

CULTURAL CROSSROADS: STANDARDIZING TOURISM TRANSLATION FOR ELEVATED CULTURAL EXCHANGE IN THE NEW ERA

Jiayi Liang Chen

Yili Normal University, Yining, 835000, China

DOI: <https://doi.org/10.5281/zenodo.10953606>

Abstract: *The tourism industry in China serves as a vital catalyst for economic development and cultural export, acting as a conduit for cross-cultural communication and historical exchange. In today's multicultural context, effective translation in external publicity becomes paramount, fostering comprehensive understanding of diverse cultural facets among foreign tourists. This, in turn, facilitates the sustainable growth of China's international tourism market.*

This study advocates for the enrichment of English translation content in external publicity materials and the implementation of precise and standardized translations. Such efforts serve to convey compelling Chinese narratives to the global audience, disseminate China's rich cultural heritage, and bolster cultural export. Consequently, these endeavors hold great significance in enhancing the nation's cultural soft power and nurturing cultural self-assurance, thereby amplifying international influence.

Against this backdrop, this paper delves into the strategies for standardizing tourism cultural publicity translations in the new era, offering valuable insights and recommendations for implementation.

Keywords: *Tourism cultural publicity, Translation standardization, Cultural export, Soft power, International influence*

Introduction

As the lifeblood of China's economic development, tourism industry is also an important way of cultural export, shouldering the important mission of external communication and exchange of history and culture, especially in today's multicultural development, by doing a good job in the translation of external publicity, it can play an important role in the development of cross-cultural communication, which is conducive to the translation of external publicity. Let foreign tourists have an all-round, multi-angle and multi-level understanding of the cultural deposits of each tourism landscape at the first time, and better promote the sustainable development of China's tourism international market. In this process, by enriching the English translation content of external publicity materials, and conducting

International Journal of Current Educational Practice (IJCEP)

<https://americaserial.com/Journals/index.php/IJCEP/index>, Email: contact@americaserial.com

accurate and standardized translation of tourism external publicity materials, telling Chinese stories well to the world, spreading excellent Chinese culture, and promoting cultural export are of great significance to improving the soft power of national culture and enhancing cultural self-confidence. It is one of the important means to continuously enhance the international influence. Based on this, this paper probes into the implementation strategies of standardization of tourism cultural publicity translation under the background of the new era and takes it as a reference.

1. Characteristics of tourism culture external publicity translation

Tourism culture external publicity translation mainly includes the fluency of cross-cultural interaction and the openness of communication methods. Among them, the fluency of cross-cultural interaction, through the use of tourism publicity materials as a medium, enables foreign tourists in cultural environment to enhance their deeper understanding and recognition of Chinese tourism culture, and constantly enhance their sense of identity with traditional culture, which helps to bridge the cultural gap and realize barrier-free cultural exchanges between China and foreign countries. Give full play to the characteristics of fluency in tourism publicity translation^[1]. In this regard, in the process of tourism cultural publicity translation, relevant translators need to stand in the perspective of tourists with different cultural backgrounds to check the accuracy of the translated text and the standardization of expression, to check whether there are cases of non-conformity with the language habits of the audience, and to check whether there are cultural conflicts and cultural ambiguities. The translation of tourism cultural publicity should be better used as a link to promote cross-cultural communication between China and foreign countries. Secondly, tourism culture translation is also characterized by openness of communication methods. In order to attract more tourists to our fine culture, it is necessary to consider the thinking mode of foreign tourists, strengthen equal and friendly interaction with foreign tourists, and translate in appropriate ways to enhance the accuracy of external publicity translation on the premise of keeping the original text unchanged as far as possible. As well as the fluency of expression, the Chinese culture can be widely spread around the world, and the inheritance and development of China's excellent traditional culture can be better realized. In this regard, under the background of the new era, the translation of tourism culture external publicity needs to strengthen the standardization of external publicity work, so as to better translate external publicity and build a bridge of friendly communication between China and foreign countries.

