

Chinese-English Translation of Publicity-targeted Tourism Texts*

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ABSTRACT

The English translation quality of publicity-targeted tourism texts plays an important role in the development of China's inbound tourism. Good publicity-targeted tourism texts can effectively attract foreign tourists and promote the development of China's tourism industry. From the current situation, there are still some problems in the translation of publicity-targeted tourism texts in China, such as mechanical translation, insufficient reflection of cultural heritage, strong cultural antagonism and so on. In view of these problems, this study studied the English publicity materials of some scenic spots in China, discussed the reasons behind these problems, and put forward some effective solutions, such as increasing the attention of translators to publicity-targeted texts, adopting the amplification and omission in translation appropriately, and considering the cultural differences of various countries, so as to further improve the quality of China's tourism publicity texts and better promote the cultural exchanges between China and other countries in the world.

Keywords: *Tourism, Publicity-targeted text translation, Cultural differences.*

1. INTRODUCTION

With the development of various undertakings in China and the increasingly frequent cultural exchanges between countries, tourism in China has also developed significantly. For China, tourism can not only boost economic development, but also promote culture export and further expand the international influence of China's magnificent civilization. There is no doubt that publicity-targeted tourism text is an important tool that cannot be ignored if these objectives are to be achieved. In terms of English translation of publicity-targeted text, it is not to convert Chinese into English simply, but to focus on quality in all aspects, in order to better serve the development of China's tourism industry.

Although tourism has developed for many years and English publicity-targeted tourism text has a certain history, some problems still exist in terms of the current translation of publicity-targeted tourism text in China. With the existence of these problems,

the effective communication of information and the state's external image are affected to some extent.

2. CURRENT SITUATION AND PROBLEMS

The importance of English publicity-targeted tourism texts is obvious. In order to better study this issue, the researcher searched the CNKI with the theme of "publicity-targeted tourism text translation" and obtained 137 papers in Chinese, the earliest of which was published in 2009. Taking "tourism text translation" as the keyword, there were 471 papers, the earliest of which was published in 2005. Compared to other research topics, the number is relatively small. Therefore, it is believed that further studies are needed on the English translation of publicity-targeted tourism texts.

According to the literature, it is revealed that there are various problems in the translation of publicity-targeted tourism texts at present. And these problems are divided into three categories: basic linguistic problems, pragmatic problems and cultural problems. Of course, as China is a vast country with extremely rich tourism resources,

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there is a lot of relevant texts, involving a wide variety of issues. Therefore, it is required to analyse specific problems case by case when dealing with different texts. Through the processing of data, some of the translation problems that currently exist have been identified and are summarized below.

Firstly, when translating some publicity-targeted tourism texts into English, some translators only pay attention to the literal meaning and adopt the word-for-word and word-for-word mechanical translation, leading to the problems of rigid words and being difficult for foreigners to understand. For example, in the text "Overview of Binzhou", there is a sentence: "滨州绝不会缺少美的发现." And the corresponding English translation is that "Binzhou doesn't lack beautiful findings", which is a typical mechanical translation. Although the foreigners can understand this English sentence, this sentence does not conform to the language habits of people in English-speaking countries. Yan Fu, a famous translator in China, once put forward "the three principles in translation: faithfulness, expressiveness and elegance." There is no doubt that these three principles are very important, and a good English translation of publicity-targeted tourism texts is inseparable from these three principles. However, most publicity-targeted tourism text translations do not meet the principles of "expressiveness" and "elegance", and only focus on "faithfulness". Even some text translations fail to do so. Such text translations undoubtedly have a negative impact on the image of the state.

