

Research on the Cultural Deficiency and Reconstruction in the Publicity Copywriting of Sichuan Cultural Tourism

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Abstract: Sichuan is rich in historical and cultural resources, and its cultural and tourism industries are thriving. However, in the era of cross-border e-commerce, the publicity of cultural tourism products and tourist attractions overseas is of some difficulty --- the combination of historical and cultural connotations behind the products and scenic spots is too insufficient in the publicity copywriting. In order to adapt to the call of the era, this paper analyzes the problems existing in Sichuan cultural tourism products and scenic spots publicity copywriting, and puts forward possible solutions.

1. Introduction

Sichuan has a long history and archaeological culture. The exploration of Sichuan culture has been carried out since the 1950s. In 1953, the earth platform of Yangzi mountain in Chengdu was discovered. In 1980, another hoard was unearthed, namely the large bronzes of the Western Zhou Dynasty, such as Bronze enamel with animal face pattern on elephant head and ear, whose exquisite degree was impressive. The archaeological excavation of Sanxingdui in Guanghan revealed the veil of ancient Shu civilization. In 2021, new archaeological findings made the Sanxingdui site a hot spot again. The curious shape and rich cultural connotation of the unearthed relics have attracted the attention of the world. With the characteristics of the era of cross-border e-commerce, Sichuan Province released nine major projects of "Sanxingdui Culture Global Promotion Strategic Cooperation", and cooperated with well-known domestic digital Internet enterprises to explore innovation and creation in new cultural and creative fields.

Sichuan Province is a veritable province of cultural tourism resources. According to the data released by Sichuan Cultural and tourism resources Census project, there are 245,700 tourism resources in Sichuan province, among which 65,100 newly discovered and newly identified tourism resources, 1,864 fifth-grade tourism resources and 5,250 fourth-grade tourism resources. The number of rural tourism resources ranked 1st in China. In 2018, the total tourism revenue of Sichuan exceeded one trillion yuan, stepping into the trillion-level industrial cluster for the first time. Looking back at the past few years, the achievements of the cultural and tourism industry in Sichuan are encouraging: the added value of the province's cultural and related industries increased from 114.121 billion yuan in 2015 to 184.428 billion yuan in 2019, with an average annual growth rate of over 10%; The total tourism revenue increased from 621.057 billion yuan in 2015 to 159.432 billion yuan in 2019, with an average annual growth rate of 16.9%; Cultural and tourism industries have created more than 10 million jobs and lifted one million people out of poverty. Although all industries have been affected by the epidemic, the cultural and tourism industry in Sichuan has overcome the difficulties together with the country.

2. Problems

2.1 Lack of depth in historical and cultural significance

There are two main kinds of tourism in Sichuan. One is ecological tourism and the other is cultural tourism. Ecological tourism is the foundation, and cultural tourism is the soul of the tourism

industry. From a scientific development perspective, tourism in Sichuan should combine the ecology and culture together. But in fact, as can be seen from the cultural and creative products on cross-border e-commerce platforms and the transnational tourism industry, the tourism has not been developed in a balanced way, with its focus almost exclusively on ecotourism. In contrast, the content of the promotional literature is focused on promoting its ecological advantages, in order to the exclusion of the historical significance. Sichuan is full of heritage sites with long history. However, not enough cultural connotations have been explored in tourism development. The existing historical and cultural museums and tourist attractions are small in scale and poorly supported. There is also a lack of content on the historical and cultural characteristics of the nation in the promotional literature. In most of the cross-border tourism platforms, the combination of cultural and tourism industries in Sichuan's historical and cultural cities has not yet reached its optimal state, failing to give full play to the humanistic values of the famous cities in tourism development.

A number of the platforms favor locations such as the Chengdu Panda Base, which is more commercial in nature, while areas of profound historical and cultural significance such as the Sanxingdui are left untouched. More often than not, tourism is developed for the purpose of gaining economic benefits, without a focus on social benefits. Mostly, cultural industries such as cultural relics and temples are used for certain external and superficial things such as folklore performances and historical legends on festival days. A number of them are developed blindly and at a low level. There is a lack of excavation of the significance of the historical sites themselves, and the profound cultural connotations manifest themselves as something crass, commercialized and entertaining. In addition, the content of the tourism industry's promotional literature fails to combine well with its historical and cultural background. From the point of view of the promotional copy of tourism products, it is only reflected in the viewing of cultural relics and monuments in a single, dull form, without any in-depth elaboration on the historical and cultural significance of the relics and monuments. [1]All make it difficult for visitors to develop a heartfelt emotional identification with a famous city.

