

# *The promotion effect of overseas dissemination of Anhui's excellent traditional culture on Anhui's tourism economy*

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**Abstract:** Anhui's excellent traditional culture not only enhances the connotation and charm of Anhui's tourist attractions, but also has the function of cultural dissemination and value dissemination. Traditional culture and tourism economy are inseparable and dependent on each other. The external dissemination of Anhui's excellent traditional culture has achieved certain results and has greatly promoted the vigorous development of Anhui's international tourism economy. However, there are still many aspects of cultural dissemination work that need to be strengthened. The purpose of this article is to point out the deficiencies in the external communication of Anhui culture, and provide suggestions to address the deficiencies, further enhance the international influence of Anhui culture, and promote the sustainable development of Anhui's international tourism economy through wider cultural communication.

## 1. Introduction

Anhui's excellent traditional culture has a long history, reflects the wisdom and customs of the Anhui people, and has high historical significance and social value. Since the 21st century, the connection between culture and economy has become closer and closer, and the role of cultural development in promoting the economy has become more and more obvious. This article will study the relationship between culture and tourism and study the role of the foreign dissemination of traditional culture in promoting the development of international tourism economy. Judging from the existing research base in China, there are relatively few results on the relationship between cultural communication and tourism economy, and most studies limit culture to "tourism culture". Tourism culture is developed based on traditional culture. Tourism culture is the leaf and traditional culture is the root.

From this perspective, these research results have not fully explored the interaction between culture and economy. Foreign research on Chinese traditional culture is paying increasing attention. Bates Gill, a professor at Harvard University in the United States, pointed out in "China's Soft Power Resources and Their Limitations" that Chinese traditional culture has always had considerable influence in the world, and suggested that efforts should be made to promote culture. To sum up, the foreign dissemination and research of Chinese traditional culture have a certain foundation both at home and abroad, but the integration of these studies with the development of international tourism economy is not deep enough. Anhui is endowed with unique cultural tourism

resources, profound cultural heritage, numerous scenic spots and historic sites, a long history, and beautiful mountains and rivers. It has formed a relatively rich cultural tourism area and has huge potential in the international tourism market. Therefore, this study has extremely high practical value and promotion value for the development of Anhui's international tourism economy.

## **2. The current situation of Anhui's excellent traditional culture and Anhui's international tourism industry and the relationship between them**

### **2.1. The specific content of Anhui's excellent traditional culture**

Anhui's excellent traditional culture is the sum of the material wealth and spiritual wealth created by Anhui's working people in the process of social and historical development, including customs and habits, moral sentiments, academic thoughts, literature and art, science and technology, and various systems. After a long period of historical precipitation, Huizhou culture has already formed its own unique characteristics. These characteristics are integrated with Anhui's scenic spots, making the uniqueness of Anhui's scenic spots more prominent and deeper into the hearts of international tourists. Hui culture covers economy, society, education, literature, art, crafts, architecture and various aspects such as architecture, medicine, etc., which affect the food, clothing, housing and transportation of international tourists.

### **2.2. The current situation of Anhui's international tourism industry**

In 2018, the number of inbound tourists in Anhui was 6.07 million, an increase of 10.5% over 2017. Among them, 3.54 million were foreign tourists, an increase of 10.3%; 2.53 million were compatriots from Hong Kong, Macao and Taiwan, an increase of 10.9%; total tourism revenue was 724.1 billion yuan, an increase of 16.8%. Among them, tourism foreign exchange income was 3.19 billion US dollars, an increase of 10.7%; domestic tourism income was 703 billion yuan, an increase of 17.1%[1]. In 2019, the number of inbound tourists in Anhui was 6.558 million, an increase of 8% over the previous year, and the foreign exchange revenue from tourism was US\$3.39 billion, an increase of 6.3%. Among them, 3.777 million were foreign tourists, an increase of 6.7%; 2.781 million were compatriots from Hong Kong, Macao and Taiwan, an increase of 9.9%. In 2019, the province attracted 820 million domestic tourists, an increase of 13.6%. Domestic tourism revenue was 829.15 billion yuan, an increase of 17.9%[2]. From 2020 to 2022, affected by the international environment, foreign tourists showed a temporary sharp decline, and the data does not have reference value. Judging from the data from 2018 to 2019, there is a gap between the growth rate of international tourists and domestic tourists, and there is huge room for improvement in the international tourism business.

### **2.3. The relationship between the overseas dissemination of Anhui's excellent traditional culture and the development of Anhui's tourism economy**

The culture of tourist attractions has the function of cultural dissemination and value dissemination

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For international tourists, the purpose of travel is not only to appreciate the beautiful scenery, but more importantly, through their own travel experience, "feel and experience exotic customs and customs, understand cultural diversity, and learn about the spiritual and material civilization of the

scenic spot" To experience and comprehend." [3] The scenery in different scenic spots may be similar, but the historical culture and humanistic allusions behind each scenic spot are completely different and fascinating compared with other places. Through an in-depth understanding of the culture of scenic spots, international tourists' horizons can be broadened and their spiritual world can be sublimated. Not only that, international tourism business can also realize the international spread of culture, allowing foreign tourists to have a deeper understanding of Anhui's traditional culture and more recognizing the international market influence of Anhui brands.

### **2.3.2. Culture can enhance the connotation and charm of scenic spots**

Culture and tourism are inseparable. Tourism loses its soul without culture. Culture can be better presented through tourism as a carrier. In the process of forming tourism products with Anhui characteristics, Anhui's cultural system, cultural connotation, cultural value and cultural characteristics must be fully demonstrated to international tourists, thereby greatly improving the added value and competitiveness of Anhui's tourism products.

