Study on the International Communication Strategy of Emei Wushu Culture in the Path of Building a World Important Tourism Destination*

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After more than 2,000 years of development and inheritance, Emei Wushu, together with Shaolin and Wudang, are known as the three major Wushu schools in China and are considered the treasures of Chinese Wushu culture. This paper re-explores and researches how to accelerate the path of building a world important tourist destination. This paper discusses the international communication strategy of Emei Wushu culture to provide reference for Leshan City to better build a world important tourism destination. These strategies include, first of all, transition from technical communication to cultural communication; secondly, translation problems in the dissemination of Emei Wushu culture; thirdly, accelerating the holding of Wushu events to enhance international influence; and finally, exploration of ways to enhance the cultural heritage of Emei Wushu and its international communication.

Keywords: World Tourism Destination, Emei Wushu culture, communication strategy

Introduction

Leshan is an important transportation hub city in Sichuan, the second largest tourist city in Sichuan in terms of total tourism economy, with famous mountains, famous Buddhas, famous people, and famous cities, and three world heritage sites, and is developing into the “back garden” of the Chongqing region and building an important tourist destination in the world.

In September 2020, the “three meetings” of Cultural Tourism in Sichuan Province were successfully held in Leshan City. This meeting, with the alliance as a link, provides new opportunities for the development of Leshan as a world-important tourism destination in the Bashu cultural tourism corridor (The writer’s name, 2019). Through this article, the author wants to explore the study of the foreign communication strategy of Emei Wushu culture, and contribute a little to tell the story of Leshan, spread Emei Wushu culture and build a world important tourism destination.

In the expanding foreign exchange and cooperation, Chinese culture has been widely spread. Chinese Wushu is a carrier of Chinese culture and a business card of Chinese culture, which is loved by many foreign friends. The “kung fu” phenomenon has promoted the cross-cultural spread of Chinese Wushu. In order to give Chinese Wushu more room for international development and dissemination, international Wushu

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organizations have been established one after another and international Wushu competitions have been held one after another. All of these have, to a certain extent, promoted the international spread of Chinese Wushu, increased the enthusiasm of foreign people to practice Wushu, and attracted more international friends to participate in the Wushu movement. Therefore, this paper analyzes the spread of Emei Wushu Culture from the importance and the following four strategies.

The Importance of the Study on the International Communication Strategy of Emei Wushu Culture for Building a World Important Tourist Destination

Chinese Wushu is profound and long-standing. The Emei Wushu is famous all over the world. Emei Wushu, which has been developed and inherited for more than 2,000 years, is one of the three major Wushu schools in China, along with Shaolin and Wudang, and is a treasure of Chinese Wushu culture, due to its unique style of “combining rigidity and flexibility, internal and external training”. As the birthplace of Emei Wushu, Emei Mountain—Leshan Buddha Scenic Area has the distinction of being a national scenic spot and a world cultural and natural heritage, and is a “holy place for praying for blessings and good fortune, and a paradise for leisure and vacation” for Chinese and foreign tourists and Wushu talents. The festival follows the success of the “Shaolin, Wudang and Emei” three major Wushu elite tournaments held in Emei Mountain, which is the best opportunity for Emei Wushu culture to spread and exchange with the outside world. Emei Wushu is an essential part of the development of the city’s tourism culture. Only by spreading the Emei Wushu and making more people around the world understand Emei Wushu and its culture can the complete tourism culture of Leshan be presented to tourists outside the city. Emei Wushu culture is an indispensable part of urban tourism, a window for overseas tourists to understand the culture and development of the city, and also one of the paths to study the construction of a world important tourist destination (Song, 2020). Therefore, the study of strategies for the foreign communication of Emei Wushu culture directly affects foreign tourists’ impressions of a city, creates a good reputation in the tourism and culture market, and attracts more foreign tourists.

Emei Wushu Culture International Communication Strategy

Transition From Technical Communication to Cultural Communication

At present, the main problem in the international communication of Emei Wushu is that the international communication of Emei Wushu is mainly based on the teaching of techniques, but the humanistic spirit of the traditional Wushu is rarely involved, and the core value is to spread its strong cultural heritage and humanistic characteristics (Jiao, 2021, pp. 30-35). Emei Wushu, as the name implies, are Wushu created and derived from Mount Emei, a general term for Wushu that originated in Mount Emei in Sichuan and were widely spread throughout the entire region of Sichuan and Chongqing. It has been developed and passed down for more than 3,000 years, and through the mutual integration, infiltration, and struggle of Taoist, Confucian, and Buddhist religious cultures and Wushu culture in Emei Mountain, Emei Wushu has promoted its own development, gathering the essence of both Buddhist and Taoist Wushu and cultures to form its own system. The Emei Wushu are all-embracing and diverse, including various techniques including boxing, swordplay, qigong, hard qigong, 12 Zhuang, sparring, Wushu routines, and so on with a unique regional culture of Basho. Therefore, in the process of cultural dissemination of Emei Wushu, we should transition from technical dissemination to cultural dissemination.
Translation Problems in the Dissemination of Emei Wushu Culture

