

Study on the Training Strategy of Tourism Publicity Talents from the Perspective of Adaptation and Selection Theory

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Abstract. Tourism publicity translation is a kind of cross-cultural language communication behavior. Tourism publicity talents are the most direct spokespersons for the image of scenic spots through the media of external communication. The publicity texts adopted by them actually show the international image to the world, so any mistranslation of publicity should not be underestimated. From the perspective of Adaptation & Selection Theory, this paper explores the training strategy of tourism publicity talents from the cultivation of three dimensions: language, culture and communication. Through case study of mistranslation in some scenic spots, this paper analyses the causes of publicity mistranslation with an aim to improve the quality of tourism publicity translation in China and promote the training strategy of tourism publicity talents.

Keywords: Adaptation & Selection Theory, tourism publicity, training strategy.

1. Introduction

China has a vast land with abundant tourism resources and flourishing tourism industry. The publicity translation of rich scenic spots is an opening window of showing a colorful image of China to a large number of international friends. As a way of foreign exchange, tourism publicity plays a very important role in enhancing public influence, strengthening external publicity and even establishing international image. Therefore, it is very important to select the correct translation strategies and do a good job in training foreign publicity talents to improve cultural power. From the perspective of adaption&selection theory of translation, this paper combs the translation texts of foreign tourism publicity from three dimensions of language, culture and communication, carries out case studies on certain mistranslation, studies the causes of mistranslation, and provides a new theoretical perspective for the training strategies of tourism publicity talents.

2. Research Background

Tourism publicity is an important branch of publicity translation. The detailed process is that the translator interprets and expresses the publicity materials of domestic tourist attractions in the target language, disseminates them to the outside world, and publicizes the cross-cultural communication behavior of tourist attractions. The above steps indicate that the translation of tourism publicity includes four main points: firstly, publicity mainly refers to external publicity; secondly, the main body of publicity is tourism publicity talents; thirdly, the media of foreign publicity is foreign language; fourthly, the target people of foreign publicity are foreign tourists. In the process of tourism publicity translation, publicity talents are not only engaged in translation activities, but also need to display and transmit historical, cultural and humanistic information, enhance tourists' interests in tourism and elevate tourists' emotional reflection.

By sorting out the relevant papers and monographs on tourism publicity from CNKI, the author combs the development of domestic tourism publicity. As for the time of publication, few articles on tourism publicity were published before 2000, and most of the papers were published after 2000. This period coincided with the active stage of foreign exchange, and foreign language status had just been restored in China, which was also the stage of the rising emergence of foreign language talents in China. From 2003 to 2007, with the opening up of China and the acceleration of economic development, the research scope of tourism publicity translation in this stage became wider. In 2004, Professor Chen Gang, Department of English, College of Foreign Languages, Zhejiang University, wrote and published the first monograph in China which combines tourism and translation into one

study - "Tourism Translation and Foreign Tour Guide". He advocated the combination of new translation theory and tourism practice in the book, which indicated the official opening of the professional study of tourism publicity training [1].

Since 2000, the rapid development of website has greatly changed the developing steps of foreign-related tourism. The development of internet, the need of travelling makes people begin to pay more attention to the text of foreign tourism, which later enters the research field of tourism publicity. The present study mostly takes the skopos theory, intercultural communication theory, constructivist translation theory, communication theory, adaptation theory etc, as the theoretical basis. Newly-emerging theories such as translator's subjectivity, ideology and frame semantics are also involved. Although the breadth and width of tourism publicity had achieved certain promotion, most of them lacked deeper exploration. Based on these research results of the theory, it can be said that most of the studies are based on current western translation theory, but many contents lack of theoretical innovation and persuasive arguments [2].

Tsinghua University Linguist, Professor Hu Gengshen, put forward a new theory of translation in view of the current situation of publicity translation, namely, Adaption&Selection Theory in 2004 [3]. This theory combines the concepts of ecology with translation and proposes that translators should take both source language and target language into consideration. The theory proposes that translator's activities in the translation environment are actually a process of constant adaptation and selection to the environment. The criterion for evaluating the success of translation given by him lies in the degree to which the translator integrates his adaptation and selection of two languages with three-dimensional transformation. According to Adaption & Selection Theory, in translating activities, translators convert constantly between source language and target language while adapting to the environment before selecting the final version.

3. Types of Tourism Publicity Mistranslation

3.1 Multi-Version.

There is no need to elaborate on Huangshan's national and global fame here. The key question is how should the word "Huangshan" itself be translated? So far, tourism industry has not been able to give a unified answer. The author consulted many foreign websites and publicity materials of Tourist Bureaus and found that there were as many as at least three kinds of translation versions of Huangshan. One is widely recognized as the Yellow Mountain, second is Mount Huangshan, and the third is the Huangshan Mountain. The first method is word-to-word translation, literal translation for short; the second and third methods are mainly transliteration. These translations appear in parallel on various Huangshan publicity websites and other publicity materials. Tracing back to the origin of Huangshan's name, the author finds that Huangshan was called Yishan in ancient times. Yi refers to black, because its peak rock is blue and black, it has been later called Yellow Mountain because of the fact that the Yellow Emperor once made alchemy here. However, for most foreign audiences, "Yellow" means color yellow, so it is easy to misunderstand that Huangshan is named for yellow. Therefore, from the perspective of translation, the most widely accepted version of the Yellow Mountain is actually not in conformity with the norms and requirements. Moreover, as a world-renowned National Heritage list, Huangshan has not yet had a unified translation of foreign publicity, which is very unusual and unreasonable.

