

## Practical Research on the Tutor System in the "Belt and Road" Shaanxi Cultural External Publicity

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**Abstract:** The construction of "Belt and Road" is a national strategic plan aiming at strengthening the communication path between China and the "Belt and Road" building policy, road, trade, currency and people's hearts. As a new starting point of the Silk Road Economic Belt, Shaanxi plays the role of cultural leader in terms of resources and geographical location, and has the accumulation of historical and cultural resources that other provinces and municipalities in China cannot match. However, compared with developed provinces, there is still a shortage of competitiveness. By analyzing the significance of the cultural industry to the construction of the "Belt and Road", the exchange of religious culture, the establishment of cultural industrial parks along the line, the creation of Asian destiny and the analysis of Shaanxi tourism and science and education resources, Shaanxi cultural resources can be better promoted under "Belt and Road" construction. On this basis, the current situation of the development of cultural industry in Shaanxi Province is expounded. Finally, in response to the existing problems and shortcomings, the countermeasures and suggestions for the development of cultural industry in Shaanxi Province are put forward.

### 1. Introduction

The strategic concept of "one belt and one road" has made Shaanxi stand again on the new starting point of the "Silk Road Economic Belt". It is precisely because of the heritage of 5000 years of excellent art and culture that it has provided unique advantages and opportunities for the training of art designers in terms of educational resource reserves, the precipitation of art and culture, and the opportunities for strategic development [1]. Promoting the construction of "one belt and one road" is a major strategic decision made by the state to focus on opening up a new pattern of China's all directional opening up. As an important province along the "one belt and one road" construction, Shaanxi should take the initiative to integrate and take the initiative. Shaanxi occupies an important economic and geographical advantage for the integration of the East and the West, connecting the North and the South, and the unique location advantages of the external connection to Central Asia [2]. In recent years, Shaanxi Province has actively integrated into the overall situation of "One Belt, One Road" in the country, and has intensively introduced various policies and implemented them one by one. It has issued the "Implementation Plan for Promoting the Construction of the Silk Road Economic Belt and the 21st Century Maritime Silk Road" and formulated actions. The plan has solidly promoted the implementation of various construction tasks and achieved remarkable results [3].

In higher education, how to solve the relationship between protection, inheritance and innovation, and to develop outstanding regional culture to the world is a new topic facing the training of relevant professionals in Shaanxi universities. Countries along the "Belt and Road" have made great achievements in religious culture and music. However, due to their unique geographical characteristics, these special cultures have not shined in the world [4]. Therefore, under the background of the "Belt and Road" construction, the external propaganda of Shaanxi culture is destined to have a significant meaning and value. Xi'an, the capital city, is the most important central city in the economic belt of the Eurasian Continental Bridge (China), making the coordinates of Shaanxi in the geometric center of China become clearer and clearer, and has the basic conditions and strength of "a new starting point and bridgehead to create the Silk Road

Economic Belt" [5]. In order to speed up the integration of the "one belt and one road" construction in Shaanxi Province, how to make good use of the existing historical and cultural resources and actively participate in the development of the cultural tourism industry of "one belt and one road" is the key to maintain the healthy and sustainable development of Shaanxi's cultural tourism industry and achieve a comprehensive new step.

## **2. The Necessity of Constructing Cultural Exchange Mechanism in Shaanxi during the Construction of "Belt and Road"**

Shaanxi is the starting point of the ancient Silk Road and one of the four world-famous ancient countries. It has deep historical and cultural resources. The charm of Shaanxi was released in the exchanges with countries along the route. As far as the current situation is concerned, the pattern of Shaanxi's cultural outreach is relatively simple. It is mainly based on the official investment of the government. It uses traditional media such as newspapers, books, and television as a means of propaganda, and some resources, means of communication, and dissemination with wide dissemination effects. The channels have not been fully mobilized and organized. Shaanxi has unique advantages in cultural resources, and its regional culture has a long history. It has rich folk culture such as local opera, folk songs in northern Shaanxi, peasant painting, paper-cutting, social fire and various special snacks [6]. Cultural tourism industry can gather popularity for the region, promote trade development, promote exchanges and cooperation, and promote the coordinated development of related industries. Especially in the early stage of the construction of the economic belt, the actual development of the countries along the Silk Road is different and their exchanges with each other are insufficient. With the continuous improvement of Shaanxi's industrial openness, Shaanxi's regional influence is expanding. However, the background introduction of Shaanxi's cultural tourism resources mostly takes the form of a single Chinese, lacking English materials. To cultivate students' national consciousness, cultural consciousness and innovative consciousness, so that more people can understand Chinese culture, regional culture and national spirit, so as to better carry forward Chinese traditional culture and Shaanxi local national folk culture [7-8]. To contribute to the development of local economy and the promotion of national culture.