The Emei Wushu is now a collection of the best of the Northern and Southern Chinese Wushu, with 1,692 styles and routines, accounting for more than 95% of the entire Chinese Wushu, making it the masterpiece of the Chinese Wushu today. “Wushu translation should not only convey the connotative information of traditional culture contained in Wushu to the West as much as possible, but also take into account the information decoding ability of Westerners, and only in this way can “tell the world a real Emei Wushu” (Li, 2020). Therefore, Emei Wushu cultural translation is the main medium of international dissemination of Wushu and the image spokesman of traditional Emei Wushu culture, and it is extremely important for this group to choose representative and adapted to the local reality and utilize appropriate communication methods in the process of promoting and teaching Wushu to the outside world, and in the process of teaching Wushu, the translation of Emei Wushu disciplines and terminology vocabulary by the translator should be more In the process of teaching Wushu, the translator should be more careful in translating the vocabulary of Emei Wushu disciplines and specialized terms, because the cultural differences between East and West can easily have an adverse effect on the translation and transmission of Wushu (Wang & Ma, 2014, pp. 62-65). In addition, translators have the task of spreading the culture of the nation abroad mission. Great importance should be paid attention to the translation principles when translating Chinese Wushu to foreign friends, including principle of cultural orientation, principles of balance and principle of society (Niu, 2019, pp. 48-52). Therefore, it is essential to establish the selection and cultivation of translators with good traditional cultural cultivation, unified and standardized Wushu translation, and sound monitoring and immediate feedback mechanism of Wushu transmission effects. Although it is impossible to achieve standardized translation of all Wushu within a short period of time, by standardizing the translation of major schools of Chinese Wushu, such as Emei Wushu, gradually from point to point and from partial to overall the standardization of Wushu language can eventually promote Chinese Wushu to the world.

Accelerating the Holding of Wushu Events to Enhance International Influence

Since the first China-Sichuan International Emei Wushu Festival was held in 2007, it has been successfully held six times. From the initial 1,129 Chinese and foreign Wushu athletes from the three schools of Shaolin, Wudang and Emei to attracting 123 teams from 21 countries including the United States, France, Russia, Ukraine, Mexico, Nigeria, and Cameroon. All of these events have had a great impact on the rapid development of Emei Wushu over the years. It has added a kind of vitality to the Chinese Wushu Community and to a certain extent promoted the construction and perfection of the soft and hard power of Chinese Wushu spreading globally. In addition, it actively goes out. Send more teams to participate in the World Wushu Championships, World Sanshou Championships, International Taijiquan Exchange Competition, International Wushu Festival, etc. These events can provide a good platform for the intermingling and spreading of Emei Wushu culture, and it is important to make good use of these platforms to promote the international development of Emei Wushu programs and the benign spreading of Emei Wushu culture worldwide (Niu, 2019, pp. 48-52).

Exploration of Ways to Enhance the Cultural Heritage of Emei Wushu and Its International Communication

The functional advantages of Emei Wushu is manifested in the complex of various functions, such as skill, fitness, performance, nurturing, and self-entertainment, which enable the practice of Emei Wushu to achieve
multiple benefits in a relatively simple exercise (Xu, 2011). The spiritual charm of Emei Wushu does not lie in its artificial design of technical specifications, such as “high, difficult, beautiful, and new”, but in the cultural and religious charm embedded in its simple and uncomplicated movements. We must make sure that the inherent cultural charm of Emei Wushu can be explored and preserved. And also, it can reverse the trend of formalization in the development of Emei Wushu, maintain the cultural qualities of Chinese Wushu such as elegance and vulgarity, suitable for both young and old, versatility and self-entertainment, and introduce Emei Wushu to the whole human world (Guo, 2012, pp. 13-15).

**Conclusion**

Chinese Wushu has been passed down for thousands of years in China due to their intrinsic components. The formation of these elements is not only the result of the breeding of traditional Chinese Wushu culture itself, but is gradually realized through the process of continuous absorption and compatibility with external communication.

Throughout the text, to accelerate the world tourism destination, we must promote the study of tourism culture foreign communication, and the goal of Emei Wushu culture foreign communication is to construct a new cultural ideology in the target language culture, promote cultural soft power, and soar the modern Chinese dream. Therefore, the foreign communication of Emei Wushu culture is a global project, which needs the attention and policy support from the government level to better realize its internationalization path and promote the national brand to the world.

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