

Research on the Cultural and Tourism Cooperation Between Gansu Province and Russian-speaking Countries Along the Belt and Road Exploration of Local Russian Language Talents Cultivation

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ABSTRACT

Gansu province enjoys a very important geographical position along "the Belt and Road", and its cooperation and communication with "Russian-speaking countries" are obviously strengthened in particular. However, the subsequent problem of lacking Russian language talents, especially compound ones, has put new requirements for the training mode of Russian language talents in local universities. This paper, based on the local characteristics of Gansu province, explores the cultivation of Russian talents in local universities and puts forward some feasible suggestions from the three aspects of "going global of traditional Chinese medicine culture", "tourism" and "classics translation".

Keywords: *"the Belt and Road Initiative", Russian-speaking countries, cultural and tourism cooperation, talent training*

I. INTRODUCTION

The so-called "the Belt and Road" was an initiative proposed by Xi Jinping during his speech in Kazakhstan in 2013, referring to the "Silk Road Economic Belt and the 21st Century Maritime Silk Road." Gansu province has long enjoyed the reputation of "stretching across three thousand miles of Silk Road and showing the Chinese civilization of eight thousand years". For one thing, the total length of the Silk Road is about 6,800 kilometers, about 1,600 kilometers in Gansu province. Second, Gansu is one of the birthplaces of Chinese civilization, and the ancient Silk Road across the Eurasian continent. Gansu had a very important geographical position on the ancient Silk Road, and was also an important region on the Land Silk Road. It was also a hub channel for cultural and civilizational exchanges between the

ancient China and the Western world, especially for cultural exchanges with countries in Central Asia and West Asia. Therefore, both the historical sense of Gansu's culture and the era sense of foreign economic and cultural exchanges have endowed Gansu the significance of golden area in "Silk Road Economic Belt".

Since the "the Belt and Road Initiative" was put forward in 2013, Gansu government has issued a series of policies and guidelines in order to integrate into the construction practice of "the Belt and Road Initiative" as soon as possible. For example, in May 2014, Gansu Provincial Party Committee and Provincial Government actively formulated and issued the Overall Plan for the Construction of Gansu Section of the "Silk Road Economic Belt", the focus of which was to implement the "connection in five aspects" proposed by "the Belt and Road Initiative", namely, policy communication, infrastructure connectivity, unblocked trade, financial integration and people-to-people bond. Later, after the National Development and Reform Commission, the Ministry of Foreign Affairs and the Ministry of Commerce jointly issued "Vision and Actions for Jointly Building the Silk Road Economic Belt and the 21st Century Maritime Silk Road" in March 2015, the Gansu Provincial Party Committee, the

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provincial government established the "Implementation Plan of Gansu Province's Participation in building the Silk Road Economic Belt and the 21st Century Maritime Silk Road" in the 21st century, in October 2015. The plan aimed to refine the development strategy of the Silk Road Economic Belt. On November 27, 2019, the General Office of the Gansu Government issued the "Notice of the General Office of the Gansu People's Government on Printing and Distributing the Implementation Plan of "Five Commanding Heights" of Gansu Technology Information Ecology Integrated into 'the Belt and Road' Construction in the New Era". It proposed that in order to integrate into "the Belt and Road Initiative", it is necessary to seize the five commanding heights of culture, hub, technology, information and ecology. The purpose is to build Gansu province into a new highland for the research, protection, inheritance and innovation of cultural heritage and a new model for the integration of the Silk Road spirit and the spirit of the times, to make Dunhuang Culture, the Great Wall Culture, the Yellow River Culture, the Ancestor Culture, the Red Culture and the National Folk Culture the important symbols and outstanding representatives of the "Belt and Road" culture, and to constantly expand the international visibility and influence of "Symphonic Silk Road · Agreeable Gansu".