2.2 Inadequate integration of historical and cultural content

Cultural resource is the important element and source of inspiration for the cultural tourism products's copywriting. Sichuan has many cultural tourism resources with regional and ethnic characteristics, such as the culture of ancient Shu, the culture of Three Kingdoms, religious culture, giant panda culture, drinking culture and bamboo culture. For example, the Chengdu Panda Post Office combines online and offline business methods to promote the theme of "pandas take you to Chengdu", which has spread panda elements around the world and is highly sought after by foreign tourists. However, in general, the development of Chengdu's cultural and creative tourism products is not very good. What's worse, its influence in the province and internationally is slightly lacking. It is an important way to make effective transformation of regional historical and cultural tourism resources and the development of tourism promotional copywriting content with in-depth integration of regional historical and cultural connotations to enhance tourism revenue and regional influence. Generally, Sichuan's cultural and tourism industry is not yet fully developed in terms of the excavation, application and effective transformation of historical and cultural resources and the integration of historical and cultural connotations in promotional texts. And there is still huge scope for development.

2.3 Lack of innovation in the content

The advertising copy of cultural tourism products in Sichuan is too rigid. The vast majority of attractions in cross-border e-commerce platforms are still presented in a simple, templated presentations of tourism products. In the cultural tourism products, traditional historical and cultural significance should be integrated into the propaganda copy of cultural tourism products. This is not simply to inherit traditional culture, but to integrate it into modern characters naturally on the basis of understanding the connotation of these traditional history and culture. This can be called the recreation of traditional history and culture. Of course, a text that lacks innovation or heritage is

hard to resonate with consumers. As a result, there is a tendency for tourism products to be commercialized in a uniform manner, lacking in cultural and historical connotations and design innovation. The historical and cultural significance of a region is the focus of the design of a tourism product. And because of the boilerplate of promotional copy, it is difficult for travelers and consumers to form a strong desire to buy.

2.4 Lack of standardization in terms

The translation materials of Sichuan tourism promotion texts involve a large number of proper nouns, including names of people, places, political parties, troops and organizations, etc. The translation of these proper nouns should be accurate, standardized and unified. Otherwise, they are likely to cause confusion. Cultural and historical connotation words are words unique to a language and culture, reflecting the historical geography, social life, customs and habits, behavioral norms, ways of thinking, values and religious beliefs of a particular nation. The cultural connotations of a nationality are often difficult to find exact equivalents in other languages. So when translating such words, it is necessary to explore their rich cultural imagery, rather than limiting them to their literal equivalents. The current standardization of proper nouns in Sichuan's cultural and tourism industry promotional texts is uneven, and this is something that needs urgent improvement. In other words, when translating words with Chinese cultural connotations, in addition to conveying their literal meaning, they should also add their special cultural connotations and context.

3. Solutions

3.1 Ensuring the authenticity of historical and cultural significance

Sichuan is located in the southwest of the motherland. The people have created a unique style of Sichuan history and culture.[1] Cultural relics and monuments also abound. We seek and improve Sichuan's cultural and tourism promotional copywriting system in influential history and culture, which can help Sichuan tourism industry to form a strong tourism attraction. Therefore, it is important to draw the attention of the cultural tourism industry and the government's cultural propaganda department to the application of historical and cultural elements in promotional copywriting.

Proper use of historical and cultural elements can make the product's long history serve realistic goals. It can be used to appeal to the audience's sense of history and make them feel satisfied. While leading to the sale of goods, it also has the effect of passing on the essence of history and culture. Making the product rate strongly attached to the history and culture in a raw and forced way will only make the audience feel awkward or even disgusted, which will have a negative effect on sales. Therefore, writers should change the original way of writing, so that the heritage of history and culture and the promotion of products organically combined. And let consumers enjoy the core value of the product. At the same time, let them be inspired by history and culture, feel the flavor of it, and get spiritual enjoyment. In the process of disseminating information, it can make the audience recall and imagine, and mobilize their original knowledge storage. [2]It can also help the audience to establish the association of past learning results with the new information of the copy and stimulate them to apply the connection between past experiences and reality, so as to achieve the smooth use of communication channels to get the most basic purposes.

Therefore, when writing promotional content, writers tap into and utilize the historical and cultural elements of the message to be communicated to the audience. History is summed up by people and written by people. Some people deliberately write apotheosized legends and anecdotes about their products to give them a historical veneer and make "history serve reality". Both of these phenomena occur in advertising and copywriting. The former allows the original historical elements to be explored in depth, realizing the "use of the past for the present". The latter, however, can have two results. One is that people can receive the benefits of the core value of the product in the old and beautiful legends, and also get spiritual enjoyment from the fabricated stories. The second is to use the beautiful story to drag over the shortcomings of the product, to draw the attention of the

audience with the woven lies, and to deceive the audience into emotional connection. Both of these results can generate the economic benefits that the advertiser hopes to achieve within a certain period of time. As the water level sinks, the stones are exposed. More audiences become aware and make new choices about the emotions they were lied to. As you can see, the economic benefits of the latter are hardly sustainable. At the same time, because historical culture is the true expression of history's continuity, it is a comprehensive reflection of history. Then the fusion writing of history and culture should follow history and try to preserve the original face of history. This will make the results of writing more attractive and appealing. Therefore, Sichuan cultural tourism industry must pay attention to explore the real material and connotation of history and culture.