3.2 Pragmatic Failure.

Pinyin translations are frequently used in many signboards of Chinese scenic spots. The Pinyin translation of these scenic spots is completely understandable to the Chinese people, but for foreign tourists, such translation cannot receive satisfied emotional reflection. In brief, the target audience of English translation of scenic spots is not Chinese, but foreign tourists. In this case, what is the meaning of Pinyin here?! In my opinion, the application of free translation is better in this case. Only in this way can the free translation which resonates with the audience more vividly and appropriately reflect the respective characteristics of scenic spots.

3.3 Mechanical Translation.

In the lobby of a hotel in the 5A National Scenic spot, there is an English slogan which arouses the author's attention. "Protect the environment, please don't use one-sex chopsticks". The reason for this mistranslation is that Chinese has the same word for "disposable". This is a common propaganda for environmental protection, and throw-away chopsticks are mechanically translated into "one-sex chopsticks" in the corresponding English translation. Take another example, the "beggars' chicken" on the menu of a hotel in the scenic spot has been translated into "call-flower chicken". These mechanical and absurd versions have not only laid unpredictable and immeasurable negative impressions and effects on the spots but also on the whole scenic area and even the national image.

In summary, the causes of mistranslation of publicity are as follows: 1. Some tourist publicity talents are inexperienced or of limited level, and lack the necessary awareness of cross-cultural communication. 2. The relevant tourism departments are not strict in auditing and supervision. The frequent mistranslations of national 5A scenic spots' logos and even low-level translation errors prove that the relevant departments have neglected and ignored the process of auditing the translated versions. 3. The theory and practice of publicity translation are still scarce. For a long time, literary translation has been the focus of the translation industry in China.

4. The Training Strategies of Tourism Publicity Talents

4.1 Cultivation of Language Dimension.

In response to these problems, the tourism industry is focusing on implementing the strategy of cultivating language abilities and actively carrying out the project of key tourism talents. Firstly, developing long-term cultivation strategy of tourism talents in China is quite necessary. Second, a number of talents training bases in colleges and universities should be built. Third, we should build a number of tourism vocational groups and tourism vocational institutions, and implement school-enterprise cooperation. At the same time, the standardized training and certification of professional tourism managers should be sped up, and certain sum of tourism high-skilled personnel training and incubation bases should be set up soon. The colleges and institutions should further improve the evaluation mechanism of professional language ability of tour guides, establish the training system of foreign tour guides, carry out research and training of senior tour guides, and attract enough number of language experts and scholars to participate in cultivating tourism talents.

4.2 Cultivation of Culture Dimension.

Foreign audiences differ from Chinese readers in that most of them know little about Chinese culture. When translating a language with Chinese cultural characteristics, the talents should grasp and use the language which are familiar to foreign audiences and translate the cultural factors in the publicity text. When necessary, additional translation techniques can be used to further explain the cultural part of the content. When translating the cultural background of Chinese traditional text, the translator should abandon the preaching tone in his translation, weakens the mystery of Chinese traditional culture, highlights the wisdom included in the Chinese culture. Under the guidance of Adaption&Selection Theory, from the perspective of acceptability of the audience, the talents' utmost task is to make the audience feel ease and arouse the interest of the audience.

4.3 Cultivation of Communication Dimension.

Foreign audiences are mainly westerners, and their thinking habits are linear. Most of them use deductive reasoning strategies to understand publicity texts. However, most Chinese people are accustomed to spiral thinking. When talking about a topic, Chinese people tend to explore twists and turns and summarize it. On the cognitive level of communication, Chinese people like to use beautiful and complicated structure and language to describe beautiful scenes, while most westerners like to be straightforward and open-minded. Therefore, when translating publicity texts, we can adopt subtraction techniques to make the translation content conform to the cognitive and thinking habits

of foreign audiences. Generally speaking, communication cultivation refers to the use of rhetoric, emotion and so on in translation activities to unify the original text's behavior with the target. In publicity translation, the translator needs to make the communication activity logical and clear, whose content has the coherence in the audience's cognitive and thinking habits. At the same time, in order to gain the resonance of foreign audiences successfully, the translator should also make the communication effect of the translated text cordial and natural, so as to effectively stimulate the feelings of foreign audiences and enhance their emotional resonance in order to make sure the audiences can accept the publicity translation and be sincerely convinced in the communication process.

5. Conclusion

Chinese-English translation of tourism publicity materials is a complicated task, if the translated version of source texts is completed in all its aspects, it will be too verbose and unacceptable to the target audiences. If the information in Chinese materials is simply skipped in English translation and the difficult points are not specified in detail, it will make the version more illegible and less effective. Therefore, in the promotion of tourism publicity, translation talents should be trained accordingly in a professional way and efficient translation techniques should be adopted appropriately in a flexible way. From the perspective of Adaptation&Selection Theory, this paper explores the training strategy of tourism publicity talents from the cultivation of three dimensions: language, culture and communication. Through case study of mistranslation in some tourism publicity texts, this paper analyses the causes of mistranslation with an aim to improve the quality of publicity translation and promote a training strategy of tourism publicity talents. It has leading significance for elevating the quality of publicity texts in China and provides a new theoretical perspective for the training strategies of tourism publicity talents.

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