinese culture, red culture is one of the important content and components, red culture in Shandong province, red tourist attractions, but under the influence of various factors and constraints, the current Shandong red culture foreign influence is not big, popularity is not strong, especially the tourist scenic area of bilingual hardware service facilities and software service system is not sound. ² Under the current background of "going out" strategy of Chinese culture, the in-depth exploration of the difficulties and improvement strategies of Shandong red culture is conducive to the transformation and development of red tourism and cultural resources in Shandong province to the direction of economic resources, and to the

high-quality development of Shandong's economy and society.

2. The significance and value of Shandong red culture

General Secretary Xi Jinping has stressed that the development and prosperity of a country and a nation need solid support, and the most profound and meaningful support is the prosperity of culture. Including Shandong province, the central plains culture is the deepest of the development of the Chinese nation, the connotation of the most leading spiritual pursuit, which also includes and permeate the most fundamental of the Chinese nation, the core connotation and value, for the growth and development of the Chinese nation provides an inexhaustible spiritual motivation and profound culture, this is also the source of Chinese culture can spread to the world. ³

Shandong is the main battlefield of China's War of Resistance against Japanese Aggression and the War of Liberation, and occupies an important position in the ⁴development of China since modern times, especially since the new democratic Revolution. The external dissemination of Shandong red culture not only can enable foreign and international countries to know more

*Luqian: 25643068@qq.com

about the great sufferings of the Chinese people in the War of Resistance against Japanese Aggression, the arduous struggles, the heroic and fearless national spirit shown, and the great sacrifices they paid. Understand the position and role of Shandong in China's Anti-Japanese War. By relying on and supporting the red culture, A more comprehensive understanding of Shandong's economic and social development achievements. Shandong's historical and cultural traditions, Shandong's unique development location, Shandong's local customs, society and humanities, etc.⁴ Cultural communicators need to rely on the social and emotional experience of their own culture to strengthen the effective awakening of deep culture and code in the minds of cultural communicators, so as to realize the generation of cultural resonance and the development of cultural identity. Focusing on the output of more cultural values in the external change and migration of culture, it is necessary to further localize culture, strengthen the enrichment of cultural communication channels, the innovation of cultural communication carriers and the expansion of cultural communication means.

3. Analysis of red cultural resources in Shandong Province

Red culture mainly refers to the sum of the spiritual and material wealth nurtured, produced and formed by the Communist Party of China among the people of all ethnic groups in the long and arduous practice of the red revolution and red struggle. Shandong's red cultural tradition has a long history and is extremely profound, among which the red genes inherited and formed are distinct. In the war of liberation, the children of Shandong went forward bravely and bravely, made great contributions and made great sacrifices for the victory of the liberation war, and played the role of strategic base for the victory of the national liberation war.

There are also many special or comprehensive exhibition halls, museums, and memorial halls established to commemorate the events related to the Communist Party of China, And this series of landmark construction projects with specific background, Focus on creating 23 red tourism research theme products, We have cultivated and launched 26 red tourism projects, Twelve red tourism festivals were launched.⁵ Focus on strengthening the effective integration of Shandong red culture resources, especially fully combined during the war of resistance against Japan, the war of liberation strategic division of Shandong province, in Shandong province various red cultural resources, understanding and comb, on the basis of the red culture in Shandong province is divided into southwest, sea, central four red partition.

4. The current situation and existing problems of English language service in red tourist attractions in Shandong province

With the help of extensive investigation and research, in-depth field visits, and through the Shandong Province red cultural tourism attractions related public accounts and official websites and other publicity media visits, found that the current red cultural tourism attractions in Shandong province mainly have the following problems in the English service.

4.1. Lack of foreign language tour information on the official website of red tourist attractions

Through research, the red tourist attractions in Shandong province some specially set up the Chinese website, some is opened its own official WeChat public, some is even the most basic website, WeChat public, which leads to many tourists at home and abroad to clear, detailed, comprehensive to the red tourist attractions understanding and grasp. In general, tourists travel, visit before tend to use the Internet is tourist attractions related information to query, but red tourist attractions in Shandong province official website and WeChat public lack, in some red attractions signs on the Internet is only a simple introduction of Chinese language, contains English bilingual signs.

4.2. The voice explanation service of red tourist attractions is relatively single

Through in-depth research found that the current red tourist attractions in Shandong province foreign language service function, ability and level difference, quite a number of red tourist attractions ticket information, WeChat public tour is in the form of all Chinese, on the interpretation of some important attractions to join some English text and English voice, English explanation service basically does not exist. Combined with most red tourist attractions in Shandong province is given priority to with outdoor, once met, crowded, outdoor noise, bad weather, strong light external factors to stimulate the influence and restriction, so tourists can only use mobile phone constantly sweep code, and sweep the success rate is very low, so whether voice introduced to listen or text introduction browsing is difficult to achieve.