Under "the Initiative Belt and Road", Gansu attaches great importance to the development of various undertakings, especially the active promotion of cultural tourism cooperation with countries along the Silk Road. The implementation plan emphasizes that under the opportunity of "the Belt and Road Initiative", Gansu should strive to build a cultural commanding height and actively excavates the humanistic ideas, values and moral spirit contained in the local cultural heritage. After several years of practice since "the Belt and Road Initiative" was put forward, win-win cooperation has been achieved at many levels, including economy, trade, culture, science and technology, medical treatment and tourism, covering a wide range of areas. Since it is very difficult to comprehensively demonstrate and describe this, this paper discuss the cooperation and exchange between Gansu province and the Russian-speaking countries along "the Belt and Road" from the following aspects.

II. THE "GOING GLOBAL" STRATEGY OF GANSU TCM CULTURE

Gansu, which has long been known as "the origin of mountains and rivers, the hometown of Fu Hsi and Yellow Emperor (both are legendary ancient leaders)", is the birthplace of traditional Chinese medicine. The traditional Chinese

medicine culture of Gansu has a long history and enjoys a good reputation at home and abroad. On the one hand, Gansu province is located at the intersection of the Northwestern Loess Plateau, the Inner Mongolia Plateau and the Qinghai-Tibet Plateau. With its unique geographical environment and landform, Gansu province is endowed with many unique natural resources of traditional Chinese medicine. Moreover, it has the advantages of long planting history, wide planting surface and rich resources of medicinal materials, so that Gansu has become an important Chinese medicinal materials producing area in China, with the laudatory title of "medicine town for a thousand years" and "natural medicine storehouse". On the other hand, Gansu has produced many famous doctors in history, such as Qi Bo, the founder of medicine during the Period of Three Emperors and Five Sovereigns (in ancient China), Feng Heng during the Three Kingdoms Period, and Huangfu Mi, the founder of acupuncture during the Jin Dynasties. Since 2013, Gansu responded positively to "the Belt and Road Initiative", first of all, put up the banner of "Traditional Chinese Medicine Culture" going global, at the same time, Gansu University of Traditional Chinese Medicine and Gansu Hospital of Traditional Chinese Medicine actively participate in the joint construction of medical culture, and made a series of significant achievements. For example, in October 2013, Gansu University of Traditional Chinese Medicine established "Qihuang College of Traditional Chinese Medicine" in Baca Maurie F State Medical University in Ukraine; in July 2014, Gansu University of Traditional Chinese Medicine established a friendly cooperative relationship with Kyrgystan State College of Continuing Medical Education, and established "Qihuang College of Traditional Chinese Medicine" in Kyrgyzstan; in September 2015, Gansu University of Traditional Chinese Medicine was founded in the Oriental School of Medicine of Renmin University of Russia; in October 2015, "Qihuang College of Traditional Chinese Medicine" was founded in Moldova. Gansu University of Traditional Chinese Medicine has set up 14 "Qihuang college of traditional Chinese medicine" in countries along "the Belt and Road". In addition, taking advantage of the overseas construction of "Qihuang College of Traditional Chinese Medicine" and "Center of Traditional Chinese Medicine", The University of Chinese Medicine is giving full play to its distinctive teaching advantages and continuously promoting overseas education and training. According to data, the University of Traditional Chinese Medicine has sent more than 20 experts and professors to the Qihuang College of Traditional Chinese Medicine in Kyrgyzstan, Ukraine and Moldova to carry out overseas training of traditional Chinese medicine in more than 10

periods, training nearly 500 local students. At the same time, 12 short-term Chinese medicine training courses have been held for TCM doctors and enthusiasts from the countries along "the Belt and Road", with more than 200 person-time trainees. The above data show that since "the Belt and Road Initiative" was put forward, Gansu has been relying on its own rich resources of medicinal materials and taking traditional Chinese medicine as the medium to deliver important achievements in the research of traditional Chinese medicine culture to the world. These important measures, on the one hand, have actively spread the culture of traditional Chinese medicine, and played a positive role in promoting the "going global" of traditional Chinese medicine in Gansu, cultivating specialized talents in the internationalization of traditional Chinese medicine, speeding up the pace of exchanges and broadening the fields of exchanges. In 2019, Gansu Government issued the special action plan for the development of traditional Chinese medicine industry in Gansu, in which it was proposed that Gansu University of Traditional Chinese Medicine and other institutions of higher learning should be strongly supported to actively carry out cultural exchanges and cooperation in education, scientific research, training and other aspects of traditional Chinese medicine with countries along the "Belt and Road". At the same time, it will actively promote the development and growth of TCM service trade enterprises in the countries along the "Belt and Road", and then expand the overseas international market of TCM, which will also make TCM resources in Gansu the health security jointly shared and built by the countries along the "Belt and Road".

