

Tourism English Translation in Shanxi Province from the Intercultural Communication Perspective

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Abstract: With the rapid development of my country's social economy, the number of foreign tourists has also increased year by year. At present, tourism English translation in China occupies a small proportion in the field of translation studies, and there are many non-standard phenomena in Tourism English translation. This paper aims to study the English translation of tourist attractions in Shanxi from the perspective of cross-cultural communication. By analyzing the names of scenic spots and the textual and functional characteristics of foreign publicity materials, the root causes of problems such as inconsistencies and mistranslations in English translation are explained. It also puts forward suggestions for further standardization of the English translation of scenic spots and foreign publicity materials in Shanxi Province, in order to promote the development of Shanxi's tourism industry.

Keywords: Cross-cultural Communication; Translation Methods; English Translation of Scenic Spot Signs

1 Introduction

Tourism translation industry in China started relatively late, is not a very mature industry. So far, the development of this industry still has a lot of deficiencies, and there is a shortage of personnel, unable to meet the needs of the market. Therefore, in the future development, the tourism English translation industry also needs a large number of translation talents. According to the existing materials collected, two research questions are summarized:

Question 1. What are the problems in the translation of some scenic spots in Shanxi province?

Question 2. How to solve these problems?

2 Findings of Shanxi tourism translation

Shanxi is rich in tourism resources, according to its nature, there are natural tourism resources and humanistic tourism resources. According to the analysis of the literature and data, the errors found are classified into three categories: functional translation errors, cultural translation errors and linguistic translation errors

(1) Functional Translation Errors. Looking forward to the meaning of the text, the connotation of the deep meaning cannot be grasped. For example, a scenic spot in Taiyuan Jinci, Water Mirror platform, is literally translated as "Water Mirror Stage" by the translator. Water mirror platform is originally a stage, "water mirror(水镜)" from the name of "Han Shu-Han an Guo Zhuan," the famous sentence "clear water mirror, cannot escape", meaning that good, evil, faithful and adulterers all know. We know that the characters in Chinese drama are facial, no matter good people or bad people, the audience is clear as soon as the actors appear. From the architectural point of view, water mirror platform reflects the hall, platform, building, pavilion four styles. This is extremely rare in China, so the word "water" and "mirror" here have a deeper meaning, so it should be translated as "Limpid Stage".

(2) Cultural Translation Errors. "National key Cultural relics Protection Unit", many publications and tourist tour brochures translate it as "A Key Pres and ervation Unit of Cultural Relics", this kind of translation is not very accurate. In fact, the levels of cultural relics protection units in China are divided into six levels: cultural relics protection sites at the district level, the county level, the municipal level, the provincial level and the national level. Each level of cultural relics protection unit should have a strict corresponding translation, and should not be generalized.

(3) Linguistic Translation Errors. At present, the total number of key cultural relics protection units in Shanxi Province has reached 271, ranking first in China. In fact, the "cultural relics protection unit" here is the general name of the Chinese government for the immovable cultural relics which are included in the protection objects, and it is also a key area for the protection of the cultural relics protection units and certain areas around them. Therefore, in order to express this statement accurately, the author thinks that the English translation of "Important Historical Relic Units under State Protection" should be more accurate in the original text. In addition, "Scenic Spot" or "Scenic Area" is referred to as "Important Scenic Spot of China" or "China National Scenic Area," which is not complete. "Scenic Spot" or "Scenic Area" refers to scenic spots. Although scenic spots are often referred to as scenic spots, both scenic spots and scenic areas are different in strict meaning.

3 The suggestions for Shanxi tourism translation

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3.1 Some proper translation methods

(1) Transliteration. Transliteration refers to the complete translation and writing of Chinese Pinyin. For example, Jinci is translated as “Jin Ci in China” in the Chinese-English version of Jinci published by Shanxi Renmin Publishing House. This translation strategy is usually used in the translation of natural names and special names. However, the translation of scenic spot names in this way will be too foreignized, not only can not completely convey the information of the scenic spot names, but also may lead to ineffective translation. Foreigners do not know the history and culture of Shanxi. Translation of Shanxi scenic spot names by transliteration will bewilder foreigners, which is not conducive to the spread of culture.

(2) Translation. The meaning of translation refers to the Chinese meaning of the name of scenic spot translated in English, which can be divided into literal translation and free translation. “while respecting the culture of the target language, if the semantic equivalence can be found in the target language, the cultural connotation of the scenic spot can be emphasized.” Jinci Tang Huai (晋祠唐槐) translated as “The Pagoda Tree of Tang Dynasty”; Zhou Bai (周柏) translated as “The Cypress of Zhou Dy” “nasty”; Hunyuan suspension Temple (浑源庙) translated as “The Hanging Temple”. But this only translated the literal meaning, did not associate the scenic spot name with its cultural value, and the function of pointing and identification of the present scenic spot name.

(3) Both sound and meaning. When English words or phrases cannot correctly express the meaning of the name of a scenic spot, it is advisable to add a note or an English explanation after it. Considering that the name of the scenic spot has its special language function, it is appropriate to adopt the mode of “full name transliteration, free translation (additional general name)”, such as: Yu Zhao Fei Liang (Fish-pond & Flying-bridge) (鱼沼飞梁), Sheng Mu Dian, or the Saint Mother Hall (圣母殿), Xian Dian (the Offering Hall) (献殿).

When translating the names of scenic spots with special Chinese culture, we should pay more attention to the deep interpretation of the cultural significance. Therefore, in the process of translation, first of all, we should understand the meaning of the name of scenic spots, then use the appropriate translator method for translation, and then correct the content of the translation in order to prevent the occurrence of leakage. This translation can not only convey the literal meaning of the scenic spot name, but also reflect the cultural meaning of the scenic spot name.

3.2 Improve the quality of translation

Translation is very important for cultural publicity. Therefore, great efforts should be made to train translators and improve the quality of translation. The government-related functional departments lead the group of experts with cross-cultural background to study the translation and introduction of Shanxi’s cultural heritage, and set up the translation principle of integrating domestication and foreignization strategies with tourists as the center and the strategies of domestication and foreignization unified. Consider the differences between Chinese and English tourism texts, give full play to the subjectivity of the translator, and flexibly add, subtract, edit, describe, abbreviate, and modify the translation to maximize the expected function of the translation. In the translation of geographical names, street names and road names, strictly implement the “toponymic signs” issued by the Bureau of quality and Technical Supervision of our country, and try our best to unify the translation terms. At the same time, the translation results will be submitted to the higher departments for examination and instruction, strictly control the quality of translation. When promoting cultural tourism programs and holding related activities, foreign language and Chinese publicity will be carried out at the same time.

At the same time, we should cultivate a group of people who really understand Shanxi’s profound cultural foundation and are good at telling Shanxi stories. Make full use of Shanxi Translation Association and other platforms are now high-level translation talent and market docking.

4 Conclusion

The English translation of tourist attractions is an important part of determining the travel experience of foreign tourists. Improve the quality and accuracy of English translation of scenic spots, so that foreign tourists can see our friendship and sincerity, retain foreign tourists, and form sustainable development. The deepening of translation theory and the effective combination of theoretical research and practical research can promote the development of Shanxi tourism English translation research to a greater extent.

Author brief introduction

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