Subject Generalization and Path Reconstruction: A Study on the Translation and Introduction of Qingdao Urban Tourism Resources in the Context of Self Media

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Abstract: In recent years, self media platforms have developed rapidly, and with the generalization of communication subjects, everyone has become a pan journalist under Michael Schuderson's pen. With the operation mode of everyone can create and everyone is a director, and various memes that are rapidly updated and iterated, many self media platforms are rapidly expanding their users and seizing the blue ocean market. At the same time, in order to promote the recovery of the tourism industry and promote famous tourist attractions, local cuisine, and other geographically distinctive tourism resources to the world, many self media creators use bilingual translation to introduce domestic cities, attracting international tourists through interesting stories and beautiful and accurate translations. This study takes the development of self media as the background and the coastal city of Qingdao as an example to analyze from the perspectives of current situation, translation difficulties, and strategies, in order to provide theoretical reference and guidance for domestic tourist cities to enhance their tourism resource translation capabilities.

Keywords: Self media; Tourism translation; Cross cultural communication; Qingdao City

1. Introduction:

As a tourist city in China, Qingdao has rich cultural and tourism resources, and has been selected as one of the top ten "most attractive Chinese cities in the eyes of foreign talents" for 11 consecutive years, demonstrating its increasing attractiveness on the international stage. This city not only attracts a lot of international attention, but also is an ideal place for international talents. The operational achievements of the Smart City Shandong Free Trade Zone (Qingdao) International Talent Community in the past year further confirm Qingdao's outstanding performance in attracting high-level talents globally. The influx of 21 newly introduced high-level talents at or above the provincial level, 20 industry talent integration projects, and over 400 other overseas talents has made Qingdao an ideal place for overseas talents. Foreigners with valid work permits in the city account for 45% of the province's total. Translating and introducing the cultural and tourism resources of Qingdao can not only help tourists understand its history and culture, but also promote the inheritance and protection of local culture. In addition, translating the cultural and tourism resources of Qingdao can promote local economic development, increase employment opportunities, and promote cultural exchange and cooperation between Qingdao and other regions.

2. New and Old Changes and Path Reconstruction: Is it an Opportunity or a Crisis

In the context of the self media era, the dissemination of tourism resources in Qingdao has undergone significant changes. In the past, Qingdao's tourism resources were mainly promoted and introduced through traditional media channels such as news reports, books, and promotional videos. However, with the gradual expansion of media scale in recent years, anyone can publish information on We Media. The popular We Media platforms, including Tiktok, WeChat, Weibo and other platforms, have successfully demonstrated the beauty, food and culture of Qingdao to the vast audience with their unique perspective and interest. Qingdao can take the ride of Time We Media to let its tourism resources go on the highway of publicity.[1] This new way of communication breaks the limitations of traditional media and attracts more young people's attention and participation through vivid videos and interactive content. However, the change of communication methods has also brought some challenges and problems. The proliferation of self media platforms

and information overload make it difficult to highlight the characteristics and advantages of Qingdao's tourism resources promotion, and it is also prone to false advertising and low-quality content. In addition, the popularity of self media platforms has also led to fierce competition, challenging the authenticity and objectivity of tourism resources. [2] Therefore, in the context of self media, the dissemination of Qingdao's tourism resources needs to find a suitable path reconstruction. Only in the balance between old and new changes and path reconstruction can self media be used as an opportunity to translate and promote the healthy development of Qingdao's tourism industry. [3]

3. High willingness and low threshold: the dilemma of losing both form and quality in communication

3.1 The translation of tourist attractions and food names is not standardized, which cannot ensure the accuracy and reliability of information

The non-standard translation of tourist attractions and food names makes it difficult for tourists to achieve the expected cultural experience. For example, translating "Qingdao Beer" as "Blue Island Beer" loses its authentic local characteristics, while causing confusion and misunderstanding for foreign tourists, and increasing cultural barriers. Qingdao Beer, as a well-known beer brand both domestically and internationally, is not only a beverage, but also an important carrier carrying the history, culture, and brand image of Qingdao city [4] However, translating it as "Blue Island Beer" deprives it of its authentic local characteristics, making it difficult for tourists to truly appreciate the regional culture and historical connotations represented by Qingdao Beer. This non-standard translation has also caused confusion and misunderstanding for foreign tourists, increasing cultural barriers. The non intuitive translation of "Blue Island Beer" not only increases the difficulty for foreign tourists to understand, but may also lead to a biased impression of Qingdao, thereby affecting their travel experience and evaluation of Qingdao. The non-standard translation of tourist attractions and food not only leads to the loss of local characteristics, but also brings cultural barriers and understanding difficulties to foreign tourists. This not only affects the accuracy and reliability of information, but also involves the degree of satisfaction with tourist expectations, directly affecting their travel experience and overall impression of the destination. [6]

