



The Magical and Charming Chinese Language Helping Chinese Tourism Market with a New Look & a New Height in Bali

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ABSTRACT

China is an ancient civilization with a splendid culture of 5,000 years. It has a long history and a broad and profound culture. The Chinese language is magical and unique with a long history and a profound background. It is unique among many languages in the world and with the largest number of people in the world. The UN World Tourism Organization has recently officially designated Chinese as an official language. In the era of globalization, the importance of internationalization of Chinese is self-evident. Currently, the Tourism Confucius Institute established at Udayana University in Bali is an important platform for Chinese language promotion. Bali, as a world-class tourist destination, is the first choice for Chinese tourists to visit Indonesia. Among the tourists from all over the world, Chinese tourists occupied one third. It is the main force of tourism consumption in Bali and has a very special status. Carrying out Chinese (tourism) teaching here can improve the Chinese level and service quality of local tourism practitioners in receiving Chinese tourists and effectively communicate with Chinese tourists and provide high-quality services and ensure the sustainable development and virtuous circle of the Chinese tourist market in Bali. It also contributes to the friendly cooperation between China and Indonesia in tourism and other fields, and cultivate comprehensive tourism Chinese talents for the tourism development in Bali, meanwhile, after the pandemic, when Chinese tourists arrived as scheduled, it helps Bali's tourism development showing a new look and the tourism economy reaching a new height.

Keywords: China language, tourists, Bali, Indonesia

Introduction

China is one of the oldest countries in the world and it is an ancient civilization with a splendid culture of 5,000 years, a long history and profound culture. The Chinese language has a long history. It is magical, unique and profound. It is the language with the largest number of people in the world. It has unique charm and magic among many languages in the world. The charm of Chinese lies in its beauty, in its strong generalization, vividness, fullness and emotion. With its unique charm, it has made the Chinese people express their feelings and Chinese language spread for thousands of years. For more than 5,000 years, whether it is a change of dynasties or a change of political power, the Chinese nation has always guarded its spiritual wealth and more

importantly, its own civilization and soul. It is the greatest and longest guardian in the world.

According to United Nations statistics, 1.6 billion people around the world speak Chinese, accounting for 25% of the world's total population. Recently, the United Nations World Tourism Organization (UNWTO) officially listed Chinese language as the official language of the UNWTO from January 25, 2021. In the era of globalization, the importance of internationalization of Chinese language is self-evident. This decision has improved the use status and proportion of Chinese language in international organizations, which is conducive for China to better share the experience and opportunities of China's

tourism development and make positive contributions to the realization of cultural exchanges between China and foreign countries and the promotion of building a community with a shared future for mankind.

Confucius was the greatest statesman, thinker and educator in our ancient country. The Confucius Institute named after Confucius is an important platform for the promotion of Chinese language. It promotes Chinese culture, enhances mutual understanding with the world, builds a harmonious world and enables Chinese civilization and other civilizations in the world to communicate and understand each other. The Confucius Institute's promotion of learning Chinese to ordinary foreigners will help foreigners understand China's history and traditional culture, allow more overseas countries to understand China and strengthen cultural exchanges and mutual learning between China and foreign countries.

At present, the Tourism Confucius Institute opened at Udayana University in Bali takes tourism as its distinctive feature and is committed to cultivating tourism Chinese management and local Chinese tour guide talents who can speak Chinese and understand China for the Bali tourism industry. As a world-class tourist destination, Bali is the first choice for Chinese tourists to visit Indonesia. Among the tourists from all over the world, Chinese tourists account for one-third. They are the main force of tourism consumption in Bali and their status is very special. Here carrying out tourism Chinese teaching is conducive to improving the Chinese level and practical application ability of Bali tourism practitioners, improving the service level and reception quality of Chinese tourists, providing high-quality services and helping to cultivate more tourism Chinese practitioners who meet the needs of the local tourism market, so that they can effectively communicate with Chinese tourists, ensure the sustainable development and virtuous circle of the Chinese tourist

market in Bali and attract more Chinese tourists to Bali to learn about Indonesia, Bali culture and the long-standing Chinese culture, enhance the mutual understanding between the two cultures and contribute to the friendly cooperation between China and Indonesia in tourism and other fields. It is a double-wins and particularly effective work. It is believed that after the Covid-19 pandemic, when Chinese tourists arrive as scheduled, it will help Bali tourism develop a new look and the tourism economy will hit a new high. As an important country along the one Belt and one Road, Indonesia's geographical location and status are very important. Bali, as a world tourist destination and the rapid growth of Chinese tourists, has uniqueness and advantageous resources, which will bring a lot of space for the Tourism Confucius Institute at Udayana University to show unique Chinese, promote special tourism Chinese teaching and educational exchanges and cooperation.

In recent years, with the continuous advancement of China's "One Belt and One Road" initiative, Indonesia, as an important country along the Maritime Silk Road, has become more and more closely connected with China in the fields of politics, economy, trade, culture and tourism. At present, the relationship between China and Indonesia is in the best period of development. Bali, as a world-renowned tourist destination, is one of Indonesia's most important windows to the outside world. The number of Chinese tourists has increased year by year with more than one million people per year and has jumped to the first place and become the largest source of foreign tourists in Bali. In order to ensure the sustainable development and virtuous circle of the Chinese tourist market, cultivate tourism Chinese professionals is a very important job in Bali.

With the development of domestic and foreign tourism in China, tourism practitioners in many countries have long recognized the importance of mastering

Chinese and the demand for learning Chinese is also increasing day by day. The hot Chinese tourism market has already attracted the attention of all countries. Although international tourism has not yet fully recovered due to the impact of the pandemic, tourism practitioners in many countries have begun to actively learn Chinese language, hoping to come in handy when Chinese tourists return. When international tourism takes off again, Chinese tourists will occupy a large proportion.

The communication of language and culture is the most intimate communication in the process of establishing contact with others and language is the key to open people's inner world. Chinese language is a magical language. Learning Chinese will help the two peoples better understand each other's language, thereby enhancing mutual understanding and trust, and deepening friendship and affection. The Tourism Confucius Institute at Udayana University can use the platform of Tourism Confucius Institute to promote tourism Chinese

teaching in Bali, use the platform of Tourism Confucius Institute to strengthen Chinese language learning for Udayana University tourism students and create opportunities for them to work as Chinese tour guides in the future. At the same time, it can also cultivate high-quality interdisciplinary talents who understand professional and Chinese for the tourism industry in Bali. This is a double-wins good thing and it is an important work worthy of our joint efforts. Giving full play to the advantages of the Tourism Confucius Institute, showing the charm of Chinese and turning the language into a driving force for promoting the virtuous circle and healthy development of Bali tourism. They will be a sufficient career and work that we are very much looking forward to and worthy of doing.

Many thanks to the organizer of the conference and to Universitas Hindu Indonesia for allowing us to gather in Bali and use the Magical language to make suggestions for the development of Bali, I hope Bali will have a better tomorrow![]

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