

Advertising Effect of the English Translation of Rural Tourism Brand “Bengenei”

Qiuyi Feng

Haikou University of Economics, Haikou 570203, Hainan, China.

Fund Project: 2020 Haikou Social Science Fund Project “Investigation and Translation of Publicity Language of Rural Tourism Cultural Image in Haikou under the Construction of Humanistic and Ecotourism Island” (Project Number : 2020-ZCKT-44).

Abstract : A tourism brand represents the imprint and characteristics of national culture and the wisdom of national cultural products. The most innovative tourism brand in Hainan, “Bengenei”, fully presents the advantages of Hainan rural ecological resources and cultural heritage. This paper analyzes the successful advertising effect from the English translation of Hainan rural tourism brand “Bengenei”, which has a far-reaching impact on the international publicity of Chinese rural tourism brand.

Keywords : Hainan Rural Tourism; Bengenei; Brand Translation

1. Introduction

Rural tourism development is an important measure to aid the inheritance of the local culture of a nation. In their long history, Li people have created a unique culture in Hainan’s special natural environment, and have made a particular contribution to our country’s cultural diversity, which has become an indispensable part of the cultural ecological web. At present, Hainan is mining the cultural characteristics of the local Li nationality, in order to develop the rural tourism culture, among which Qiongzong’s rural tourism is developing more rapidly. The “Bengenei” tourism brand is the most creative product, which makes use of the advantages of ecological resources and local cultural connotation. “Bengenei”, meaning “welcome” in the Li dialect, has become a code word for Qiongzong rural tourism. On July 20th 2017, the first “Bengenei” leisure tourism project in Hongmaoshihan ethnic area, Shihan Village Tourist Inn, was completed and opened to the public. Now, more than one hundred “Bengenei” tour villages are being built, attracting a large number of domestic and foreign tourists. Therefore, the study of the advertising effect of the English translation of Hainan rural tourism brand “Bengenei” can not only enhance people’s awareness of protecting the ecological environment of Li culture, but also promote the international influence of the external publicity of China’s rural cultural tourism brand.

2. The transliteration of “Bengenei” reflecting its cultural confidence

A strong local accent has great culture charm for Li village tourism. “Bengenei” originates from the Li dialect, and symbolizes Li culture. “Bengenei” rural tourism is favored by tourists at home and abroad, and has become a wonderful sightseeing place. The charm of an accent is one of the features of rural tourism, for every place has its own cultural characteristics, and every village has its familiar accent. Accent is the sound symbol and music signature of rural tourism, which can arouse the interest in cultural exploration in tourists. The sound of “Bengenei” creates an atmosphere of a local exotic custom, which can increase the tourists’ yearning for the local exotic culture. So, strong accent is one of the successful factors for “Bengenei”.

“Bengenei”, the transliteration of the rural tourism brand, can easily find the domestic consumer’s acceptance owing to its distinctive ethnic culture, rich cultural connotation and great influence at home. It is the mark of Li culture, which consolidates its cultural consciousness and confidence. The creation of “Bengenei” is an effective measure to protect and develop Hainan local

Copyright © 2021 Qiuyi Feng

doi: 10.18686/ah.v5i2.3308

This is an open-access article distributed under the terms of the Creative Commons Attribution Non-Commercial License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits unrestricted non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

culture. Li dialect, with its strong local accent, contains the Li people's deep national emotion. In 1957, China established the Li language and Li dialect school, so the Li status improved rapidly. In historical times, the Li dialect was the main communicative language among Li people. However, with the new construction of Hainan international tourism island and the development of the modern economy and civilization, a great number of features of Han culture and western civilization were introduced, followed by advanced science and technology and other language cultures. The Li dialect has been impacted strongly, leading to a decreasing number of Li speakers and the gradual shrinking of the Li dialect. In the biological world, a change in the ecological environment, such as the sudden change of climate and the invasion of other species, may lead to the loss of the ability to survive, or even the death, of a species; So also with a language because of the change of the language's ecological environment (Feng Guangyi, Li Qingfu, 2017). The creation of Qiongzong rural tourism brand, in Li dialect "Bengenei", is not only for the inheritance and development of the ethnic local culture, but also for the protection of the Li dialect's ecological environment, which embodies the Li emotional and historical value, showing the cohesion of Li sense of identity, national pride and sense of mission, in order to make tourists understand and accept the uniqueness of Li language and culture, and attract a greater number of tourists to appreciate Li culture. The successful transliteration of the rural tourism cultural brand "Bengenei" is the external manifestation of Li ethnic cultural confidence, for Li has its own particular customs, thinking patterns, aesthetic style and psychological construction, which make up the Li ethnic personality.

