



Optimization Path of Tourism Attraction External Promotion Translation from the Perspective of Eco-Translatology

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Abstract. Under the influence of "the tourism boom in China", the quality of translation for tourist attractions has again received attention. This paper analyzes the current situation of translation of tourist attractions through quantitative and qualitative research methods, pointing out the specific problems: the conflict between "hypotaxis" and "parataxis" in the language dimension, the "cultural default" and "cultural overload" in the cultural dimension, and the "aesthetic dislocation" in the communicative dimension. From the perspective of three-dimensional transformation in Eco-translatology, some translations still have the above-mentioned problems and cannot achieve the goal of Textual Transplants well. Therefore, 10 strategies for Eco-Translation methods are introduced. "Text-balancing Scrutinization" is the overall principle. Using "Target-Contextualization", "Adaptive-Reduction", and "Naturalization" as ecological solutions to conflicts in the language dimension. In terms of cultural dimension, adopting "Source-Contextualization", "Adaptive Addition", and "Extending Substitution" to promote a balance between "cultural default" and "cultural overload". "Vitalization", "Multi-Transformation, and "Imitationalization" are used to help translators consider the transmission of cultural intentions. Research has shown that under the theoretical framework of 10 strategies Eco-Translation methods, it can not only improve the comfort level of cultural experience for target language readers, but also better promote the dissemination of Chinese excellent culture.

Keywords: Tourism Translation, 10 Strategies Eco-Translation Methods, Eco-Translatology

1 Introduction

In recent years, with the enhancement of China's international influence and the upgrading of China's entry facilitation policies, China has become an important source and destination for tourists worldwide, and more and more foreigners are enthusiastic about traveling to China. In the data on the number of inbound and outbound trips in China in 2025, the proportion of foreigners has significantly increased compared to previous years. This tourism boom not only reflects the solid foundation of the Chinese economy and the continuously optimized opening-up policy, but also reflects the deep

recognition of foreign tourists for China's profound cultural heritage and rapidly changing development. China has abundant tourism resources, complete types, wide distribution, and distinct characteristics. The translation of these tourist attractions serves as a bridge connecting Chinese culture and foreign tourists, serving as a window for foreign tourists to understand Chinese culture. There are significant differences in the historical and cultural backgrounds as well as ways of thinking between China and the West, and translation has become an effective way to break down this cultural barrier. Accurate external communication translation can enhance the experience of foreign tourists and influence their perception of China's international image.

In the context of the development in the new era, new requirements have been put forward for the quality of tourism translation, requiring translators not only to convey the pure language environment of words to the target readers, but also to convey deeper cultural connotations, such as social background, customs, and habits [1]. Ecological translation studies are highly aligned with this goal, focusing on the life of the text, the survival of the translator, and the translation ecology, emphasizing integrity, and viewing translation as a symbiotic "life form" of the three, hoping that the translation can "Endless Reproduction" in the new ecological environment [2]. On the occasion of the 20-year development of ecological translation studies, Professor Hu Gengshen shifted the focus of his research to the "act" of translation. Based on continuous research and exploration in theory and practice, he proposed a specific guiding methodology system, the 10 strategies of Eco-Translation methods [3].

All in all, this paper takes the official text of tourist attractions for example, attempting to evaluate the quality of the translations of tourist attractions, in order to explore the optimization path of tourist attraction promotion translation under the guidance of the 10 strategies Eco-Translation methods so as to contribute a humble share of strength to the dissemination of China's fine culture.

2 Existing Problems in the Translation of Tourist Attractions

2.1 The Conflict between "Hypotaxis" and "Parataxis" in the Language Dimension

The conflict between the "hypotaxis" and "parataxis" often refers to the improper handling of grammar, syntax, and discourse levels. "Hypotaxis" refers to a way of expressing meaning through the use of language forms and emphasizing sentence structure connections. "Parataxis" refers to a way of expressing meaning through the semantics of words and sentences, emphasizing coherence and internal meaning in writing [4]. The Chinese place more emphasis on "parataxis", while the English place more emphasis on "hypotaxis". It is mainly due to differences in thinking and culture. This difference profoundly affects the practice of translation activities. In the translation of tourist attractions, this problem often manifests as confusion in sentence structure, unclear logic before and after, and incorrect word selection. In translation practice, how to smoothly handle the conflict between the "hypotaxis" and "parataxis" of two languages directly affects the travel experience of the target language readers, and even affects their impression of China's image. Translators need to convey important information

from the original language without changing its cultural connotations, while also taking into account of the language structure and thinking of the target language readers, in order to facilitate their understanding and acceptance [5].

