

Research on the Application of Language Service Based on Rural Revitalization in VR Tourism Industry

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Abstract: *With the rapid progress of the rural revitalization strategy in China, the emerging tourism model of VR technology combined with language services is starting to take shape. The study focuses on the development of rural revitalization as a driving force and integrates new elements of language services in the combination of traditional tourism and VR technology. Therefore, consolidating the effectiveness of poverty eradication. The study uses language services to bridge rural revitalization and the VR tourism industry, and the interaction and coordination among the three elements further drive the study. The study results demonstrate a new model of tourism in a new era.*

Keywords: *Rural Revitalization, Language Service, VR Tourism Industry, International Communication*

1. Introduction

With the rapid development and progress of the rural revitalization strategy, Internet technology, language services, and the new VR tourism industry, to meet the growing spiritual and cultural needs of the masses, the new VR tourism industry and language services, as an emerging pattern, continue to promote the development of culture and the progress of rural revitalization. The proposal of the rural revitalization strategy has ushered in an opportunity for the development of the new VR tourism industry and injected new strength into the development of the rural economy. The rural revitalization strategy promotes the development of emerging VR tourism industry projects, and language services serve as a link between the two, building a bridge of development between rural revitalization and the new VR tourism industry. The interaction and coordinated symbiosis among the three can not only optimize the language environment, but also promote the further inheritance and development of culture. [1]Therefore, how to realize the upgrading and improvement of the project based on rural revitalization as the driving force to combine the VR tourism industry with language services becomes an essential opportunity for relevant applied research in the later stage.

2. Background of the Times and Historical Significance of Rural Revitalization

The strategy of rural revitalization was first proposed by Comrade Xi Jinping in the report of the 19th National Congress of CPC on October 18, 2017. It was first offered at the Central Rural Work Conference on December 29 of the same year to take the road of socialist rural revitalization with Chinese characteristics. General Secretary Xi Jinping pointed out that implementation of the rural revitalization strategy is a great article, which should be planned in an integrated manner and promoted scientifically. As we all know,[2] China's farming civilization has a long history, extensive and profound, and is the root of the excellent traditional culture of the Chinese nation. Many of our villages have a long history and are still well preserved with excellent traditional customs and traditions. They play an essential role in cultural inheritance and innovative development.[3]Guangxi is located in a beautiful natural environment, with excellent traditional ethnic customs and other rich and unique tourism resources. By actively developing intangible cultural heritage, we will expand the tourism market and develop tourism according to local conditions. On November 20, 2020, all of the Guangxi Zhuang Autonomous Region was lifted out of poverty. Therefore,[4] an excellent ecological environment is the universal well-being of people's livelihood. Protecting a good natural environment is to protect the raw values, which is to protect economic and social development from promoting

sustainable economic growth, and ecological, environmental protection, and economic growth are dialectical unity of the relationship. Rural tourism can effectively drive rural development. However, there are still some problems in rural tourism development. For example, firstly, the inconvenient transportation in rural areas is a constraint for some tourists; secondly, the age of technology and high-tech products cannot be used effectively in the countryside; thirdly, the single language approach prevents foreign tourists from communicating effectively with farmers, etc. Thus we can combine VR technology with rural tourism to show the rich landscape and idyllic countryside, and unique folk customs through VR simulation.

3. The Combination of Rural Tourism and VR Tourism Drives the Development of Rural Revitalization

3.1 Research on the Relevant Characteristics of Rural Tourism

3.1.1 Digging Deeper Into the Local Cultural Connotation and Refining the History of Rural Characteristics

Rural tourism makes full use of the rich local tourism resources in its development to enhance the image of the destination, while making full use of the natural resource advantages and human resource benefits of the countryside. It not only focuses on the development of natural scenic views, but also on the development of local history and culture, fully exploiting the local cultural heritage.[5]It makes visitors to the tour not only want to enjoy the natural landscape, but also want to learn more about the cultural history of the landscape they see and other related knowledge. When promoting and recommending natural scenery, the development of rural tourism should strengthen the excavation and promotion of local historical or non-material cultural resources. Natural scenery and historical culture complement each other and meet the dual needs of tourists for natural and humanistic tourism resources.