Secondly, some proper nouns and things peculiar to China in the publicity-targeted text translations are not translated properly. Proper nouns are an important category of language and need more attention in the translation of publicity-targeted tourism texts and other fields to avoid translation errors or misunderstandings [1]. For example, Confucius Temple, a famous scenic spot in Nanjing, is a place for the worship of Confucius and is also one of the cultural hubs in ancient times. Therefore, translators should understand its meaning and translate it into Confucius Temple instead of using pinyin simply to translate it into Fuzi Temple. In addition, China's tourist attractions can be classified as AAAA, AAAA, etc., but this is not an internationally accepted classification standard. If the classification standard is used in publicity-targeted texts, it is suggested to add certain annotations or translate it in a more accurate and understandable way to avoid difficulties in understanding.

Thirdly, some translators do not take into account the cultural differences between East and West when translating with the publicity-targeted tourism texts, resulting in poor communication of information. In addition, there is a huge difference between Chinese culture and western culture, which is both strength and weakness. On the one hand, due to the huge differences, tourist attractions can attract foreign tourists' attention to Chinese tourism culture; on the other hand, the difficulty of text translation is enhanced. At the same time, Chinese culture has a long history, and it is difficult to reflect the charm and elegance of the ancient eastern countries in words. And there are many tourist attractions in China that have deep cultural heritage. If the text translations of such tourist attractions do not pay attention to these heritages, it will not be able to convey their charm to foreign tourists, and it will be difficult to attract more tourists to China [2].

Finally, some publicity-targeted tourism text translations have strong political and cultural antagonism, making foreigners feel uncomfortable. It is true that there are great differences between the East and the West in culture, economic form, political form and so on. The national pride of Chinese people will also be reflected in the publicity-targeted texts, showing patriotic enthusiasm. However, the purpose of publicity-targeted tourism texts is not to strengthen these differences, let alone enhance the antagonism between countries, but to promote exchanges among countries. Therefore, in the process of translation, translators should pay attention to the linguistic style, avoid strong antagonistic expression, reflect China's great power image and cultural charm as much as possible, and seek a balance between national pride and hospitality.

3. ANALYSIS OF PROBLEMS AND SUGGESTIONS

The problems in the English translation of publicity-targeted tourism texts cannot be ignored. To some extent, the publicity-targeted text shows the image of China. For some foreigners, the publicity-targeted tourism text is the first step for them to understand Chinese culture. It should be noted that although China's international status is improving day by day and many foreigners have expressed interest in China's culture spontaneously, a considerable number of foreigners still have no such will. High-quality English publicity-targeted tourism texts can better convey information and

stimulate foreigners' interest in Chinese culture, so as to attract tourists. However, due to various reasons, the translation of some publicity-targeted texts in China is not ideal, which makes it difficult to achieve this goal and even has some negative effects. In the above, several types of problems are mentioned. Next, this study analyses these problems and puts forward corresponding suggestions.

First is the problem of mechanical translation. The reasons for such problem can be divided into two categories: the insufficient language level of translators and the insufficient attention to the translation of publicity-targeted tourism texts. For the former situation, the translators should have a high level of mother tongue (Chinese) and target language (English). The tourism text will inevitably involve cultural legends, historical allusions and other contents. Translators should fully understand these contents before translating. After identifying the causes of specific problems, corresponding measures should also be taken. If it is the problem of language ability of translators, a more suitable candidate should be replaced. If the problem is to pay insufficient attention, it should be communicated in time to help them clearly understand the importance of publicity-targeted tourism text translation and the shortcomings of mechanical translation, and encourage them to improve their work seriousness and enthusiasm appropriately, so as to better complete the task. When translating, translators should consider the differences between Chinese and English language habits and change the sentence patterns and expressions appropriately, so as to make the English text more in line with the expression habits of foreigners and easier to understand [3].