2.2 The "Cultural Default" and "Cultural Overload" in the Cultural Dimension

The "default" in the cultural dimension occurs in the process of translation. The translator supposes that the target language readers have understood the cultural background before translation. So the translator translates the text without necessary cultural supplements, resulting in reading barriers and a "vacuum" of understanding for the target language readers. "Overload" is the translator adding too much cultural background, so that produce a redundant text. It affects the reading experience of the target language readers. Due to significant differences in social backgrounds, values, and ways of thinking between the original language and the target language, the appearance of the cultural "default" and "overload" is inevitable in the translation process. If the translators simply replace the vocabulary with words while dealing with vocabulary with distinctive cultural connotation, the "default" often arises. To correspond to different connotations in the original language, translators should be more familiar with the cultural differences between English and Chinese, grasp the key information that the source language wants to convey, and accurately convey its cultural connotations [6]. In the past, translators often used domestication and foreignization translation strategies, and the excessive use of these two strategies actually weakened the uniqueness of Chinese culture, damaged the accuracy of information, and hindered the dissemination of Chinese culture.

2.3 The "Aesthetic Dislocation" in the Communicative Dimension

The "aesthetic dislocation" in the communicative dimension refers to the errors in the translation process, such as improper vocabulary selection, confusing sentence structure, and inappropriate voice adaptation. It weakens the clarity and accuracy of the original language text, resulting in foreign tourists being unable to accurately grasp the original language's meaning and the effect that the text wants to express, and even leading to ambiguity and misunderstanding. Translators serve foreign tourists, helping them understand Chinese culture. Therefore, in the translation process, it is important to focus on whether the expectations of tourists have been met and whether the communicative intent in the original language has been reflected [7]. When dealing with the phenomenon of flowing sentences and four-character idioms stacked together in Chinese, if the translator directly translates, it will confuse foreign tourists; this methods directly conflicts with the logical concept in English.

3 Optimization Path

In summary, translation is a complex and multidimensional activity, and the translation ecosystem is an interconnected and interactive world, it is composed of multiple elements such as language, communication, culture, society, translators, and readers [8]. Tourism translation is not just a simple conversion of language symbols, but also a

typical cross-cultural communication activity. It is directly affects the experience of the target language readers [9]. In order to enhance the tourist experience and promote the spread of the Chinese culture. There is an urgent need for a systematic translation path. The 10 strategies of Eco-Translation methods break through the disadvantage of single and scattered translation strategies in dealing with the endless difficulties in practice. It provides a systematic and operable practical path for translation.

3.1 Theoretical Framework: Eco-Translatology and 10 Strategies for Eco-Translation Methods

Eco-translatology emphasizes the integrality of translation under the influence of Neo-Ecologism. Eco-translatology pays attention to the adaptation and selection of translators and the translation ecological environment. It considers the interaction, balance, coordination, and overall harmony of the whole. It often starts from language, culture, and communication dimensions, pursuing the translation to be "the ecological disposition to let the text translate and re-live" in the new ecological environment [2]. The "10 strategies Eco-Translation methods" is a specific methodological system. It emerged on the basis of practice and the guidance of the Eco-translatology's "selective adaptation and adaptive selection" theory, achieving a true leap from theory to practice. This translation method uses "Text-balancing Scrutinization" as an overall strategy, with "Source-Contextualization" and "Target-Contextualization" as a two-way strategy. Through three specific operational methods of "Naturalization", "Vitalization", and "Multi-Transformation", it is implemented as a systematic translation methodology system with four practical techniques: "Imitationalization", "Extending Substitution", "Adaptive-Reduction", and "Adaptive Addition" [3].