3.1.2 Tapping into Local Traditional Culture and Having Rich Characteristics of Tourism Activities

Rural tourism has a deep cultural heritage. For example, the Shapotou Scenic Area in Ningxia is currently vigorously promoting the high-quality development of ethnic minority areas, in-depth excavation of the inheritance of the culture of various ethnic minorities, to create a tourist treasure with characteristics. The place can enrich the activity characteristics of rural tourism based on in-depth excavation of local traditional culture, such as minority culture, and form an outdoor sports culture in the area.[1]At the same time, you can also innovate cultural tourism projects, making full use of local and ethnic characteristics of traditional festivals and other integrated planning of a variety of special cultural tourism activities to fully demonstrate the characteristics of rural tourism in the area.

3.1.3 Utilizing the Local Spatiotemporal Structure and Combining the Diverse Resources of the Countryside

Utilize the local spatiotemporal structure and combine the diverse resources of the countryside. China's rural tourism resources are numerous, such as mountains, rivers, valleys, etc. Chinese civilization has been going up and down for 5,000 years, with different customs in 10 miles. Most of them are based on natural scenery, working methods, peasant life, and traditional customs, but most are greatly influenced by seasons. Thus the time-varying and geographically dispersed nature of rural tourism can meet the needs of tourists in many aspects.

3.2 Research on Issues Related to Rural Tourism

3.2.1 Existing Unreasonable Development

At present, the market scale of rural tourism in China is constantly expanding, leading to poor severe development in the region and causing instability in the development of the rural tourism industry. The lack of characteristics of rural tourism in most areas and the severe homogenization of products among regions, only to meet the needs of consumers to eat, drink and entertainment. It is divorced from the original development expectations of rural tourism and hinders the sustainable development of rural tourism. The over-development and over-commercialization of rural tourism are becoming more and more apparent, destroying the original local resources, traditional folk customs, etc., making the entire tourist village lose the pure essence of nature, contrary to the original purpose of rural tourism construction. In addition, due to the lack of relevant rural tourism research, many tourism

villages have not fully considered the actual needs of consumers when developing, making many rural tourism projects a mismatch between existing tourism resources and consumer needs, resulting in a waste of tourism resources.

3.2.2 Improving Environmental Health of Rural Tourism

With the continuous popularization of education and environmental knowledge, the rural tourism environment has improved to a greater extent, but there is still a significant gap compared to urban tourism. Rural areas, especially some economically underdeveloped remote rural areas, due to the lack of environmental concepts, coupled with the lack of local infrastructure tourism facilities, such as garbage cans, the number of public toilets, etc., resulting in "dirty, messy, poor" phenomenon is serious, not only makes the reputation of rural tourism is damaged, but also makes tourists lose interest in rural tourism. Meanwhile, it also destroys the original natural atmosphere and beauty of the countryside and reduces the ornamental value of rural tourism.

3.2.3 Impacting Traditional Rural Culture

Rural traditional culture is not only the unique cultural characteristic of rural tourism, but also a highlight of rural tourism development, which carries the local historical memory and cultural pulse, retaining the local vernacular and folk customs. However, with the gradual development of rural tourism, many foreign tourists poured into the local area. While promoting regional economic development, traditional rural culture has also been impacted and destroyed, which seriously hinders the rural. This seriously hampers the inheritance and development of traditional culture in the countryside, and further loses the momentum of developing rural tourism.

3.3 The way of VR New Tourism and Development

In recent years, China's economic development has continued to move forward. While life is accelerating and work pressure is increasing, people want more convenient and quicker ways to relax that can free them from their hustle and bustle life. [6]Travel is an ideal and realistic way, so VR technology and travel combined with VR tourism were born.