III. CONDITION OF IN-BOUND TOURISM TO GANSU FROM COUNTRIES ALONG "THE BELT AND ROAD"

In June 2014, China, Kazakhstan and Kyrgyzstan jointly declared the eastern section of the Silk Road as a World Cultural Heritage, "The Silk Road: The Road Network of the Changan-Tianshan Corridor". The Silk Road tour in Gansu province has thus attracted much attention and attracted more tourists. Then in April 2015, against the background of "the Belt and Road Initiative", Gansu issued the "Outline of the Overall Plan for Building a Large Scenic Spot along the Silk Road Economic Belt in Gansu Province". The Outline proposes to carry out construction of cultural tourism in Gansu province, and puts forward "Fine Silk Route, Chinese Roots-seeking Route, Yellow River Flavor Route, Traditional Chinese Medicine Health Maintenance Route, Ethnic Customs Route and Revolutionary Tourist Route", in an active effort to combine the natural landscape, cultural landscape, ecological civilization, cultural deposits

and ideological construction in Gansu to form diversified cultural and tourism activities. In April 2016, Gansu Provincial Department of Transport issued the "Implementation Plan of Connecting Road Construction for 4A + Tourist Attractions in Gansu Province". This measure provides a guarantee for the road facilities of tourism in Gansu, so that "there is no obstacle to travel" and "connectivity" can be achieved better. In February 2018, the Tourism Industry Development Conference of Gansu Province was held, and the Tourism think tank of Gansu Province was also established. In the same year, in order to implement the Great Landscape Implementation Plan of Silk Road Economic Belt Construction in Gansu, cultural tourism resources were specially integrated, tourism routes were reasonably planned, and a series of distinctive tourism routes were launched. In April 2020, In order to improve the opening level of local cultural tourism, popularize the spoken English of tourism and improve the quality of tourism service, Gansu commissioned the Tourism College of Northwest Normal University to compile the Popular Manual of Spoken English for Tourism in Gansu Province. This initiative helps to raise the level of external services and enhances the international influence of the tourism in this province. But in general, the cultural tourism cooperation between Gansu and the Russian-speaking countries along the "Belt and Road" is relatively weak. The number of foreign tourists in Gansu province was 113,700 in 2019, but only a small proportion of them came from "countries where Russian is spoken as a lingua franca". Travel cooperation is the primary basis of language communication, and there is no service for "Russian-speaking" tourists in the text and voice explanation of scenic spots in many 4A scenic spots in Gansu; at the same time, there is a lack of Russian tour guide and service personnel in Gansu area, which will directly leads to the poor experience of tourists in many Russian-speaking countries along the "Belt and Road". Secondly, efforts should be made to vigorously promote the international influence of Gansu's tourism culture. Besides the promotion of Gansu's local and domestic tourism culture, international promotion should also be carried out by various platforms, so as to truly promote the excellent Gansu culture and let more people get in touch with and know about culture.

IV. CLASSICS TRANSLATION

At present, many excellent Gansu cultural classics have not been translated into Russian. This, to a large extent, hinders the use of Russian to tell the "Gansu story" and spread the "Gansu culture", and also prevents the excellent Gansu culture from going abroad smoothly and brilliantly.