2. Current situation of tourism culture external publicity translation

For a long time, in the process of cross-cultural communication, tourism cultural external publicity has not played a role in promoting culture, and has little effect on foreign cultural publicity. It is difficult for foreign tourists to have a profound and accurate understanding of China's tourism culture through external publicity translation, resulting in a great reduction in the effect of external publicity translation. The analysis of the problem is mainly due to the errors in the use of language in the

translation of external publicity, as well as the errors in language and culture, which lead to the unsatisfactory effect of external publicity of tourism culture. The following two problems are discussed in detail:

3.1 The basic language expression of external publicity is wrong

In the process of external publicity, due to the lack of professionalism of relevant personnel, there are still some basic language expression errors, such as spelling errors and grammar errors, which make it difficult for foreign tourists to have a comprehensive understanding of tourism culture through the expressions in the process of reading and translating tourism culture. Such low-level errors as spelling errors can be avoided by careful proofreading after the translation is completed. However, due to the negligence of relevant personnel, such as the description of the opening hours next to the fountain in the park with a huge flow of people, the simple "morning" is incorrectly written as "moining", which will mislead foreign tourists to some degree. More serious is the difference in some English case, the meaning of capital and lowercase translation in the vocabulary is very different, like capital "China" is the meaning of "china", but lowercase "China" is the meaning of "porcelain", the difference of a letter, its translated connotation is also very far^[2]. In addition, although the external publicity translators master the relevant grammar knowledge when translating, there will still be grammatical errors in the actual translation. For example, most cultural relic scenic spots will mark the warning sign of "Do not touch", and some tourist scenic spots will use "Please No Touch" as the publicity slogan, but in fact "touch" can be a verb. It can also be a noun. As a verb, it can be directly expressed as "Please Do Not Touch", while as a noun, it can be "No Touching", so we can see that there are some problems in the above grammatical expression. As a result, foreign tourists may have some misunderstandings when they understand the translation of external propaganda and cannot correctly understand its meaning.

3.2 The cultural expression of external publicity is wrong

Analyzing the current situation of the translation of tourism cultural publicity, there are still problems in terms of thinking and cultural customs that are not considered. Because the cultural differences are not considered from the perspective of tourists in the process of translation and expression, as well as the differences in the thinking of foreign tourists, there will be cultural differences in the understanding of different tourists for the same words, which is not conducive to friendly cultural exchanges. With the most common "it is everyone's responsibility to protect flowers and plants", you can basically see the relevant slogans in all tourist attractions, which is very common for Chinese people. However, in the process of foreign publicity translation, It is necessary to translate from the perspective of foreign tourists, if the translation is directly according to the literal meaning, "it's duty of each of us to protect the flowers." However, such cultural differences between China and foreign countries are more threatening to foreign tourists, and it is more appropriate to translate them as "Please protect the flowers." And such different translation methods of external publicity can bring different feelings to

tourists and better realize the friendly communication between different cultures. Therefore, only by translating from the perspective of multi-culture can Chinese culture be better introduced to the world [3].

