

Some Thoughts on International Promotion of Chongqing Culture—A survey of Chongqing Cultural Identity

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Abstract: Strengthening the international promotion of Chongqing culture should be the combination of historical excavation and future pursuit. As an important group of foreigners in Chongqing, international students play a unique role in promoting Chongqing culture in the international world. The form of questionnaire and interview is used to conduct research in Chongqing Medical University where international students in China with academic qualifications are concentrated. This study reflects on the experience and deficiency of Chongqing International Promotion of culture, and puts forward corresponding suggestions.

Keywords: Chongqing Culture; International Students in Chongqing; Cultural Identity; International Promotion

China has increasingly strengthened its international influence. Cultural promotion is indispensable to the implementation of the strategy of a great cultural country and a powerful cultural country. In fact, cultural promotion is a soft rib in the process of building a cultural power in China, and it needs to be strengthened.

Located at the intersection of the Yangtze River Economic Belt and the Silk Road Economic Belt, Chongqing is an important strategic fulcrum of the Silk Road Economic Belt and the strategic hinterland of the maritime Silk Road the Belt and Road national strategy has strengthened the strategic support for Chongqing's opening up to the east and west. Chongqing has become an important node connecting the three economic circles of Europe, Asia Pacific and ASEAN. In recent years, the number of international students in Chongqing has increased rapidly.

Students in Chongqing are young, curious, active in communication, with a wide range of social life contact and strong cultural communication initiative. Therefore, in strengthening the international promotion of Chongqing culture, the group of international students in Chongqing has its unique advantages, which can be regarded as the key object to be specially studied and focused on. In view of this, this paper investigates the recognition of Chongqing culture by studying students in Chongqing from a unique cultural perspective. This study reflects on the successful experience and deficiency of Chongqing culture in international promotion, and puts forward feasible suggestions for Chongqing culture in international promotion.

1. Survey design and object of investigation

Questionnaire and interview are the main methods used in this study. Three parts of questions are included. The first part was the basic information of the subjects, including gender, nationality, age, time to Chongqing, type of learning, proficiency of Chinese, etc. The second part was selected by Likert scale (including complete consistency, basic consistency, uncertainty, inconsistency and complete inconsistency). The third part was mostly appeared in the form of multiple choices.

The questionnaire survey was conducted in Chongqing Medical University from November 2017 to December 2019. A total number of 458 international students filled in the questionnaire, and 453 valid questionnaires were recovered, with an effective recovery rate of 99.1%. The proportion of male and female in 458 subjects was 48.65% and 51.35%, respectively. Meanwhile, in order to make up for the single questionnaire, the investigators also obtained more detailed materials in the form of oral interviews, which were conducted among 98

international students from Tajikistan, South Africa, Indonesia, India, Tanzania and other countries.

2. Recognition of Chongqing culture by international students in Chongqing

The results show that the students in Chongqing have good cultural identity with higher priority of 4 topics: I know some history of Chongqing. I am interested in some cultural relics in Chongqing. I like to eat Chongqing snacks. I am willing to take Chongqing specialty products back home and share with family and friends, and I am interested in Chongqing folk customs. I am very willing to participate in the cultural activities organized by Chinese students in schools.

The following questions are with an average of hospitality: I have a certain understanding of the wartime capital and Hongyan culture.

The results of the question I am very interested in Chongqing folk customs show that 57.43% of the students want to understand the local culture. 75% of the respondents said that they are willing to participate in cultural activities organized by Chinese students in schools. The above results show that international students from Chongqing have a strong interest in Chongqing cultural life. In the oral interview, it is learned that most of the students abroad are willing to understand Chongqing's cultural life in the process of learning Chinese. The first and second grade of university is the period when the students actively explore Chongqing cultural life. The landmark cultural attractions such as Ciqikou, Hongya cave and Jiefang monument have become the specific places for each international student to understand Chongqing culture. It is not difficult to see that the channels for cultural access of international students are too limited, which has become the main obstacle for the students to integrate into Chongqing cultural life.

In the topic I understand Chongqing culture, the introduction of classroom teachers (65.54%) and school lecture (49.32%) are the main ways for students to understand Chongqing culture.