The "Russian-speaking countries" along the "Belt and Road" in the cooperation investigation of Gansu province and the "Russian-speaking countries" along the "Belt and Road" refers to "15 completely independent sovereign states formed after the collapse of the Soviet Union in the early 1990s". After independence, the republics established their national languages primarily as national languages, but Russian remained widely used as the common language of communication and, in some cases, as one of the two official languages in the country." [1] ^{p3} From this perspective, three of the five sub-regions formed along the "Belt and Road" can be considered as "Russian-speaking countries". The first region includes five central Asian states, namely, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan; the second includes Azerbaijan, Georgia and Armenia in the Caucasus, as well as Ukraine, Belarus and Moldova in eastern Europe; and the third region is Russia, which straddling the Eurasian continent. The 12 countries are known as "Russian-speaking countries" in the traditional sense, since Russian was the official language in Soviet times. Although 30 years have passed since the collapse of the Soviet Union, language policies in various countries have changed and the so-called "de-Russification" phenomenon has emerged, most countries still "use Russian", which also shows that the influence of The Russian language in these countries' 70-year history still exists. As a result, Russian has become the official language in the 12 countries along the "Belt and Road", or "parallel" to the national language. Although since the collapse of the Soviet Union, "the five central Asian countries are bilingual and all have adopted their main ethnic language as their 'national language'. Thus, Kazakstan and Kyrgyzstan have established Russian as the 'official language', while Uzbekistan, Tajikistan and Turkmenistan have downgraded Russian to the 'inter-ethnic communication language', but it is still in practice the official language for official occasions. In the five central Asian countries, whether Russian is used as the 'official language' or 'inter-ethnic communication language', it has higher social function and language vitality than the 'national language' which is a symbol of national language sovereignty." [2] ^{p2}

Thus it can be seen that with the acceleration of the cooperation process between Gansu and the Russian-speaking countries along the "Belt and Road", the demand for Russian service for international cultural cooperation and exchange has shown a trend of diversification, and higher requirements has been further put forward. Under the premise of economic globalization and integration, international cooperation against the background of "the Belt and Road Initiative" requires "communication" and "identity" among countries along the Silk Road Economic Belt.

Gansu province, as an important hub passage on the Silk Road, actively tries to fulfill this standard. At the same time, the premise of communication and identity is "language exchange", as Li Yuming said: "in the construction of 'the Belt and Road Initiative, language paves the way, the countries travels through the road, and language should goes first." [3] ^{p3} Meanwhile, "Language, as a carrier of cultural soft power, is closely connected with national soft power." [4] ^{p65}. And according to Huang Xing [5] ^{p8-p17} in his empirical analysis of language soft power of countries along the 'Belt and Road"', the language power is intuitively reflected in the number of people using the language. According to his statistics, Russian ranks seventh among 29 languages spoken by more than 50 million people in the world, after "English, Mandarin, Hindi, Spanish, French and Standard Arabic." At the same time, he analyzed the population structure of 14 major languages along "Belt and Road", pointing out that "154 million" people use Russian as the first language and "19 million" people use Russian as the second language. From this point of view, as a strong lingua franca along the "Belt and Road", Russian is gradually playing an important role.

Against the background of global integration, it is urgent to cultivate interdisciplinary talents with excellent foreign language ability for the "Belt and Road" cooperation mechanism. The strengthening of cultural ties among countries along the Silk Road and the innovative reform and optimization of foreign language teaching, especially in combination with the characteristics of local cultural resources in Gansu Province, enable foreign language teaching to cultivate efficient and excellent interdisciplinary talents in language and culture in combination with professional needs and other fields. "The core of this talent training mode is to train a large number of compound and international professionals who are familiar with international rules, have international vision and cross-cultural communication ability, and can participate in international affairs." [6] ^{p27}

Therefore, in the course of constructing the cultivation approach of compound foreign language talents, colleges and universities should take the cultivation of compound foreign language talents with international vision as the goal, and require the formulation of international curriculum cultivation plan and system, so as to establish a kind of integrated double-type professional talents with both foreign language and literature background and being related majors. Through the educational reform practice of several years, the Russian language teaching in domestic universities has also undergone some substantial changes. In this regard, Liu Limin, vice Minister of Education and president of The Chinese Russian Language

Teaching Research Association, put forward the concept of "Greater Russian", that is, based on Russian language and literature, the Russian language talents should be outstanding not only in language, but also in cultural exchanges, economic and trade cooperation. Such a new type of Russian talent with background of scientific and technological innovation and cultural and travel medical development etc., will make a difference.