## **3. The current situation and existing problems of Anhui's excellent traditional culture in external dissemination**

### **3.1. The current situation of Anhui's excellent traditional culture spreading to the outside world**

Driven by Huangshan Mountain, a world double natural heritage, substantial progress has been made in the spread of Anhui culture to the outside world, and it has greatly promoted the development of Anhui's international tourism economy. However, during the actual investigation, it was found that Anhui still has many places that are lacking in cultural communication to the outside world. The specific manifestations are as follows: the local government does not pay enough attention to the external communication of Huizhou culture; most cultural workers are only engaged in domestic cultural education and communication. Lack of international vision; a small number of staff engaged in foreign cultural communication are only satisfied with "inviting foreign experts in" for cultural exchanges and discussions. The awareness of "going out" for cultural communication has not been established and needs to be strengthened.

### **3.2. Problems existing in the external communication of Anhui culture**

First, there is a shortage of comprehensive cultural external propaganda talents. Travel agencies are short of 35 Zhang Li: The role of the overseas spread of Anhui's excellent traditional culture in promoting Anhui's tourism economy There is a small number of qualified foreign language talent teams that are capable of promoting Huizhou culture to the outside world. The staff of this team must be proficient in both foreign languages and Huizhou culture, and can play a bridging role in the spread of culture abroad. "Without the explanation of a full-time foreign language tour guide, foreign tourists can only take a quick glance at the scenic spot," unable to understand the historical stories and cultural connotations behind the scenic spot, knowing it but not knowing why. Second, there are few export-oriented cultural enterprises. Anhui's import and export companies and enterprises are important carriers for Anhui to present its international image to the world and play an important role in frequent international business. Through continuous communication and exchanges with foreign customers, company employees display corporate culture, corporate image, and employee quality, and spread Anhui culture abroad.

However, many export-oriented enterprises have a weak foundation and lack of talents and funds,

making it difficult to carry out in-depth development of cultural products. In addition, most of the other people who can carry out cultural communication abroad, such as diplomats and expatriates from government agencies, self-media anchors, literary and artistic workers, university teachers and international students, do not carry out cultural communication through effective channels.

#### **4. Paths for the dissemination of excellent traditional culture to the outside world**

##### **4.1. Spreading culture through international exchanges between domestic and foreign universities**

Since the establishment of my country's first Sino-foreign cooperative university in 2004, similar universities have continued to grow and develop, such as New York University in Shanghai, Xi'an Jiaotong-Liverpool University in Jiangsu, University of Nottingham Ningbo, Duke Kunshan University, Moscow State University in Shenzhen, Guangdong Israel Institute of Technology, Wenzhou-Kean University, etc. Taking Wenzhou-Kean University as an example, the school not only recruits international students from all over the world, but also employs more than 150 foreign teachers from more than 30 countries and regions around the world to teach at the school. Sino-foreign cooperative universities rooted in China, while cultivating international talents, spread Chinese culture to all over the world through international students and foreign teachers. They promote the beauty of China, China through Facebook, Twitter, Weibo, WeChat and other software. Food and Chinese history and culture attract more foreign friends from their hometowns to invest and travel in Wenzhou, driving the development of Wenzhou's tourism industry.

##### **4.2. Expand the carrier of external communication**

World Expo, Olympic Games, Asian Games, Winter Olympics, Asian Forum, APEC meeting, G20 meeting, International Organization for Standardization Conference, China-EU Summit, World Internet Conference, China-ASEAN Cultural Tourism Week, foreign cultural and art exhibitions, cultural representatives Cultural dissemination can be carried out through delegation visits, establishing international sister cities, and joining international cultural organizations. At present, our country is in the promotion period of the "One Belt, One Road" initiative. Local governments at all levels have actively responded and implemented it. The "One Belt, One Road" initiative aims to actively develop economic cooperation partnerships with countries along the route and jointly create political mutual trust, economic integration, culturally inclusive community of interests, destiny and responsibility body. The "One Belt, One Road" initiative has laid a solid foundation for local governments' cultural communication, pointed out a clear direction, and has also become an effective way for local governments to expand their international tourism business.

##### **4.3. Spread culture through self-media and short videos**

Self-media has had strong vitality and influence since its birth. It is simple to operate and convenient to use. It originates from and is close to life. Its communication is not limited by time and space. It is highly interactive and has high communication efficiency. As the main presentation method of self-media, short videos are characterized by being short and concise, spreading quickly, and the content is lively and colorful; abroad The audience is more likely to accept it after watching it. Taking Li Ziqi as an example, she has uploaded more than 120 videos on YouTube, each of which has more than 100,000 likes, and the average video views are basically around 10 million. The traditional Chinese culture spread in the video can meet the needs of foreign audiences at all levels. Its flexible, friendly and natural way of communication can achieve the effect of spring

breeze and rain. Many international tourists come to China to travel and travel because of watching her video.

## 5. Conclusion

Since the 18th National Congress of the Communist Party of China, the party and the government have attached great importance to the overseas dissemination of traditional culture, telling Chinese stories to the world and passing on Chinese culture. The development of Internet technology, the progress of science and technology, and the comprehensive use of various media communication methods have opened up a new situation and laid a good foundation for the international communication of traditional culture. Going global with culture is conducive to expanding my country's influence in the world, enhancing the right to speak and disseminating power, conveying the truth through writing, spreading the voice through writing, and educating people through culture; it helps build cultural confidence and achieve mutual cultural learning and exchange; at the same time , it also helps to promote the international promotion of tourism and provides a strong guarantee for the green and sustainable development of the tourism economy.

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