3. The transliteration of "Bengenei" highlighting its cultural mark

"Cultural beauty" is the core of rural tourism. With abundant "green resources" and "blue resources", Hainan is regarded as "Hawaii" in the East, with mountains, rivers, forest, hot springs, sea and islets, all gifts given by nature. It is one of the important policies to develop rural tourism by combining different villages' particular resources and mining their inner "cultural beauty". Qiongzong is the main settlement of Li and Miao ethnic groups. A brand represents the imprint of ethnic culture, the characteristics of national culture, and the wisdom of national cultural products. Li's language, art, customs, religious beliefs and other cultural characteristics are different from other ethnic culture styles. As a rural tourism brand, the transliteration of "Bengenei" highlighting its cultural mark, which may refer to the spectacular tattoo culture in the history of the Li nationality, demonstrating the Li people's respect towards their ancestors and traditions; Li's handmade brocade, with its gorgeous colors, different patterns and excellent workmanship; And Li's Valentine's Day—"Sanyuesan"—a festival of people singing and dancing, showing their special ethnic customs in production, life and entertainment.

At present, Qiongzong Government is giving play to the advantage of Qiongzong's beautiful natural scenery, and giving impetus to the development of some key rural tourism projects such as Baihualing Scenic Place and Haihang Limu Mountain National Forest Tourism Resort. Based on the concept of "wealthy and beautiful village" construction, Qiongzong Bengenei rural tourism brand is developed by mining a variety of rural cultures and integrating the ecological natural scenery cultures, such as Li and Miao ethnic singing and dancing culture, Hainan liberation historical culture and industrial culture led by featured products such as green oranges.

4. The free translation of "Bengenei" creating a better advertising image

On the LOGO, its free translation is "Going anywhere", with profound meaning. The former carries Hainan cultural features with the sound "Bengenei" in the Li dialect. The latter is in the realm of non-language factors and their extended meaning and cultural connotation, with the meaning of "travel around the world", "enjoy the fairyland", and "welcome visitors from a distant place". This is the concept of "self-guided tour" of Qiongzong rural tourism, that tourists can freely arrange the tour by means of self-driving, cycling or walking, enjoy the fun of aboriginal ethnic customs and experience the unique charm of Li and Miao ethnic culture, so as to realize their physical and mental freedom and spiritual pleasure.

A distinctive brand mark is the "image sign" of the rural tourism brand. On August 12th 2013, the opening ceremony of Qiongzong "Bengenei" self-guided tour was held at Shihan Village, Hongmao Town in Qiongzong, where "Benben", the LOGO of "Bengenei"—Deer God, made his first public appearance. He is one of the totems of Li and Miao ethnic groups, wearing rainforest-like hair at his temples, in Li and Miao costumes, full of nature loving and enthusiasm, bold and unrestrained. He is the symbol and mascot of "Bengenei". The mark of "Bengenei" is a lovely charming cartoon, meaning "welcome here", which shows the simplicity, enthusiasm and hospitality of the Li people. "Benben" in Chinese Pinyin implies "running" and "self-guided tour", which is kind and pleasant. The mark of "Bengenei" is obvious, which can help the industry create a typical brand name with its brand culture concept and consciousness, then launch a series of branded products, such as "Bengenei" Home Stay, "Bengenei" rural buses, "Bengenei" National Trails, "Bengenei" national campsites, will come out one after another, gathering different kinds of

rural tourism villages and theme routes, forming a “Bengenei” rural tourism brand aggregation effect, so as to promote the “Bengenei” rural tourism advertising effect.

5. Conclusion

“Bengenei” is the brand name of Qiongzong rural tourism, which is not only part of a language, but also a carrier of Li culture. “Bengenei” infiltrates the Li culture, as its rich forest resources, mountains, rivers, folk customs and villages all bear the mark of “Bengenei”, and connect with the Li traditional culture. The distinctive regional culture meets the command of the masses towards the rural tourism culture and influences their consumption habits. Statistics show that, in the process of brand translation, transliteration is one of the effective measures that most enterprises take. If a Chinese brand goes to the world, it will surely need a resounding and connotative English translated version. The translation of brand names cannot go against the purpose of translation, but should have the effect that gives the finishing touch, which makes the brand break through barriers of language, culture and society and be accepted widely by consumers (Xu Huiru, Yemiao, 2012). Nowadays, “Bengenei” has become a new growth point of rural economy development and increase in farmers’ income, which has infinite development potential and space. The success of “Bengenei” represents the success of mining distinctive Chinese rural culture, which implies that development of rural tourism can not only aid the inheritance of local culture, but also set a typical example for a Hainan rural tourism brand against the background of free trade zone construction.

References

1. Feng G, Li Q. On the Ecology of Li Language. Nanfang Press 2017.
2. Fu C. Brief Introduction of Nadou language, Gelong language. Guangxi Normal University Press 2015.
3. Guo J. Huangtian, Linguistics and Brand culture in Intercultural Communication. Qiusuo 2004; (07): 217-219.
4. Charming Hainan Editorial Board. Charming Hainan Volume II. Hunan Cartography Publishing House 2018: 158.
5. Xu H, Ye M. An analysis of Transliteration Memes in Brand Name Translation. Journal of Chongqing Jiaotong University (Social Sciences Edition) 2012.