3.2 Lack of local characteristics and homogenization of content

Lack of local characteristics and homogenization of content is a common but unfavorable phenomenon for the development of catering stores. This phenomenon is mainly reflected in the translation content, where some catering stores lack a reflection of Qingdao's local culture and characteristics, and exhibit a trend of homogenization. This homogenized translation has led to a lack of in-depth understanding of Qingdao's regional culture and characteristics. For example, translating "Qingdao Special Seafood Noodles" as "Qingdao Special Seafood Noodles" may meet the grammar requirements, but it fails to fully showcase the regional culture and characteristics of Qingdao. Qingdao Special Seafood Noodles may contain rich local cultural elements, traditional cooking techniques, and unique flavors, but translating them as "Qingdao Special Seafood Noodles" fails to reflect these characteristics, resulting in the translation losing the richness and uniqueness of regional culture. Therefore, the lack of local translation can lead to homogenization of content, causing catering stores to lose their competitive advantage in the market, affecting their brand image and development potential. Therefore, strengthening the in-depth understanding of Qingdao's local culture and characteristics, and emphasizing the personalization and uniqueness of translation content are the key to solving this problem.

3.3 Subjectivity and Normativeness: A Communication Strategy of Internal and External Cultivation

3.3.1 Integrate and supplement translation manuals to reduce cultural discounts

In order to accurately convey the unique cultural connotations of Qingdao, we can integrate its cultural tourism resources and improve the translation manual to reduce possible cultural discounts during the translation process. In the process of integrating the translation manual, important tourist attractions, historical buildings, cultural activities, etc. in Qingdao can be summarized and classified, and accurate and meaningful translations can be selected for each item. In this way, not only can ambiguity and misunderstanding caused by language translation be avoided, but it can also ensure that tourists better understand and appreciate Qingdao's cultural heritage and tourism resources. At the same time, we can also add relevant cultural background introductions and interpretations to help tourists gain a deeper understanding of the history and stories behind it, thereby enhancing their visiting and cultural experience, and allowing tourists to have a more intuitive understanding of Qingdao's unique charm. By improving the translation manual, we can accurately and effectively convey the rich and colorful cultural connotations of Qingdao, presenting tourists with a more authentic and comprehensive picture of Qingdao. This not only helps to promote cultural exchange and understanding, but also enhances Qingdao's reputation and attractiveness as a tourist destination.

3.3.2 "Civilian discourse style" promotion, telling the story of Qingdao well

In order to help more people understand the story and charm of Qingdao, we can use easy to understand language to tell stories about Qingdao's history, legends, food culture, scenic spots, and other aspects in a civilian style, achieving the effect of promoting Qingdao. Vivid and vivid descriptions and expressions that are close to life can showcase the unique charm and charm of Qingdao to the public;Emotional resonance and realistic depiction can naturally generate more people's interest and identification with Qingdao, attracting more tourists' attention and participation. Therefore, adopting this civilian discourse style propaganda method can not only bring different cultures closer together, but also help break the rigid shackles of traditional tourism promotion, make the charm of Qingdao more approachable and attractive, let more people feel the unique charm of the city, and promote the development and prosperity of Qingdao's tourism industry.

3.3.3 Building check-in points and hosting characteristic cultural activities

Organizing activities with local characteristics and cultural connotations can attract more tourists to participate and help enhance the visibility and attractiveness of the local tourism industry. Therefore, it is possible to establish check-in points in tourist attractions in Qingdao, host characteristic activities such as art exhibitions, music festivals, and folk performances, to enrich the cultural experience of tourists and enhance Qingdao's popularity and attractiveness.Qingdao has leveraged major events such as the Qingdao International Beer Festival, the 2014 Qingdao World Horticultural Expo, the 2015 World Leisure Sports Conference, and the 2016 G20 Civil Society Conference to carry out marketing and enhance the city's reputation. [3] Therefore, organizing characteristic cultural activities and promoting tourism resources are complementary and can jointly promote the development of local tourism industry.

By implementing the above strategies, on the one hand, it can attract the interest of tourists, and on the other hand, enhance the translation effect of Qingdao's cultural and tourism resources, ensure the correctness of the promotional content of tourism resources that tourists see, promote the sustainable development of Qingdao's tourism industry, and shape Qingdao's good image and reputation as a tourist city.

Conclusion:

In the current era of self media prevalence, the translation and introduction of Qingdao tourism resources has entered a new stage. This paper explores the latest trends and impacts of Qingdao tourism resource translation under the background of self media, and analyzes the challenges and opportunities brought about by the transition from old to new and path reconstruction. The rapid development of self media has injected new vitality into Qingdao's tourism industry, while also raising a series of management and regulatory issues. It is hoped that the research in this paper can provide some reference for scholars and practitioners in related fields. Only in the balance between old and new changes and path reconstruction, can the translation and promotion of Qingdao's tourism resources in the era of self media be fully developed, promote the continuous dissemination and promotion of Qingdao's tourism resources, and contribute to the prosperity of Qingdao's tourism industry.

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