

汉译英参考译文:

The 2022 China Tourism and Culture Week Rounds off with Bountiful Fruits

Recently, with the successful conclusion of the 2022 China Tourism and Culture Week, China cultural centers and tourist offices around the world have received lots of enthusiastic messages from international participants. “I really wish I had a chance to travel to China. China is so amazing!” “We are looking forward to China’s further contribution of wisdom to the protection of intangible cultural heritage and rural development worldwide.” “The ancient bamboo grove is so placid and beautiful like a Chinese painting.” “The high-speed trains in China are fantastic!”

The 2022 China Tourism and Culture Week was held, under the guidance of the Ministry of Culture and Tourism of China, in many cities around the world from September to October. A total of 56 China cultural centers and tourist offices organized online and offline activities such as special exhibitions, video displays and seminars. These activities fully demonstrated

the remarkable achievements of building socialism with Chinese characteristics in the new era by telling vivid stories about the protection and inheritance of fine traditional Chinese culture, about the role of culture and tourism in facilitating poverty alleviation and rural revitalization, and about the innovative development of contemporary China.

During this spectacular event, China cultural centers and tourist offices employed a wide range of novel approaches and media channels to tell China’s stories to the world by sharing Chinese wisdom and China’s experience and solutions, and attracted a lot of interest around the world.

The China National Tourist Office in Rome, in association with institutions like Italy-China Cultural Exchange, planned and held an interactive event themed “My China Story”. They invited 10 Italians from diverse professions such as martial art coaches, young poets, members of famous bands, and travel agents, who had ever travelled to China, to tell

stories via short videos about their work, life and travel experiences in China. Such stories gave a lively account of China as a country worthy of friendship, trust and respect.

“How soon will the full moon appear? Wine cup in hand, I ask the sky. I do not know what time of the year. It would be tonight in the palace on high.” The poetry recitation contest “Bright Moon & Red Journey” in Cairo climaxed with the melodious singing of Su Shi’s famous poem. Videos prepared by the China Cultural Center for this event gained over 50,000 views from approximately 200,000 visitors on social media platforms of the center.

The China Cultural Center in Bangkok and the China National Tourist Office in Bangkok launched a digital exhibition on platforms like Facebook. Complemented by promotional videos produced by Sichuan Province for Thailand, the exhibition, divided into five sections — “City Construction”, “Rural Revitalization”, “Intangible Cultural Heritage for Poverty Reduction”, “Yellow River Culture” and “The Silk Road” — attracted over 300,000 views, with 43,000 participants actively engaging in the content.

The China Cultural Center in Berlin held a cultural salon “Rural Revitalization”. In the form of short videos and talks centered

on rural revitalization, the event introduced to the local people both China’s notion that “lucid waters and lush mountains are invaluable assets” and China’s recent efforts in the comprehensive promotion of rural revitalization, sustainable development and environment-friendly rural tourism, sharing with them China’s experience and approaches.

The China Cultural Center and the China National Tourist Office in Singapore jointly organized a seminar to share China’s rural revitalization and urban development experience. Many Singaporeans agreed that the seminar helped them gain a better understanding of China’s achievements in poverty alleviation. They looked forward to a revival of tourism and cultural exchanges between the two countries after the COVID-19 pandemic.

The myriad online and offline cultural and tourism activities have presented the true image of China in an all-round way, sparking enthusiasm among the international audience. They all express their eagerness to appreciate the long history, splendid culture, magnificent scenery and diverse customs of China.

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