3.2 Language Dimension

In the language dimension, this paper suggests using methods such as "Target-Contextualization", "Adaptive-Reduction", and "Naturalization". The language dimension focuses on the differences in text between the target language ecosystem and the original language ecosystem. The translation of the target language needs to adapt to the expression and thinking habits of foreign tourists in order to survive in the new translation environment for a long time. "Target-Contextualization" is the evolution of situational awareness. It requires the translator's subjective initiative and emphasizes the "Translator-Centeredness" [3]. Based on the original language's connotation, the translators should appropriately select vocabulary, language forms, voice, etc. This process of reconstruction is actually the translator's re-creation. "Adaptive-Reduction" is the awareness of simplification, emphasizing the deletion of complexity and reserving simplification, and the retention of essence [3]. In the translation between Chinese and English, Chinese often consists of four-character idioms stacked together, with more flowing sentences, fewer connecting words, and more meanings. English pursues simplicity and emphasizes logic. Through the method of "Adaptive-Reduction", the amount of translation in the target language can be greatly reduced, while also maximizing the transmission of effective information to foreigners. "Naturalization," also known as "natural consciousness", emphasizes the return to inorganic nature [3]. "Inorganic" is the inherent and unadorned nature of inorganic substances in nature, without human interven-

tion, and does not require excessive transformation. This strategies emphasizes avoiding excessive transformation and preserving the facts and information of the original language.

"Target-Contextualization" guides translators to pay attention to the differences in the usage means between Chinese and English. It provides ideas for finding a balance between the conflicts between "hypotaxis" and "parataxis". "Adaptive-Reduction" refers to the specific operational methods under this strategy, such as removing redundant conjunctions when translating English. Deconstructing the stacking of four-character idioms stacked together when translating Chinese. "Naturalization" desires to achieve the goal in the conflict between "hypotaxis" and "parataxis". It requires the translation of the target language to break through the limitations of language forms and efficiently convey cultural connotations. The effect of these three provides a dynamic solution process for solving "hypotaxis" and "parataxis". For example, when handling the translation of "堂中有园, 园中有宫, 宫中有馆", the Guangzhou Municipal Bureau of Culture, Radio, Film and Tourism used the "Naturalization" and "Adaptive-Reduction" translation strategies. It translates as "Adopts a layout featuring cottage, garden, palace, and hall as an organic system". The original language used the rhetorical devices of antanaclasis, and all were four-character idioms stacked together, but in the translation, it was not a direct and rigid translation of the original language, but adapted to the expression habits and thinking patterns of English readers. It can also convey the unique spatial layout of the architecture that the original language wanted to express well.

3.3 Cultural Dimension

The cultural dimension focuses on the different historical backgrounds. Because of the cultural differences in their ecological environments, the translators is asked to pay more attention to the translation of imagery and culture-loaded words. The original text often contains historical information and cultural connotations. These are completely different from the cultural background of foreign tourists. If the translator does not supply enough information for them during the translation process, foreign tourists often encounter many difficulties when reading, and even cultural "misreading" phenomena may occur [10]. The three strategies of "Source-Contextualization", "Adaptive Addition", and "Extending Substitution" also acknowledge the cultural differences between the two.

"Source-Contextualization", also known as "native consciousness," emphasizes the translation ecology of the original language. If translators overemphasize cultural differences in the translation process and only consider the target language ecosystem, this often leads to the loss of the unique characteristics of the original language. Translators should also consider the expression of the original language and appropriately preserve differences. It is also a way to spread Chinese culture. "Adaptive Addition" tries to explain the differences in cultural diversity to foreign tourists by increasing the amount of translation in the target language, so that they can better understand the country's culture. The concept of "Extending Substitution" is mainly achieved by finding images that correspond to the original language in the target language ecosystem. What's more, it can also expand and extend the text to achieve adaptive selection. It is important to transmit the cultural connotations to foreign tourists. "Adaptive Addition"

fills the gap of "default" through a "compensation" strategy, while "Source-Contextualization" avoids "overload" by preserving cultural differences. "Extending Substitution" is a strategy of "extension" aiming to ensure the transmission of deep cultural cores, and to compensate for cultural "default". In this way, it can avoid cultural "overload" caused by excessive foreignization. When translating the famous line "桂林山水甲天下", this version 'East or West, Guilin landscape is the best' has received the most acceptance. Because the understanding of "天下" in the original language is different from the target language. It comes from the cultural concept of ancient China. With the goal of addressing the understanding barriers caused by cultural differences, the translators used the translation strategies of "Source-Contextualization". Referred to the familiar English proverb "East or West, home is best" for English readers, the translator chose the appropriate way to transform the phrase so that English readers can understand the meaning that the Chinese want to express well.