In today's state of social development, most of the time spent on travel is wasted on waiting, planning and the time spent on travel to reduce unnecessary time waste, and improve the travel experience. At present, busy life limits the travel of most travel enthusiasts. The combination of VR technology and tourism can allow people to realize their travel dreams in the interval of life. VR tourism, on the one hand, allows people to experience the pleasure of travel without leaving home, but also to avoid too many tourists and affect the mood of viewers. In addition, it can further enhance people's interest in tourism, promote the development of the tourism industry, and further promote rural tourism and rural revitalization.

The combination of VR technology and modern rural tourism is expected. In the future, VR tourism will undoubtedly be more realistic, and more immersive. The development of VR tourism can also solve the traditional rural tourism brought about by the environment, development, and other issues. The VR tourism viewing that can be satisfied online can reduce the phenomenon of dirty and messy scenic spots. People online viewing not only will not produce additional waste, but also realize people's freedom of viewing, providing a good way for people to relax in the current fast-holiday environment. At the same time, it can also introduce traditional rural culture online, and set up special standard cultural appreciation sections to prevent the destruction of the traditional culture of the countryside, and reduce the occurrence of commercialization of development.

To sum up, in today's rapid development of technology, VR tourism is bound to become more and more widespread. The development of VR tourism will be the general trend in the tourism sector in the future. VR tourism will open up a new era of tourism, allowing tourists to enjoy natural scenery while enjoying the happiness brought by scientific and technological progress.

4. Application Status of Language Service in the VR Tourism Industry

[7]General Secretary Xi Jinping pointed out, "We want both clear water, green mountains and also silver, golden mountains. It is better to have clear water, and green mountains than golden mountains, furthermore clear water, and green mountains are golden mountains ". It is pointed out that the purpose is to revive the nation. The countryside must be revitalization. To implement the guiding the 19th CPC National Congress and accelerate the construction of a modernized new countryside, vigorously

developing the rural tourism industry is an important link between the city and the countryside, and is of great significance in promoting the urban-rural integrated development and optimizing the structure of the rural tourism industry. The rejuvenation of the nation and the revitalization of the countryside.[8]The Eighteen Cave Village was once used by the “targeted poverty alleviation” as the first place to promote in China, and is a paragon for rural revitalization. As a traditional village in Hunan Xiangxi, the area has unique natural scenery and is a place of "precise poverty alleviation", surrounded by mountains, the village is located in the mountain forests, and houses are strewn at random distribution in the place. The shape and structure of residential buildings are mostly made of brick and wood. The area is abundant in natural resources and beautiful scenery, and the Miao culture is unique. It is what the ancients called Shangri-la. However, because the area is located in a remote mountainous region, the level of economic development is not up to the mark. Therefore, to implement the spirit of the General Secretary's instruction, combined with the planning blueprint of building a well-off society in all aspects, we should focus on the study of rural tourism resources and strengthen the publicity and promotion of the rural special tourism industry, such as VR tourism, video publicity, public promotion, etc. Aiming to improve the region's popularity in regions of the world, the cultural soft power of a series of rural areas represented by the Eighteenth Cave Village can eventually be fully exploited. We will further consolidate the implementation of poverty eradication.