3.2 Adding interest to the content

3.2.1 Combine with ancient poetry

Chinese poetry often triggers endless beautiful reveries. If such scenery and objects existed in reality, they would certainly attract people to visit and buy them. The relevant departments should explore the famous poems and articles with Sichuan's characteristics, and carefully write their promotional copywriting, [3]which can attract many domestic and foreign tourists and Package historical and cultural tourist attractions such as the Temple of Marquise Wu, Qingyang Abbey, Du Fu Thatched Cottage, Huanhuaxi Garden and Baihua Tan Garden into a boutique itinerary for urban tourism in Chengdu. Its promotional copy can be combined with relevant poetries. For example, the great poet Du Fu of the Tang Dynasty wrote a poem when he visited the Temple of Marquise Wu —The shrine hall to the Minister, where can it be found?—outside the walls of Brocade City, where the cypress tree stands dense. Half hiding the stairs, sapphire grasses take on the colors of spring, yellow orioles beyond the leaves give fine notes for naught. Thrice called on, urged repeatedly: his plans for all the world. for two reigns, founding and sustaining: an old officer's heart. Ere the army sent forth was victorious, the man himself died, it always makes bold-spirited men fill their clothes with tears.

This poem can lead visitors to follow the poet's steps and find the relics of the history of Three Kingdoms period. If the advertising copywriting is not attractive enough, it is difficult to attract tourists, no matter how fine a tourist route, product or activity program is created. Copywriting takes poetries as the historical and cultural basis, and combines modern advertising copywriting skills to rewrite the scenes in the poetries, which can attract tourists at home and abroad while spreading the excellent traditional Chinese ancient poetry and improving the international power of Chinese culture. Therefore, if Sichuan's cultural tourism industry wants to achieve long-term development, it must create advertising and promotional copywriting with historical and cultural significance.

3.2.2 Combine with cultural celebrities

As one of the important birthplaces of Chinese civilization, Sichuan is rich in history. For thousands of years, this fertile land has been famous for the historical figures it has produced. They have played a pivotal role in the development of culture and have left many glorious works in history. Sichuan historical celebrities not only lead the way in their respective fields, but also enrich the connotation of the culture of Sichuan and make a unique contribution to the Chinese cultural community. [4]It is undoubtedly an innovative point to integrate the introduction of famous people in Sichuan culture and tourism promotional copywriting. For example, in the aspect of literature, history and poetry, the designer can introduce Chen Shou, who made The history of Three Kingdoms in ten years. Also, Li Bai, the "poet immortal", Du Fu, the "sage of love", and Su Shi, the "god of poetry" can be introduced into the content of copywriting . What's more, writer can also introduce Dayu, who ruled the water for 30 years and succeeded to the throne of Kyushu, and Li Bing, the builder of Dujiangyan Irrigation System, and Luoxia Hong, who influenced the Chinese calendar for 2,000 years.

For the specific content, first of all, the writers can incorporate the interesting experience stories of the celebrities in Sichuan into the copywriting. For example, writer can write—— Li Bai's father

and his clan came from far away to settle in Sichuan. In 701, Li Bai was born in a small town with beautiful scenery. Such life experience and the environment of Sichuan shaped Li Bai's character when he was young. Secondly, the background or motivation of the celebrity's works can be incorporated into copywriting. For example, writer can analyze the background of Du Fu's popular poem *Cottage Unroofed By Autumn Gales* written in a cottage beside the Huanhuaxi Garden in Chengdu, that is, during the Anshi Rebellion, the poet wrote this popular poem because he associated his own encounter with the many difficulties since the war.

3.3 Increasing the diversity of copywriting forms

3.3.1 Make use of new media

The traditional publicity methods of cultural tourism industry are mainly the form of newspapers, exhibition boards, radio and TV. But these have certain limitations, and its audience is relatively fixed. The timeliness of publicity is poor with a lag. However, in the era of big data, cross-border e-commerce is developing rapidly. If Sichuan Cultural and tourism products want to have a wider domestic market and develop international markets, their publicity methods and copywriting must be diversified. The rapid development of technology and the popularity of electronic devices also makes the viable publicity methods more and more diversified and intuitive. Pictures, texts, sound effects can be presented in an all-round way, which is welcomed by the public. This can effectively show the historical and cultural connotation behind Sichuan cultural tourism products to the public in a more intuitive and imaginative way. For now, the development of Sichuan cultural tourism industry can adopt the establishment of official media platforms such as official websites, official microblogs, and short videos app, in order to increase the exposure rate of products and let more people know about Sichuan cultural tourism products by displaying promotional texts of relevant historical short stories or shooting and releasing short videos of relevant historical events. The official microblog can be, first of all, a window to promote Sichuan's cultural tourism products and its history and culture. Second, it can carry out various promotional activities. By using official microblogs, the industry's publicity department can get closer to the lives of the general public, so that information can be disseminated more accurately and effectively, and its historical and cultural significance can be conveyed to the public in a timely manner. At the same time, official microblogs can help search engines, making them more hot and bringing more traffic to the products[5].

