

On Promoting Rural Tourism

-- Nanshe Ming and Qing Ancient Village in Dongguan as An Example

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Abstract

Rural tourism related activities have been widely regarded as key tools for rural development, a good way to revitalize declining areas and ensure their possibilities of achieving a sustainable future. Nanshe Ming and Qing ancient village in Dongguan tries to find out the best way of re-imaging of rural areas features and activities to make them tourist attractive, and to relate rural tourism with social cultural and economic elements of rural areas. In the process of rural tourism development, improving the standardized translation is necessary to adapt to the culture to convey the cultural connotation and thus promoting communication between different cultures.

Keywords

Rural tourism; Nanshe; Ming and Qing ancient village; Dongguan.

1. Introduction

Tourism is one of the largest and most profitable industries in the world. It has significant impact on the society, including job creation, economic growth, and infrastructural development. Having generated almost US\$ 8 trillion in revenue and approximately 300 million jobs (2014), the tourism industry ranked 1st among the service sector industries. The global figures for the number of international tourist arrivals in 2016 was 1.24 billion. Of these, 14.5 million international arrivals were recorded in India. The tourism industry in India is a highly profitable industry with the country's foreign exchange earnings alone amounting to US\$ 27.7 billion. The number of domestic tourist visits stood at close to 1.6 billion. While tourism may provide employment for young persons and women, men of the community may perceive that tourism provides them few viable, respectable and thus acceptable opportunities for economic livelihood. What exactly is rural tourism? What will be its implications on the social and economic spheres of development? For the tourist living a westernized lifestyle, the pastoral life of rural areas is an unfamiliar concept. The rustic charm, therefore, becomes a tourist attraction. Rural Tourism refers to the tourism that takes tourists to experience "the actual culture" of a rural setting. Thus, rural tourism, through its myriad offerings of the traditional arts and culture, offers the tourists a break from their hectic, fast-paced life enslaved by modern technologies and urban ways of living. It is a "vacation" offering a one-of-a-kind learning experience to the travelers.

2. Benefits for Residents and Tourists

A tourist destination needs to be attractive to the potential visitors; they must have the basic amenities in the form of rest houses, electricity & water supply, sanitation, and sewerage facilities. The accessibility of these areas will also need improvement. Developing rural areas as tourist destinations will result in the holistic development of their infrastructure. The allure of economic benefits will drive the authorities to develop these areas at a faster pace. With the

onset of rural tourism, people from diverse geographical and educational backgrounds will visit these underdeveloped areas, interact with the locals, enhancing their knowledge and skills. As the concept gains popularity, large number of tourists will throng rural areas, the local arts and crafts will be appreciated to a larger extent. Also, the residents will have to be trained in skills relevant to the hospitality and tourism industry; new job profiles will emerge such as guides, event planners, accommodation managers, caterers, etc. As these areas will witness arrival of tourists, the economic condition of rural areas will improve. With the emergence of new hotels, increased sale of local arts and crafts, and requirement of means of transport, the income of the resident population will undergo immense growth. The combined effect of the individual benefits will result in a much better quality of life for residents.

Tourists, who spend most of their lives in urban areas, will get the opportunity to break free from the frantic atmosphere of cities, and experience the tranquil atmosphere of villages. In due course of time, urban areas have drifted away from nature; rural areas, on the other hand, develop in symbiosis with nature.

How convenient would it be for the visitors to adapt to the pastoral life in villages? The balance between retaining the village infrastructure and developing facilities for the convenience of the tourists needs to be considered. As waste generation and pressure on natural resources increases, the environmental quality would tend to deteriorate. Maintaining harmony with the environment will be a major challenge. Rural Tourism can come to the rescue of the rural economy. The potential of rural tourism, thus, needs to be explored and utilized to the fullest extent. Authorities must take advantage of the concept, which is a source of revenue while also being a harbinger of economic progress and social development. Rural tourism is, thus, an emerging concept, attracting the attention of government, organizations as well as individuals. Schemes like these are not only an attractive investment but also a sustainable move towards development of rural areas. A viable alternative to the prevalent practices detrimental to the environment, rural tourism could be one of the most advantageous among the numerous forms of tourism, benefitting the society, the residents, the visitors and the environment!

3. Nanshe Ming and Qing Ancient Village

The Nanshe Ming and Qing ancient village was founded in the Song Dynasty, with a history of more than 800 years, with a total protection area of 110,000 square meters. Up to now, Nanshe Village has won 12 national honorary titles and 13 provincial titles, including China's famous historical and cultural villages, national key cultural relics protection units, national key rural tourism villages, national famous landscape tourism villages, national AAAA-level tourist attractions, Chinese traditional villages, Chinese national excellent buildings-charming villages, Chinese national excellent buildings-historical and cultural ancient villages and towns demonstration projects, and Guangdong province's famous cultural and tourism villages, the most historic sites of the top ten most beautiful ancient villages in Guangdong. In recent years, the Dongguan municipal government has paid great attention to the protection and construction of Nanshe ancient villages and has made Nanshe ancient villages a well-known tourist attraction in China. It has been effectively publicized on CCTV and various paper media, but it is mainly limited to Chinese media, including the official website of Dongguan government about Nanshe and the publicity of Dongguan Nanshe Creative Culture Tourism Development Co., Ltd. established in 2012, which only have Chinese introductions. In order to further improve the popularity of Nanshe ancient village, better develop rural tourism projects in Dongguan, and implement the strategy of rural revitalization of the 19th National Congress, this study is of great significance.