31.08% of the respondents chose TV and Internet to understand Chongqing culture. Respondents said that they occasionally saw some videos or cultural introductions in the mass media, and never or rarely watched news or other cultural programs on Chongqing local TV station. No English entrance is set up on the websites related to cultural communication such as Chongqing environmental and cultural promotion network and Chongqing tourism government network. Only few foreign students know about the websites equipped with English cultural resources introduction.

It is learnt that the most frequent social contact with foreign students in Chongqing is mainly foreigners. They have less contact with Chinese students or local residents. It can be concluded that 28.38% of the international students choose to learn Chongqing culture through "introduction of friends". In cultural exchange, the residents' self-awareness of China cannot be avoided, and the prejudice will be transmitted with them, which will easily cause cultural communication obstacles.

Chongqing is a city that can be seen and will be memorable for a lifetime. The culture of Bayu, the Three Gorges, the Yangtze River, the accompanying capital and immigration are the bright pearl and treasure of the Grand View Park of Chinese culture. In the questionnaire survey, 52.03% of the students said that they knew some history of Chongqing. 76.35% of them gave positive answers to the topic I am very interested in some cultural relics in Chongqing, indicating that the international students in Chongqing have a high degree of recognition of Chongqing traditional culture.

Culture is the soul of tourism, while tourism is the carrier of culture. Chongqing has abundant tourism resources. In the questionnaire survey, Chongqing cultural places I have visited, Chongqing national folk customs represent Ciqikou Ancient Town, urban landmark cultural landscape Jiefang monument, Chaotianmen and other places, which have a high recognition among the international students.

It is learnt that the international students were not sure about the topic of I have a certain understanding of the capital and Hongyan culture in wartime, and many of them said they had not heard of the red rock spirit. The recognition of Dazu stone carving and Hongyan village, which shows the cultural heritage of Chongqing, is not high among the students abroad.

3. Acceptance of Chongqing characteristic products by international students

The acceptance of local characteristic products by international students is also an important indicator to examine the cultural identity. 64.87% of the students in the questionnaire said “I would like to bring Chongqing specialty products back to China and share with their family and friends”, indicating that they have high recognition of Chongqing cultural products.

Hot pot, as a representative food of Chongqing, is a cultural card of Chongqing, which carries the city’s heavy customs and cultural memories. The survey ranked the top of the list of “Chongqing specialty foods I have eaten”. In addition, Chongqing noodles, spicy chicken and other food are recognized by international students.

It can be seen that the acceptance of Chongqing hot pot is the highest, followed by Chongqing noodles and spicy chicken. During the interview, the international students generally believed that Chongqing hot pot could best represent the catering culture characteristics of Chongqing wharf. They were familiar with the brands of hot pot bottom materials, such as Dezhuang, qinma and Fanchao.

4. Thoughts and suggestions on the international promotion of Chongqing culture

Firstly, promoting the international promotion of Chongqing culture to the level of urban strategy. In view of the long-term goal of cultural promotion, the goal of Chongqing cultural international promotion is promoted to the level of urban development strategy, and the promotion goal, promotion way and promotion mode are strategically planned.

Secondly, strengthen the elements of international promotion when building Chongqing culture itself. For example, we should regularly promote the declared World Cultural Heritage in major universities in Chongqing with international students, so as to enhance the international popularity of the brand.

Thirdly, broaden the channels to understand Chongqing culture. The international promotion of Chongqing culture should pay attention to the role of the rise of Internet new media and integrate the Internet with cultural promotion. For example: Transformers 5 was shot in Tiankeng, Wulong. After it was released, almost all foreigners in Chongqing visited it. It can be seen that the publicity role of new media cannot be underestimated. It is suggested that the cultural propaganda department of Chongqing can effectively connect with universities and communities, and explore the international promotion path of Chongqing culture by distributing brochures and souvenirs, organizing summer camps, concerts, holding cultural tourism festivals, weeks and other activities.

Fourthly, strengthening the communication awareness of Chongqing culture to effectively avoid misreading caused by cultural differences in cross-cultural communication. Strengthen the cultural feedback research in the international perspective, especially the cross-cultural interpretation of Chongqing cultural symbols.

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