In the process of cultural exchanges and cooperation with Shaanxi, the heterogeneity of different cultures can be transformed into national characteristics, and homogeneity can be sublimated and promoted to the greatest extent, releasing the cultural charm of the nation, so that the cultures of all countries, including China, can achieve great development. Deeply excavate the connotation of Shaanxi characteristic culture, find the cultural orientation accurately, and establish cultural industry parks and enterprises with characteristic culture as the core content. Governments at all levels should actively give policy support and encourage individual capital to invest in the development and construction of cultural industries with distinctive characteristics [9]. Shaanxi's cultural resources are limited in depth and level of exploitation, insufficient in content extraction and effective utilization, and lack of high-quality creative original works. Cultural tourism can be used as an important carrier of the commonwealth of the people and a lubricant for cooperation among countries along the line. It will develop first, and let each other know more about each other and eliminate prejudice and misunderstanding through the collision of cultural tourism. The integration of folk, nationalized style and international style needs to correctly handle the relationship between them, and correctly handle the relationship between old-fashion and innovation. The creative point can not only stay in the simple visual form, but penetrate into the folk and national culture. Go to the essence [10]. At present, China's "Belt and Road" has prepared for foreign cultural exchanges. Therefore, the weak cultural infrastructure of the countries along the line has become a factor restricting the exchange of Shaanxi culture.

The development of Shaanxi's cultural industry takes Xi'an as the radiation center and highlights the three regional characteristics as the focus of development, giving full play to the characteristic advantages of Xi'an as an important gathering place for the provincial capital city, the world historical and cultural city and the province's cultural industry. This means that in undergraduate education, efforts should be made to strengthen the cultivation of students' practical ability, and to

transform the promotion of excellent traditional culture into the cultivation of practical action ability. Under the guidance of the Belt and Road Initiative, promoting Chinese culture, protecting and inheriting the outstanding civilization of the nation, if it is only limited to books or classroom knowledge, it will be pale and powerless. In this way, not only can foreign adult audiences read the essence of cultural classics, but also children's education begins to infiltrate the Central Plains culture. Its simple and easy-to-understand characteristics can greatly enhance the interest of children's readers, thus achieving the purpose of long-term cultural transmission. We can give full play to Xi'an's advantages in cultural resources, strengthen cultural exchanges with overseas students from countries along the line, and hold cultural years, art festivals, film weeks and tourism promotion activities with countries along the line. Shaanxi Province has abundant Silk Road Cultural Tourism resources. We should seize the opportunity and take cultural tourism as our grasp to become the pioneer of the construction of Silk Road Economic belt, and then promote the development of Shaanxi economic society.

### **3. Countermeasures for the Construction of Shaanxi Cultural Exchange Mechanism in the Construction of "Belt and Road"**

In the contemporary era, the "Belt and Road" is a major strategy that benefits dozens of countries and the world. Promoting inter-communication and cooperation among countries is inseparable from the construction of cultural exchange mechanisms. This requires a community of Asian destiny between countries along the line. This requires the formulation of laws and regulations to stop and punish all bad civil operations that undermine the development of characteristic culture, protect characteristic cultural resources, and provide a good peripheral environment and internal reasonable mechanism for the development of Shaanxi's characteristic culture. Shaanxi should also focus on cultivating a group of strong and competitive backbone cultural enterprises, which will play a leading role and enhance the overall strength and international competitiveness of Shaanxi's cultural industry. It is an important factor affecting the flow of tourism elements between tourist markets and tourist destinations. It also restricts the spatial orientation of regional tourism economy. It quantifies the travel system and is related to the sustained, healthy and rapid development of tourism. Xi'an colleges and universities should seize the advantageous regional advantages and resource advantages to find and negotiate enterprises with good reputation and devote themselves to the development of national and regional cultural products to introduce into the campus, so that students can actually participate in the specific design and innovate the teaching environment. We should make full use of Shaanxi's tourism resources to promote religious and cultural exchanges, attract tourists from all over the world, and promote religious and cultural exchanges.