4.3. The explanation information of red tourist attractions does not consistent in Chinese and English

Through the research of red tourist attractions in Shandong province, including red story, red pavilion, red relics, red ruins, etc., found that these attractions have decades or even nearly one hundred years of history, which contains the carving, calligraphy, politics, history, culture and other content is very rich, each monument, the construction of historical origin is very deep.

However, influenced by the influence of translation level and quality, the English album only contains the basic information of the main scenic spots and buildings.⁶ At the same time, there are big differences between Chinese and foreign culture, especially in western countries based on China's red culture is relatively little, it requires deep thinking and explore how to Shandong red culture tourism resources and cultural story comprehensive and accurate explanation to visitors, help and guide them to realize the understanding of Chinese red culture.⁷

5. Construction countermeasures of English language service in Shandong red tourist attractions

In essence, the red tourist attractions in Shandong Province are an important carrier of China's thick and excellent culture. Focusing on the improvement of the English language service ability of the red tourist attractions, we need to focus on the following aspects.

5.1 To attach great importance to the significance of the external dissemination of red culture

Under the new situation of different countries' international competition is fundamentally cultural competition, focus on strengthening the international voice, better realize the story and the spread of Chinese good voice, we need to red culture resources as the carrier to strengthen the international communication ability, and pay attention to the construction of relevant cultural content. At present, in the process of international cultural communication, it is hoped that there are still some deviations in our cognition and understanding based on the real situation, real development outlook and real cultural connotation, and there is also a certain gap between China's own cultural soft power and the hard power of the world's second largest economy. This requires us to conduct a profound analysis of the situation of the external communication of Chinese culture, strengthen the accurate grasp of the trend of international public opinion communication and cultural communication, and realize the continuous improvement of the accuracy, pertinence and effectiveness of the external communication of red culture. From the long-term development trend of economic society and cultural development, some media failed to realize the effective grasp of foreign communication culture, foreign tourists, foreign audience in the way of thinking, cultural background, beliefs, the characteristics of the psychological state ignored, especially unconsciously they equal with domestic audience, accurate understanding of cultural content of the culture.⁸ At the same time, the translation of some contents with profound cultural connotation in red tourist attractions is not accurate and preaching, which leads to the failure of Chinese red stories to be vividly interpreted and scientifically explained, which is not conducive to the understanding, acceptance, recognition and

recognition of foreign audiences.

5.2. The bilingual translation of red tourist attractions should be used accurately and standardized

English red tourist attractions in Shandong province within the normative, precision can use for foreign tourists in the process of providing scientific guidance, realize unnecessary travel reduction, strengthen the continuous optimization of foreign tourists experience, for foreign tourists more deeply tourist attractions red culture understanding and grasp is very beneficial, also can effectively help the spread of red culture and communication. Shandong red tourist attractions in guide design, WeChat public setting, scenic spot signs, explanation services to strengthen the process of the standardization of Chinese and English bilingual design and adaptation, the scenic spots fully, consistently, aptly with bilingual display, especially to pay attention to make the original content with English content in the language meaning, language style, language information effective equivalence, coordination, make English translation more accurate, authentic, natural, realize the domestic tourists to the original reaction and foreign tourists to the translation of consistent and unified. In this process, it is not only convenient for foreign tourists to better understand, but also to promote and spread red culture in tourist attractions

5.3. The characteristic cultural vocabulary of the red tourist attractions should be properly translated

Under the background of economic globalization and integration, cultural exchanges and integration among other parts of the world are becoming more and more frequent, and people also pay attention to going out and more actively export and accept language and culture. Due to different cultural vocabulary contains cultural color has significant differences, therefore, appropriate and accurate cultural output of cultural transmission and communication is significant, can also from the deeper cultural development and fusion, and inappropriate, inaccurate cultural vocabulary output may bring cultural disputes and cultural contradictions, lead to negative transmission effect, influence and restrict the effective cultural communication. At present, China's international status and comprehensive strength continue to improve, and foreign countries pay more and more attention based on Chinese culture. Therefore, the translation of cultural vocabulary in red scenic spots in Shandong is strictly accurate and scientific, so as to lay a solid foundation for the exchange and export of China's red culture. In the process of cultural vocabulary translation, can fully with and relying on the museum, translation, etc., to cultural vocabulary reflect cultural connotation, cultural color, strengthen the correct understanding of red culture, thus to better promote and spread worldwide Shandong red culture, drive the depth of the cultural development and effective integration.