To enter the 21st century, if China is to be prosperous and rejuvenated, it must vigorously develop science and technology and become the world's leading scientific center and highland of innovation. Science and technology can rejuvenate the country and strengthen it. Sectional of the current practitioners are still lacking in internet marketing thinking, Not to be able to utilize modern technology for the tourism experience fully, and the network promotion system of the rural characteristic tourism industry is not tenacious. Therefore, it is essential to enhance the Internet awareness of rural distinct tourist attractions and strengthen the application of new media and Internet transmission modes. The new generation of young consumers is even more interested in enhancing their perception of characteristic local tourism and improving their awareness of the cultural heritage of the scenic spots through VR technology. Ultimately, to promote the prosperity of the countryside's unique cultural tourism industry, it is necessary to use the power of technology, especially the preponderance of VR technology, to be able to more three-dimensionally display the unique cultural monuments of the scenic area, to show the legendary stories behind the cultural monuments, so that tourists can see the historical situation of the residents' lives in the scenery presented by VR, as if they were there, to cater to the tourists' demands of receiving information and inner experience, and gradually form VR technology + rural tourism marketing model.[9]A specific example of VR technology applied to red culture tourism in Guilin. The region utilizes VR panoramic cameras to perfectly capture Omni-directional, multi-level, no-dead Angle pictures and videos of red cultural tourist attractions, fabrication of VR promotional videos of Guilin's red cultural tourist attractions, giving visitors an immersive and intuitive view of the red cultural attractions. It greatly promotes the integration of "VR + Guilin red culture tourism", highlights the value of Guilin red culture tourist attractions, further enhances the willingness of tourists to travel, and effectively promotes the marketing of Guilin red culture tourist attractions and the development of cultural tourism.

The rural tourism industry combined with VR can be promoted by VR attraction videos, virtual explanations, virtual exhibition hall roaming, audio, and video materials, etc. It can also provide an immersive browsing experience for the majority of users using clicking and sharing, liking and collecting, leaving comments, etc. The natural landscape of rural tourist attractions varies from region to region, but their historical and cultural significance and educational value are different. As economic globalization is moving forward steadily, culture is constantly being communicated and developing domestic and international in subliminal forms. Our language services also play an essential role in the transmission of culture.[10] Language includes language knowledge services, language tools services, language use services, language education services, etc. Language is a mode of communication between people. To promote the development of the rural tourism industry, we should break the traditional language model and strengthen the application of multiple languages in the VR+ tourism industry, aiming to provide a comprehensive service to visitors from abroad. We can make the VR attraction film into bilingual or even multilingual subtitles for visitors to better learn the local history and culture; in the virtual tour, we can explain the scenic spots through multilingual services, so that visitors can be more immersive. [11]At present, socialism with Chinese characteristics has entered a new times, and the vigorous promotion of the language services industry has become an inevitable trend in the current social formation. The development of language services will also vigorously promote rural revitalization. The power of language can enhance the overall cultural quality of farmers and open up channels for them to understand the world. It can also promote the carry forward and

dissemination of characteristic rural culture. In the continuous development Internet era, we can also add VR elements to increase modern farmers' awareness and acceptance of technology and language.

5. Language Services in the VR tourism Industry

5.1 VR Definition and Applications

VR is a new technology developed in the new century, based on the use of computer simulation to produce a three-dimensional space virtual world, giving the user the visual, auditory, haptic, and other sensory stimulation, as if you were there, to give people a sense of immersion in the environment and reality.

VR technology currently has a wide range of applications in education, medicine, film, and entertainment, aerospace technology, etc.

5.2 VR Tourism Development Status

Travelling has always been an excellent way for most people to relieve their fatigue and relax. But for now, it seems to be affected by the epidemic, everyone must have cut down on unnecessary travel, and this time, there are many people have come across VR travel during this extraordinary time. Although you can't enjoy a trip where you go, you can enjoy the places, but you want to go first online and relax, and if you have VR equipment around you, you can take it a step further and better enhance the immersion experience as if you were there. For VR tourism, here's an explanation of the current state of development.

As far as we can see, much of VR tourism on the market is achieved through VR panoramic filming, where we can quickly and directly enter the space we are filming at the terminal, with a 360-degree view of the scenery around us. If you are not satisfied with static, there are dynamic VR panoramic videos to choose from. However, VR technology is still in the development stage, and there are still relatively few scenic areas that combine with VR tourism. It is also not perfect, and there are still shortcomings, such as the combination of VR tourism with the senses of smell and touch and other aspects.