3.4 Communicative Dimension

At the communicative level, most foreign tourists come to China aiming to experience different cultures. Different tourists have different cultural backgrounds and ways of thinking, and their needs for cultural experience are also different. Therefore, translators should underline the experiences and feelings of foreign tourists. By employing the three strategies of "Vitalization", "Multi-Transformation", and "Imitationalization", this paper aims to help translators consider communicative intention frequently.

"Vitalization" is defined as the awareness of vitality, seeking to interpret texts in a lively and vibrant way, enhancing the infectivity of articles, so that they can increase their readability, and attract readers to actively read. If some historical and cultural heritage is only depicted in terms of their historical origins without using the method of "Vitalization", the interest of the text will be lost, and tourists will also lose patience. In addition, it will fail to achieve the goal of cultural dissemination. "Multi-Transformation" represents the awareness of diversity and the maintenance of diverse coexistence [3]. Different languages, cultures, texts, and values are not a absolutely competitive relationship, but a relationship of interdependence, harmonious coexistence, and common prosperity. The target language is not a subversion or replacement of the original language, but rather an adaptation of the original language to the new translation ecology, stressing the concept of "Endless Reproduction". To achieve this goal, translators need to balance how to convey the true cultural connotations of the original language while meeting the expectations of foreign tourists and facilitating their acceptance. "Imitationalization" concentrates on the interpretation of images by imitating the forms, styles, and colors in nature, creating an immersive atmosphere for foreign tourists through visual expression. Via the application of this strategy, it leaves a deep impression on foreign tourists and increases cultural resonance. "Vitalization" enhances the vitality of the text. "Multi-Transformation" provides readers with multimodal perspectives, and "Imitationalization" endows the text with artistic features. Together, the three serve the "aesthetic" goal of communication, enable to achieve the long-term survival of the target language in the new ecosystem.

3.5 Text-balancing Scrutinization

In the translation of tourist attractions, the principle of "Text-balancing Scrutinization" should be the overall principle. Translators should adhere to the process from beginning to end [11]. Translation is an ecological activity; it concentrates on the interaction of multiple factors related to the survival of translators, the life of texts, and the translation ecology [12]. The "Text-balancing Scrutinization" translation strategies provide a holistic understanding of the translated text from a macro perspective, helping translators balance the dimensions of language, culture, and communication. Translation activities are not determined by a single aspect, it should consider the relationship between "culture-human-environment", avoiding neglecting one aspect to make it possible to pursue the maximization of translation effect. In translation activities, translators should not only strive for language accuracy, but also aspire to a higher level of communicative intention with the aid of the expression habits and thinking patterns of tourists comprehensively.

4 Conclusion

Eco-translatology is a translation theory proposed by Professor Hu Gengshen, which has Chinese characteristics and Eastern ecological wisdom. Studying and practicing ecological translation studies also promotes the spread of Chinese culture. The 10 strategies of Eco-Translation methods is a specific methodology under Eco-translatology. The research in this paper indicates that the 10 strategies Eco-Translation methods offer practical and feasible operational guidelines for the external promotion translation of tourist attractions. Compared to the macro level "three-dimensional transformation", it extracts and summarizes almost all translation methods. By using this method, the translation has significantly improved in terms of language accuracy, cultural transmission, and communicative effectiveness, while retaining Chinese cultural characteristics and ensuring the readability and dissemination effect of the translation. Future research can further combine tourist feedback data to verify the effectiveness of the 10 different Eco-Translation methods in actual communication. Widely apply this model to the translation practice of scenic spots.

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