



A Comparative Study of Information Reconstructing in Tourism Translation

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Abstract: The process of translation is also a process of comparative analysis of information. There are differences in language structure and organization, and readers of different languages have different reading habits. When translating tourist texts, we must consider the information focus and expression effect of the original text and the translated text, reduce differences, compare and analyze the Chinese and English versions of the tourist attractions introduction to improve the publicity effect of the tourist attractions. The article mainly analyzes the information reconstruction and comparison of the translation of the introduction of tourist attractions.

Keywords: tourist attractions; introduction translation; information reorganization; comparison

The translation of tourist attractions is an essential part of tourism promotion system, which to some degree reflects tourism development level. Translators should not only consider the characteristics of the scenic spot, but also be faithful to the cultural connotation, so that people from different cultural backgrounds can understand better.

To fulfill the translating functions of tourist attractions, it is necessary to adjust and reformulate the original text.

1. Comparison of English and Chinese brief introduction to tourist spots

The brief introduction to tourist attractions is a practical style. Adopting different translation strategies under different language characteristics will affect the comprehension. The purpose to translate the scenic spots introduction is mainly to attracts tourists and stimulates tourists' desire to visit [1]. Both English and Chinese introductions share similar writing motivation and text function, but differ greatly at language feature, information function, aesthetic habit and artistic style. Therefore, translators need to fully understand the reader's cultural background and aesthetic standards, and use standard norms and language expressions.

1.1 Language features in introduction to tourist spots

Due to the differences in culture and values, Chinese emphasizes the artistic conception. In terms of rhetoric, it pays attention to antithesis, rhyme, and the use of four-character structure, adjectives, etc.. On the other hand, English focuses more on logic, which is direct and simple in style. Most of the descriptions are objective and realistic. Therefore, it is not necessary for Chinese and English readers to be consistent in aesthetics and language logic.

1.2 Comparison of transmitting information in Chinese-English tourist attractions

The information contained in the tourist discourse is relatively rich. There are some differences between Chinese and English when translating these information in terms of the equivalence and the order of transmission. Firstly, the introduction in English focuses on the information transmission of the advantages and disadvantages of the scenic spot related to environment and services. While the Chinese emphasizes the description of historical development,

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humanistic characteristics, and poetic description. Secondly, Chinese would like to quote the poetry, which is unnecessary in English[3]. What's more, Chinese introduction highlights the reputation and level of honor of tourist areas, such as the AAAAA Scenic Areas, the social recognition, media promotion, etc. These information in China is relatively authoritative and it is strongly persuasive. However, English is more likely to use content words in the introduction to recommend travelers to visit the spots.

2. Inspiration for Translating Information in Chinese-English Tourist Attractions

The differences between Chinese and English cultures make inspiration for the the translation to tourist attractions, from awareness to strategies.

2.1 Awareness about the necessity and principles of information reconstruction

The aim of introduction to tourist areas is to achieve better publicity effects, provide information guidance for tourists from different countries, and guide people to understand the tourist spots more comprehensively and quickly. In the process of translation, different culture backgrounds and ways to accept information should be considered. Only by doing so, can translators make adjustment and reconstruction to the original sentence structure and expression to achieve information integration [4]. This is mainly determined by the characteristics of the introduction text of tourist attractions. From the perspective of the purpose and intention for translation, the text is the media of information. Readers from different culture background may obtain interesting or useful information from the text, therefore, the adjustment and reconstruction are essential, and of course, the reconstructions needs to be consider the amount of information and the degree of relevance. After understanding the original information, translators must consider the purpose and intention of translating these information to the target language, as well as the readers' cultural backgrounds. The original information can not be changed or deleted randomly, however. As a way to attract readers to paying visit the tourist spot, it is necessary to consider how to persuade and charm the travelers in the translation.

2.2 Strategy for Information Processing

During the translating process, translators can choose different translation strategies according to the content and the amount of information. After understanding well of the intended purpose of the translated text, translators can analyze to see whether the information given in the original tourist attraction introduction is excessive or not. Because of the different cultural background, the English speakers have troubles in understanding the introduction in which involves too much Chinese background, such as some folktales or fairy tales. As a consequence, in order to better translate the introduction, translators need to adopt the strategy of interpretative translation. For examples, for those famous people in ancient China, translators can give some annotations to explain who he/she is. Meanwhile, translators also can use analogy to make English reader to familiarize the Chinese culture. As a matter of course, there are some information in the original text in Chinese introduction to tourist spots is unnecessary, such as the overuse of four-character structure. At this point, translators should make proper omission, even deletion based on the functional translation purpose.

3. Conclusion

To sum up, the translation of tourism text plays a significant role in publicity of the scenic spots and promoting the development of the local tourism. Therefore, proper translation is crucial to the tourism development. The purpose of translating scenic spots introduction is to attract foreign tourists' interests in the culture and history of China. On that account, when translating these information into English, translators should consider the differences between the Chinese and Western cultures from aesthetic habit to language features, then reconstruct information, so as to make better publicity.

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