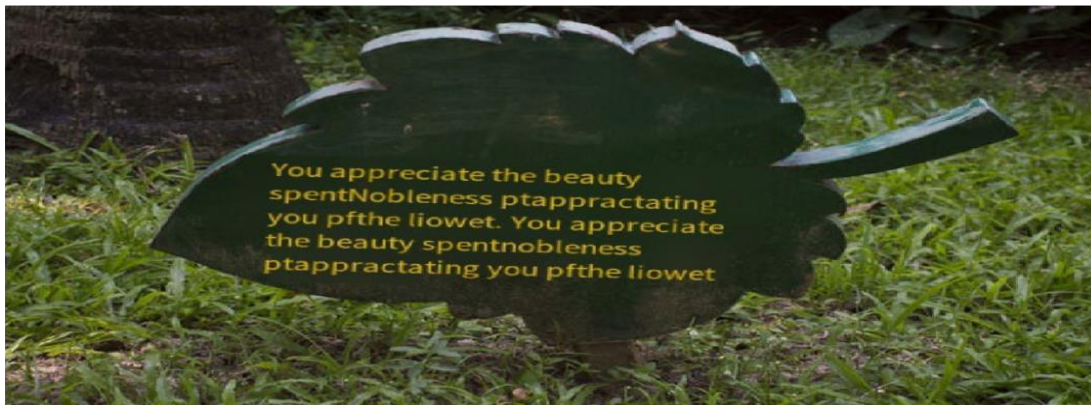


Figure 1: Lawn signs

4. Optimization strategy of tourism cultural external publicity translation in the new era

4.1 Grasp the linguistic and cultural differences and promote the flexibility of translated texts

In the process of optimizing the translation of tourism cultural publicity, translators should fully grasp the differences of language and culture, ensure the flexibility of the translated text, and avoid the mechanical literal translation, so it is necessary to carry out alienation translation, which can better use diversified translation methods to help foreign tourists understand and know China's long history and culture. Among them, transliteration is a more common way of translation, like some difficult words, you can directly transliterate the Chinese into English translation, which can not only retain the original culture, but also help foreign tourists feel the magic of Chinese culture, and enhance the self-confidence of Chinese national culture. For example, when introducing the Chinese food culture "douzhi", in order to facilitate the understanding of foreign tourists, it can be transliterated as "Douzhi", or the introduction of "paper-cut art", literally translated as "Chinese jianzhi", etc., such as this meaning is relatively simple and no response to the vocabulary situation, it can be transliterated, Will better help foreign tourists to understand Chinese culture. In addition, you can also use "transliteration + annotation" to help foreign tourists to understand. For example, when introducing "gaoqiao culture", you can use the transliteration "Gaoqiao" to explain it in detail and make further explanation in annotations, which can better help tourists to understand and ensure the flexibility of the translated text of the publicity, as shown in Figure 1.

4.2 Increase the vocabulary of language translation and increase the accuracy of translated texts

In addition, in the process of external publicity translation, in order to ensure the accuracy of the translated text for external publicity, it is also necessary to add language vocabulary to express the original meaning of the external publicity content in a true and smooth way. Especially in the translation of specific texts, in order to show the true connotation of Chinese culture, additional translation is required. Allowing foreign tourists to feel the profound national cultural deposits under the Chinese tourism culture can not only help restore the original text meaning, but also help tourists understand its connotation^[4]. For example, in the process of external publicity translation, in addition to the most basic translation, the national integrity embodied by the "pine and cypress" itself needs to be translated. Using "faithful and unyielding pine and cypress" (the unyielding pine that stands tall despite the cold) for translation can better let tourists feel the spirit of the pine and cypress and deepen the symbolic meaning embodied by the pine and cypress compared with direct translation. And imperceptibly infiltrate the Chinese culture into it. In addition, the proper increase of vocabulary can also help tourists understand the true connotation of tourism culture, while accurately understanding Chinese culture, it can better promote cross-cultural communication and interaction, so that China's traditional culture gradually goes to the world.

4.3 The addition of annotations makes up for the gap and maintains the original flavor of the translated text

In the process of translation of tourism cultural publicity, it is also necessary to add annotations to make up for the gaps in text translation, especially for some translations with obvious cultural differences, which need to be supplemented as appropriate during translation. Annotations will make up for the gaps in the meaning of words, or make up for the gaps in the equivalent words, the most common way is "literal translation + annotation". Literal translation is the direct translation of the literal meaning of the text, but often due to cultural differences after literal translation, tourists will inevitably have wrong cognition and understanding of the publicity content, at this time, it is necessary to explain the publicity content in the way of annotations. It should be noted that the annotated text should not be too long to avoid difficulties in the process of tourists' understanding and translation^[5]. For example, The Dai ethnic group's "Water-Sprinkling festival" can be translated as "the water-sprinkling Festival". After translation, in order to help foreign tourists understand this festival, it is necessary to supplement with annotations. "Tradition festival of Chinese ethnic groups Dai" (the traditional festival of the Dai ethnic minority in China) with corresponding annotations can better help foreign tourists to have a deeper understanding of the promotional texts, which can not only maintain the original flavor of the translated texts. It can also enhance the friendly interaction with other tourists, which plays an important role in promoting cross-cultural communication.