Under various new media propaganda means, the writing of historical and cultural significance in the propaganda copywriting of Sichuan cultural tourism industry should keep the spirit of craftsmanship and maintain a responsible attitude to the public. Creators should also pay attention to combining historical and cultural significance with the trends and needs of the new era. Its relevant departments need to strengthen the control of technology, pay attention to the training of technical personnel. It also needs to constantly innovate the means of copywriting and platform construction.

3.3.2 Use big data, VR technology, and "Cloud Tourism" mode

With the development of technology and the advent of the era of big data, Sichuan's cultural tourism industry can apply big data to collect people's opinions and interests on historical events, in order to write more appetizing promotional texts. Virtual reality technology is a comprehensive technology that allows users to interact naturally with and influence virtual environments. "Cloud tourism" refers to build a platform for tourists to visit attractions by watching live and short videos by using of the Internet. It provides a great platform and opportunity for the tourism industry to reach more tourists and users with the help of current technology. "Cloud tourism" is not only free from the limitations of traditional tourism such as weather and venue.

For example, in an indoor environment with empty Spaces, such as a memorial hall, immersive virtual reality technology can be used to achieve the best results, and the scenes of historical events can be reproduced in front of visitors with written explanations. The content of copywriting commentary can include the background of historical events, the introduction of relevant characters

and historical significance. Immersive virtual reality technology can realize its expected functions in two aspects: panoramic video display and historical event reproduction. Of course, developing related VR apps can achieve the same effect. This can also enable tourists from far away to break the limitation of space and experience the history and culture of tourist attractions through the way of "cloud tourism"[6].

Interactive "cloud manual" activities can also be carried out within the app. Design and develop supporting materials package, including knowledge manual, electronic DIY materials package and hands-on guide. An electronic guide will explain historical and cultural knowledge while visitors are "doing crafts". For example, the online "Luzhou oil-paper Umbrella DIY" course guides visitors to understand the material function and understand the development history and related culture of oil-paper umbrella in the process of "cloud making"[7].

3.3.4 Enhancing writing capacity

As the writer of propaganda copywriting, he or she has the most direct influence on the quality of the copywriting. Therefore, the relevant departments should pay great attention to the recruitment conditions and training of personnels. Because the writing related to history and culture has its particularity, it is necessary to ensure the professionalism of the writers. Therefore, relevant departments can organize relevant personnel to systematically learn relevant historical and cultural knowledge by organizing special lectures and setting up special courses.

First of all, systematic learning can prevent writers from unreasonably digging historical connotations. The historical and cultural elements of the product should be properly excavated in use so that it can become the "source" of "living water". Second, improving the professionalism of writers can avoid exaggerated use of historical events and meanings, which can make them much less persuasive. Third, professional writers should not make up history. Some writers make up stories to give meaning to their products in the belief that "if an advertisement is repeated a thousand times, it will be believed". In fact, anything made up always has its natural flaw. The sensible consumer will see it one day. Relevant departments can use the following points to test the professional degree of writing staff. First, the professional author can reasonably dig deep the profound connotation of history and culture and accurately grasp the true meaning of history and culture. Secondly, professional writers can make full use of the significance of historical culture and adapt ancient forms for [to] present-day use. Finally, professional writers can spread the advantages of history and culture and show the current effects of history and culture through propaganda writing.

4. Conclusion

All in all, the content and translation of propaganda copywriting of Sichuan cultural tourism industry and products on various platforms are closely related to their own development. It is also an important way for the development of culture and tourism industry in Sichuan under the background of big data. It can set up a cross-language and cross-cultural bridge for our country to spread Sichuan culture and show the image of Sichuan internationally while promoting the continuous income of the cultural tourism industry. While vigorously developing tourism and mining historical and cultural resources, government departments at all levels and professionals in business English copywriting should pay enough attention to the writing of propaganda copywriting. Relevant tourism departments should also arrange professional translators to re-evaluate the existing writing and translation from the perspectives of language, function and culture, and revise and re-translate the problematic text. This is the key to improve the quality of Sichuan tourism publicity copy.

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