Relying on the communication platform, we can achieve overseas delivery. In the face of the bottleneck problem of cultural industry and cultural products, under the great background of China's "one belt and one way" strategy put into operation and operation, Shaanxi should take the initiative to launch extensive discussions and cooperation with the "border area" border countries and regions. Emphasis should be placed on selecting a number of cultural enterprises or enterprise groups with good growth and strong competitiveness, increasing policy support, promoting their expansion and strengthening, expanding the scale of Shaanxi cultural enterprises as soon as possible, and promoting resource integration and industrial restructuring in the cultural field. In opening up to the west, it has the regional advantages of linking Europe and Asia. We should take the "one belt and one road" as an opportunity to further intensify our efforts in the construction of highways, high-speed railways and airports, and coordinate the construction of regional tourist corridors, and build a new major tourism channel for the new silk road. At the same time, the school-enterprise joint mechanism should not only launch students, but as a professional teacher, it should be the first to take the lead and go to the society. Only in this way can teachers receive more new information and technology in social practice. The countries involved in the "Belt and Road" strategy are mostly economically backward. We need to carry forward the spirit of the great powers to build a cultural industrial park, promote the development of cultural undertakings in various countries, and bring hope to these countries along the line to develop. Therefore, the books in Shaanxi culture The effect

of translation is a test that reflects the strength of external communication. However, the effect of traditional paper-based translation is not satisfactory.

Focus on promoting the integration of culture and technology, tourism, and the Internet, and encourage the development of emerging industries such as digital publishing, online audio-visual, animation games, and cultural and creative industries, and accelerate the “Xi'an National Culture and Technology Integration Demonstration Base” and “One Belt, One Road” cultural tourism big data. Construction of the platform, etc. At the same time, it is necessary to strengthen the construction of the internal tourism transportation system in Shaanxi, take into account the needs of regional tourism development, speed up the construction process of high-speed railways, county and county expressways, improve traffic signs, and improve the accessibility and comfort of all tourist areas. Therefore, promote traditional culture and revitalize the development of local economy and culture. Xi'an colleges and universities should create all favorable conditions and platforms, find opportunities, create conditions for students' practical learning, and cultivate more social talents with national integrity and professional skills. Along the "one belt and one road", the countries along the way take root and take the attitude of common development along with the countries along the line. Finally, in view of the underdeveloped areas and countries along the "one belt and one road" area and the lagging development of the media such as television and Internet, the mainstream media in Shaanxi can participate in cooperation with them, support development and build a good communication and exchange platform. Continuously promote the development of digital culture industry, promote the formation and development of new cultural formats such as cultural creativity, digital publishing, mobile multimedia, animation and games, and realize the dual-wheel drive of traditional cultural industry and new cultural formats.

#### **4. Conclusions**

In short, the "one belt and one way" construction is still a long way to go, which is full of unknown and hope. Similarly, the exchanges and cooperation between Shaanxi and the countries along the route are still on the way. Talent cultivation is related to the revitalization and prosperity of a nation. The traditional mode of talent training in Shaanxi universities should also make corresponding adjustments under the background of "one belt and one road" strategy. The external dissemination of Shaanxi culture is the core content of the cultural development project in the narrow sense of "one belt and one road". It is undoubtedly of epoch-making significance and value to reflect on the problems encountered in the process of Shaanxi cultural publicity and formulate its strategies. Shaanxi Province not only has abundant historical and cultural resources, but also has a strong industrial foundation. We should take advantage of the development opportunities of Silk Road Tourism to promote the development of transportation, catering, accommodation, retail and other related industries. It is necessary to vigorously introduce high-quality external communication talents and foreign language talents, optimize the introduction of reward mechanisms, and promote the construction of foreign language channels and foreign language websites. For some tourism translation materials, the industry experts will check and check. As the world window for the publicity of Shaanxi culture, the quality of translation of foreign materials has played a vital role. Adapt to and promote the "One Belt, One Road" strategic deployment, cultivate a large team of artistic design talents, and contribute to the prosperity, development of politics, economy and culture in the "Belt and Road" region.

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