It is believed that shortly VR tourism technology will develop better and better, become more and more mature, and have a bright future.

5.3 Language Services Applications

Language Service applications include translation, multi-language technical document writing, interpretation, foreign language talent Resource Service, subtitle translation, dubbing, machine translation (MT), international cultural consultation, etc.

In recent years, the understanding of language services has changed significantly. Many scholars look at the problem of language service from a brand-new perspective and have expressed many brilliant opinions. This paper makes a systematic study of the attributes and contents of language services. It puts forward that its scope mainly includes the language translation industry, language education industry, and language knowledge products from the perspective of the industry.

5.4 VR tourism Industry Combined with Language Service Application Research

The artistry of language is an important part of the interpretation service in VR tourism, which directly affects people's sense of experience and even the success of the whole tourism trip, and is a reflection of the gradual maturity of VR technology development in the rural revitalization tourism industry.

The study attracts a large number of tourists with its characteristic rural tourism-type development model of the industry. The application of language services, and VR tourism technology in the tourism industry has changed people's perception of the traditional tourism industry. The combination of VR as a new tourism technology and the rural revitalization tourism industry has become the recent windfall of the times.

Through the innovative thinking of language services in VR tourism, combined with the

development strategy of rural revitalization and strengthening the training of rural talents, more capable rural university students with abundant language knowledge can be allowed to come accurate language services in the form of voiceover and interpretation as tour guides in VR tourism. Local cultural customs and tourist attraction projects, as well as famous local specialties and comfortable accommodation can be better introduced. When introducing leisure agriculture and a home stay facility construction, language services can be combined with unique regional characteristics advantages and VR tourism technology to showcase language services that carry out unique artistic and cultural performances, special packaging of regional specialties, and attach particular text to them for an explanation.

Combined with the exceptional application characteristics of these language services, it can effectively promote the revitalization of the tourism industry, or you can better take everyone to take advantage of the local customs. At the same time, language services as forms of expression, Let people feel the attention to detail of the state's rural education.

The VR tourism industry is combined with language services. It can pass e-commerce, etc., advantages. Its achievements may promote further exchanges between countries and countries, and better promote the development of rural revitalization. They will drive the sales of local customs and specialty products and improve the local economic level and foreign trade, and conduct better foreign publicity. In addition, people have improved their awareness of language and cultural services, mobilizing everyone's enthusiasm and curiosity about language learning and language services. Language-based rural economic development has become an indispensable development model in the country.

6. Summary

With the development of rural revitalization as the driving force, the study focus on a new development model that combines VR tourism and language services. Therefore, consolidating the effectiveness of poverty alleviation.

Under the current trend of targeted poverty reduction, the focus of rural economic revitalization is mainly on getting rich and getting rid of poverty, with less attention to the spiritual affluence of farmers. At the same time, language services can promote rural cultural construction as well as the flourishing of the countryside in various fields and rural economic revitalization.

Through VR tourism and online guide language services, we can better implement this rural revitalization strategy, which proposes to protect the environment and green development.[12]Doing research in the context of the development of rural revitalization strategy, the high-quality development of rural tourism requires the harmonious unification of tourism development and rural ecological environment, so that environmental protection is deeply rooted in people's hearts. The rural revitalization strategy emphasizes the harmony between humans and nature. The implementation of the rural revitalization strategy provides an excellent opportunity to protect tourism resources, improve infrastructure, restore ecosystems, and improve the appearance of villages. While implementing the system, tourists can also reduce the waste of resources and the economy when traveling independently. In addition, it can significantly reduce the confusion caused by the pictures of scenery searched on the Internet that does not match the reality, and can add fun to life through language services such as dubbing. VR tourism allows people to sit at home and experience the scenery of the place they want to visit.

To sum up, based on the rural revitalization as the driving force, realizing the project upgrading and improvement by combining the VR tourism industry with language service becomes a significant opportunity for the relevant application research in the later stage.

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