5.4. To select and train high-quality English service talents in red tourist attractions

Focusing on the external dissemination of red culture, Shandong Province should pay attention to the external translation departments and universities, and strengthen the concentration and accumulation of excellent bilingual talents. Shandong province shall organize specialized personnel depth interpretation and interpretation of the connotation of red culture, selection and training bilingual comprehensive excellent talents, organization and design of basic, unified English commentary, Attention should be paid to mobilize and guide English professionals to fully participate in the foreign language service of scenic spots, and strengthen the improvement of the English service guarantee ability of red cultural tourist attractions in Shandong Province. Can learn from the advanced practice of mount tai scenic area and reference, namely arrange the scenic spot existing staff after English training, focus in the attractions service upgrade, worker English training normalized organization English training courses, organize staff write English book, implement worker English dialogue level continues ascension, organize regular English session competition, motivate and guide attractions worker English learning enthusiasm, to attractions English service ability to ascend lay a solid talent support.

5.5. To the red tourist attractions voice equipment and other auxiliary media to improve

Shandong red tourist attractions English service level in the process of promotion, to further improve the attractions infrastructure services, can explore and try to open self-service intelligent voice navigation server, and the collocation of bilingual guide, realize attractions English language services, realize the promotion of foreign tourists overall satisfaction.⁹ Can also design and study more intelligent, self-service, personalized voice service technology, realize the effective complement of effective correction, especially in the tourist season, intelligent commentator can realize function and function play, invite college or foreign affairs department of professional foreign teachers in Shandong tourist scenic spots standardized English commentary recording, after upload to the information system, so that tourists through English aid can realize self-help tour of the scenic area.

5.6. To construct and implement the corpus of red tourist attractions

Corpus mainly refers to the collection and integration of a large number of language texts focusing on a specific target, so that the text has its own mark and format, so as to better grasp the language translation, language phenomenon research and the law of language communication. On the one hand, such a corpus can be used for the teaching and training of scenic spot commentators, to provide the teaching corpus for tourism translation, and to strengthen the training of tourism

interpretation service talents and translation talents. On the other hand, it can also play a good role in the translation of the corpus, and provide reliable, accurate and appropriate translation for the translation of tourist texts, tour words, public signs, signs and so on of tourist attractions.¹⁰ At the same time, it can also strengthen the research and grasp of the characteristics of tourism style, discuss the physical characteristics and text functions of tourism texts, and provide important support and support for the standardized development of translation of red tourist attractions and the internationalization of cultural exchange in Shandong Province.

6. Conclusion

The 19th National Congress of the Communist Party of China clearly proposed efforts to promote the transformation and promotion of China from "local" to "international", and red culture is obviously an effective carrier to achieve this goal. To strengthen the cognition and grasp of the current external language environment, Strengthen and optimize the English language services of Shandong red cultural tourism attractions, Strengthen the effectiveness and sustainable dissemination of red culture, To attach great importance to the significance of the external dissemination of red culture, Accurate and standardized use of bilingual translations of red tourist attractions. Construction and design of bilingual signs for red tourist attractions promote the innovation of Shandong red culture based on the media integration, so as to better carry out cultural output and cultural communication, and lay a solid foundation for the development and promotion of Shandong's international influence, our international status, comprehensive strength and comprehensive influence.

References

1. Investigation and research, Zheng., X.D.,(2018)The communication path of Yimeng Red culture under the perspective of field theory., 56-58.
2. Education modernization, Mao., S.,(2018)Research on the communication of Xinyang Red Culture under the new media environment., 29-32.
3. Film review,Wang.,H., (2019) The transmission ecology and transmission path of red culture.,62-64.
4. Education modernization.,Yang., Y.,(2018) Research and analysis of Wuhan Red Culture and reference thinking on the development and innovation of Ningxia Red culture., 17.
5. Young reporter., Chen., K., (2020)The external dissemination of red culture under the perspective of cultural identity., 22.
6. Journal of Shandong University of Administration., Zhang., W., (2019)Research on the communication path of red culture in Shandong Province under the background of media convergence., 76-77.

7. Cultural and educational materials., Pei., H.M., (2019)International status and development strategy of tourist attractions in Shandong Province., 99-101.
8. Western journal., Hu., S.E.,(2021)Design and construction of bilingual parallel corpus in tourist attractions., 28.
9. Research on Foreign Language teaching in Jiangsu province., Zhang., J.H., (2021)Research on the construction of foreign language service in tourist attractions —— Take scenic spots in Henan Province as an example., 42-45.
10. Western journal., Chen., M.B.,The current situation, problems and countermeasures of English language service in tourist attractions—— Take Shawan ancient town as an example., 50-55.