Universities with the responsibility to transport talents for the society, shoulder the responsibility of training Russian talents. One of its tasks is to cultivate cross-cultural communication talents with cultural consciousness and proficiency in Russian language communication skills for Gansu province. These talents are bound to play the role of "disseminators" of Gansu's excellent traditional culture. Therefore, the trained talents are required to have a very deep understanding of the local excellent culture, so as to eliminate the "aphasia" phenomenon of the subject consciousness of the local cultural discourse, and to be competent for the spiritual pursuit of pushing out the local elite culture in the new international perspective. This puts forward new requirements for Russian teaching and education, solving the previous problem of only focusing on language skills and the lack of "cultural consciousness", which also leads to the "aphasia" of subject consciousness in international cultural and tourism cooperation.

With the gradual implementation of "the Belt and Road Initiative", "telling a good Chinese story and making Gansu's voice heard", further requirements have been put forward for the education and teaching of Russian major in local universities. Efforts should be made from a multi-level and multi-dimensional adjustment in the curriculum, course training scheme, teaching methods and teachers' construction, so as to make the Gansu local excellent culture into the day-to-day Russian teaching, cultivate students' high sense of identity and self-esteem for local culture and activate their perception of understanding of local culture and desire to tell the story of Gansu province in Russian and spread the excellent culture of Gansu. In this way, their language and cultural output ability can be improved and thus their international influence in the Silk Road countries will thus be enhanced. In addition, through the comparative study of local culture and foreign culture, students can also view foreign culture with critical thinking, thus improving the self-confidence and self-esteem of native culture.

Since the great initiative of "the Belt and Road" was put forward in 2013, the situation of Russian education and teaching in Gansu province has shown the following characteristics:

- The number of universities offering Russian has increased.

At present, there are five universities in Gansu province with Russian language and literature majors: Lanzhou University, Northwest Normal University, Northwest Minzu University, Lanzhou University of Technology and Hexi University. Lanzhou University of Technology and Hexi University, in particular, set up majors taking advantage of "the Belt and Road Initiative", aiming to train more excellent Russian language talents for Gansu. In addition, Russian, as a second foreign language, almost covers the foreign language majors of all universities in the province.

- The construction of the curriculum has changed.

Through several years of education and teaching practice, the Russian education in Gansu province has gradually changed the traditional situation of only teaching "Russian language". In particular, in the curriculum setting, some additional courses focusing on cultivating students' humanistic quality, such as "Russian culture", "Russian literature", "Russian society and culture", "Russian art", "General Situation of the Commonwealth of the Independent States", "General Situation of Russia" and "General Situation of post-Soviet Countries" have been set. This kind of multi-dimensional and multi-tiered curriculum has really improved students' humanistic quality, opened a window for students to further understand Russian culture and the culture of CIS countries, and also enabled them to speak calmly and confidently in the face of foreign guests. However, new problems appear. While Russian majors blindly pursue to master and understand foreign cultures, they do not pay attention to the cultivation of students' native language level, nor do they pay attention to the cultivation of good habits to absorb the excellent culture of the motherland. In view of this, universities and colleges are still in the process of curriculum reform and educational innovation. Taking the Russian major in Northwest Minzu University as an example, since 2013, the school has changed the course training program and teaching syllabus three times. In the 2013 version, courses such as "Russia Overview", "Contemporary Russia" and "CIS Overview" have been added to the curriculum training plan. As in April 2018, the Ministry of Education issued the national standards for foreign language literature teaching, which make clear a regulation that in addition to the knowledge of foreign languages and foreign literature, foreign language students must also master knowledge of related areas, the target language and Chinese language and culture knowledge and form the interdisciplinary knowledge structure displaying professional