Second, the translation of proper nouns and Chinese unique things is not in place. Proper nouns refer to nouns used to express specific and unique names of people or things, mainly including people's names, place names, landscape names, festival names, etc., which are indispensable contents in tourism texts. There are different translation methods for proper nouns, such as transliteration method, free translation method, comprehensive translation method and so on. The method used to translate a specific name requires consideration of a number of factors. Therefore, the actual translation is difficult, which is determined by the characteristics of proper nouns [4]. When doing the translation, translators should avoid being anxious for success, study the text carefully, and solve problems by means of having discussions and

searching for information when necessary. In most of publicity-targeted tourism texts, there are idioms, historical stories, ancient poems and other contents, which are unique to China and difficult to translate. For example, there are homophones in the Chinese idiom "年年有余" (the family has enough to spare every year), which is why fish dishes are often served on people's tables in festive occasions in China. The homophones in this case are difficult to translate directly into English, and to fully convey their punning meanings, a combination of transliteration and free translation is required. In actual translation, the specific content should be explained properly to facilitate the understanding of foreign tourists.

Third, the problem of cultural differences between countries is not taken into account. China has a long history and rich cultural resources, and there are many historical allusions and folk legends on tourist attractions. For example, the "Madam White Snake", which is related to the West Lake in Hangzhou, is almost well-known in China. When people in China see "White Snake" and "Xu Xian" in the introduction text of the West Lake, they will not be confused. However, when translating these contents into English, foreigners would be puzzling, as there is no corresponding cultural background abroad. In such case, translators may use the amplification method to add the necessary explanations to the text to make it more acceptable for foreigners. In addition to folklore, historical events also have a huge impact on tourism. For example, during the War of Resistance against Japanese Aggression, a large number of heroic figures and events emerged in China, the impact of which was extremely far-reaching. In the 21st century, it is still necessary to promote the spirit of patriotism and not to forget the sacrifices of martyrs. As a result, red tourism has also become a tourism project advocated and supported by the state, and is an important part of China's tourism business. However, the translation of publicity-targeted red tourism texts is extremely difficult. Most foreigners do not understand China's history. Therefore, if the translation of publicity-targeted texts of red scenic spots attached too much attention to literal translation and ignore cultural differences, they will not only fail to attract tourists, but may even cause misunderstanding and have a negative impact. Therefore, translators should take full account of the cultural differences between China and Western countries, add or delete contents appropriately, try to select words and sentences foreigners can understand, avoid the rigid application of pinyin

translation method, and eliminate understanding obstacles as far as possible, so as to help more foreigners understand China and achieve the goal of attracting more foreign tourists [5].

Fourth is the problem of strong political and cultural antagonism. For a long time, China's patriotism education has received great attention, which has improved the patriotic enthusiasm and national pride of Chinese people and may be reflected in the tourism text translation. For example, "不到长城非好汉" (One who fails to reach the Great Wall is not a hero) is a famous phrase of Chairman Mao, showing the spirit of Chinese people not fearing difficulties and dangers and making progress. Some people translate this sentence as "He who has never been to the Great Wall is not a true man." From our point of view, there is no problem with this, but it is not appropriate to put it in the publicity-targeted text. The Great Wall is a scenic spot in China, it is very common that foreigners have not been to the Great Wall. If it is said as "not a true man" because of this, it will inevitably cause discomfort to foreigners. Therefore, when translators deal with this sentence in the publicity-targeted tourism text translation, it is better to modify it appropriately. Instead of translating word by word, it is suggested to reflect the grandeur of the Great Wall, so as to stimulate foreigners' interest in the Great Wall and enhance its attraction [6].

The translation of publicity-targeted tourism texts is difficult and involves many aspects. Only by the coexistence of seriousness, rigor, enthusiasm and innovation can the goal of successful translation be achieved.

4. CONCLUSION

The translation quality of publicity-targeted tourism texts has a certain impact on the development of China's tourism industry, but there are still some problems in the translation of publicity-targeted texts in terms of language, pragmatics and culture. Therefore, it is necessary to further strengthen research and cooperation between workers in tourism and translators on how to better improve the English translation quality of publicity-targeted tourism texts in order to better serve the development of China's tourism industry.

AUTHORS' CONTRIBUTIONS

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