In rural tourism, the standardized implementation of English translation has the following important significance: on the one hand, the standardized translation of rural tourism English

is an important link to promote the standardized and orderly development of rural tourism at present, and it is also an important step for tourists from other places to accurately and effectively understand the history, natural environment and cultural features of rural tourist attractions. The translation of rural tourism English itself is difficult. Because of the obvious differences of rural tourism projects, we should adhere to the standardized translation of rural tourism English as a breakthrough, integrate the language understanding habits of rural tourism consumers, and consolidate the foundation of rural tourism development. On the other hand, the standardized translation degree of rural tourism English directly reflects the development level of rural tourism, and is the key premise to promote the sustainable and ecological development of rural tourism at this stage. Therefore, in order to improve the development level of rural tourism, we need to pay full attention to the standardized translation of rural tourism English, integrate the cultural habits of tourists from different regions, translate accurately and objectively, and refer to the unique advantages of rural tourism.

The geographical advantage of Dongguan is of great significance to the development of tourism. It is the general trend to upgrade the rural tourism level of Nanshe, strengthen the publicity at the international level and attract potential tourists in English language. The English translation of the tourist signs of Nanshe ancient villages and the English translation of the features of Nanshe ancient buildings in Ming and Qing Dynasties have practical significance and potential commercial value. Vigorously developing rural tourism is not only the development strategy of rural revitalization, but also an important way to practice the rejuvenation of national traditional culture. Its architectural features in Ming and Qing Dynasties and rich traditional culture contained in ancestral hall and centennial square are valuable research objects. In addition, historical celebrities also have many traditional national spirits worthy of our exploration and promotion. The English translation study of the traditional culture of Nanshe village helps us to tell the story of Dongguan well, and telling the story of Dongguan well means telling the story of China well. In addition, the English translation of tourism culture of Nanshe ancient village can also provide reference for the publicity of other similar scenic spots in Dongguan.

As ancient villages with Chinese characteristics in Ming and Qing Dynasties, many of the building materials, architectural styles and cultural meanings that describe the buildings in Ming and Qing Dynasties are unique to China, and even the contemporary Chinese people don't know much about them. It is difficult to translate these proper nouns into English. Therefore, it is of great significance to translate these proper nouns well. Nanshe has a long history, and many famous historical figures have appeared. Based on the collection of existing related reports, it is necessary to rewrite it according to the actual needs of tourism and external publicity, and conduct English translation research on the basis of rewriting. Normative description and English translation of historical events related to historical celebrities are important aspects of this study. Previous studies and existing official translations of countries are our important references.

In order to improve the tourist experience and tourist satisfaction, it is necessary to fully respect language habits, deeply grasp the strong cultural flavor of English translation in rural tourism, and effectively solve the cultural mistranslation phenomenon in rural tourism by taking the concept of standardization as the basis of English translation, so as to achieve the best translation results. On the basis of comparative reference to similar domestic tourist attractions such as ancestral temple of the Chen family, this paper studies the standard English translation of architectural proper nouns in Ming and Qing dynasties in Nanshe ancient village, and then gives examples of English translation of important tourist signs in scenic spots, trying to include important scenic spots signs and important cultural relics. On the basis of sorting out the existing literature, according to the specific needs of tourism and external publicity, this paper rewrites and translates the deeds of key traditional cultures and historical celebrities,

and intends to provide valuable translations on different aspects of traditional culture, such as loyalty, filial piety and patriotic education.

4. Conclusions

Rural tourism related activities have been widely regarded as key tools for rural development, a good way to revitalize declining areas and ensure their possibilities of achieving a sustainable future. In the process of rural tourism development, to promote the implementation of English translation standardization, we need to pay attention to: First, we should pay attention to adapting to the era environment of cultural self-confidence and innovative development, accurately capture the original state of rural life with an objective and fair attitude, convey the cultural connotation of rural tourism in China, adapt to the language exchange and communication work under different cultural forms, and comprehensively enhance the influence and popularity of rural tourism. Secondly, English translation strategies such as adding and reducing words translation and substitution translation are adopted to promote the standardization of rural tourism translation. In the process of translating rural tourism publicity, a large number of poems and allusions are usually used to decorate it, which increases the difficulty of English translation of rural tourism. Therefore, it is necessary to help foreign tourists understand the related meanings of rural tourist attractions by reasonably increasing or decreasing vocabulary and choosing alternative vocabulary.

Acknowledgments

This research was supported by the research program of Guangdong University of Science and Technology, No. (2021(85)).

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