characteristics. Therefore, the training program of the Russian major in Northwest Minzu University in 2018 clearly stipulates: The talents to be trained must master general education knowledge, Russian language knowledge, Russian literature knowledge, knowledge of related areas, and Chinese language and culture knowledge, relevant professional knowledge, knowledge of relevant laws, regulations and policies in this field, knowledge of computer and network information technology application, literature retrieval methods in Chinese and foreign languages and research, etc., and be familiar with ethnic theories and policies. The changes in the curriculum setting of Russian major in colleges and universities have indeed changed the traditional teaching mode to some extent, breaking the cultivation of single talents in the past and gradually abandoning the traditional mode of only knowing language tools. Therefore, in the new training program and teaching program, additional "Introduction to Chinese Culture", "General Situation of Russia", "Chinese Rhetoric", "Practical Writing" and other subjects of education elective courses have been set.

Inclusion of area studies: Under the new situation that Gansu proposes to integrate into "the Belt and Road Initiative", "multilingual and high-end talents with international vision should be encouraged to form a seamless connection with the needs of foreign cultures and the concept of global governance, forge the image of China as a big country 'going global', and strengthen the language communication and exchanges between the Chinese nation and the people of neighboring countries along the routes". [7] ^{p175} At the same time, the most important thing is to combine the local characteristics of Gansu province, to provide better guarantee for the Russian education and teaching in local colleges and universities and for the cultivation of Russian talents. This needs to be further deepened in the following talent cultivation, education and teaching:

On the basis of the original talent training mode, it is necessary to strengthen the cultivation of talents to understand Chinese culture and master Gansu culture. Therefore, some courses related to "Chinese culture" and "Gansu culture" should be added into the curriculum. Of course, each school still needs to combine their own characteristics of running a school, the curriculum and training mode of personalized reform, so as to achieve the purpose of optimization. For example, it is necessary to make full use of the existing advantages of students to carry out education and teaching reform in the colleges for nationalities such as Northwest Minzu University. This is because in the enrollment of Russian major in Northwest University for Nationalities, the cross-border ethnic minority students in Xinjiang have reached 20%. Among the

five central Asian countries, the languages of Kazakhstan, Kyrgyzstan, Uzbekistan and other four countries belong to the Altaic Turkic language family, which belongs to the same type as the cross-border languages of ethnic minorities in Xinjiang. Therefore, it is viable make full use of the similarities between Uyghur and Uzbek, Kazak and Kyrgyz, and try to cultivate the mode of "Russian" + "mother tongue" in schools, so as to lay a foundation for future employment and truly achieve the purpose of complementary advantages and interconnection in communication.

Secondly, it is necessary to continue to deepen the "going global" strategy of Gansu TCM, and strengthen the "TCM + Russian" training mode in the colleges of TCM. Therefore, the TCM colleges can cooperate with schools offering "Russian" major, flexibly adopt various ways such as short-term training, short-term intensive training and long-term language courses to cultivate TCM doctors who know "Russian", which will eliminate "language barriers" for the establishment of TCM centers in countries along the "Belt and Road".

Finally, it is necessary to establish a professional translation talent team with solid Russian language skills and cultural literacy to translate the excellent Gansu cultural classics into Russian, so as to let the excellent "Gansu culture" go global through books, newspapers, magazines, online periodicals and other forms.

V. CONCLUSION

To sum up, the great initiative of "the Belt and Road initiative" has created new opportunities for exchanges and development in science, technology, culture, education, tourism, medical care and other fields. Combined with the local characteristics of Gansu, in the face of these new opportunities, this paper put forward ideas for replying to challenges for the training of Russian talents. Therefore, under this new situation, colleges and universities should combine the individual characteristics of the students and carry out diversified reforms and innovations aiming at solving the problems in the existing education system, so as to lay a foundation for the cultivation and expansion of new Russian-language talents.

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