4.4 Consider the similarities and differences in ways of thinking to increase the readability of translated texts

In the translation of tourism cultural publicity, it is also necessary to consider the thinking modes of different tourists, make the translated text conform to the thinking mode and thinking habits of the audience as far as possible, and combine the translated content with appropriate additions and subtractions, so as to better improve the readability of the translated text, so that tourists can intuitively and simply understand its content and connotation when browsing the publicity text. For example^[6], in the publicity of the tourism culture of the Forbidden City, it is difficult to translate the magnificence and majestic atmosphere of Chinese rhetoric in English translation, such as "After 600 years, every brick, tile, grass and wood of the Forbidden City seem to be infiltrated with the charm of history". When translating the publicity text, if the existing English words are translated word for word, it is difficult to meet its artistic conception. Therefore, in the process of translation, we can express our feelings to highlight the characteristics of the Palace Museum's long history and culture and clear the strong historical charm, so as to focus on presenting the history and culture in front of tourists, so that tourists can feel and comprehend the grand and majestic momentum of traditional Chinese culture under the description of the translators, and increase the readability and practicality of the text. From the perspective of tourists' thinking, it can help tourists understand the profound connotation behind its culture^[7].

4.5 To build a professional and high quality translation team

As an important figure in cross-cultural communication, translators' professionalism and cultural accomplishment often have a direct impact on the promotion of tourism culture in the process of publicity work. The implementation of external publicity work should not only conform to the current national conditions, but also conform to the cognitive context of foreign audiences. Therefore, the requirements for external publicity translators are relatively high. They should not only have diversified cultural communication and translation capabilities, but also have a strong intercultural communication awareness, and be able to comprehensively take into account the acceptability of different foreign audiences in the translation process. Only in this way can foreign tourists have a more profound and direct understanding and perception of tourism culture^[8]. For an external publicity translator, it is necessary to better prepare for the implementation of external publicity work with professional translation skills, team accomplishment and diversified cultural accomplishment, and build a professional and high quality translation team for the publicity of tourism culture, so as to ensure the standardization and standardization of external publicity translation work.

5. Conclusion

To sum up, in the process of inheriting China's excellent history and culture, the external publicity translation of tourism culture is extremely important. As the main way for foreign tourists to

understand and know Chinese culture, standardized and accurate translation can better help tourists to deeply understand and perceive the national integrity behind culture, and constantly promote Chinese culture to the world. It plays an important role in enhancing China's international competitiveness and national cultural soft power, and is one of the important means for the development of cross-cultural communication. Constantly building a professional translation team with high quality can take cultural differences and thinking differences into account from the standpoint of foreign tourists, so as to better enrich the content of external publicity. It helps to realize friendly exchanges with foreign tourists, so that Chinese culture will gradually enter the international stage.

Acknowledgement

Foundation Project: University-level scientific research project "Xinjiang Tourism Culture Publicity Ecology under the Background of New Era" sponsored by the Research Department of Yili Normal University, Project number: YSZJ2021027.

References

- Feng Shuang, Wei Lai, Fang Guozheng. A study on Japanese translation of external publicity of news reports in Northeast China in the New Era [J]. Journal of Heilongjiang Teachers Development College, 2022, 41(12):121-123.*
- Liu Hui. A Study on English translation and image Construction of tourist attractions from the perspective of Ecological transliteration -- A case study of tourist attractions in Zhanjiang Region [J]. Journal of Hubei Correspondence University, 2020, 033(006):160-161.*
- Wang F. External Publicity Translation and national image Construction in the context of cultural "going global": A case study of anti-epidemic external publicity translation [J]. Journal of Shenyang Normal University: Social Science Edition, 2021, 45(4):7.*
- Xu Weili. Research on Cultural Elements of Tourism Text Translation in the Context of National Language Competence Building in the New Era [J]. Journal of Liaoning University of Technology: Social Science Edition, 2020, 22(2):3.*
- Li Qianqian, Yi Yongzhong. A Study on the publicity translation of Yao Costume Culture in Guangxi from the perspective of the New Era [J]. Overseas English, 2019(7):2.*

International Journal of Current Educational Practice (IJCEP)

Volume 12 Issue 2, April-June 2024

ISSN: 2836-6530

Impact Factor: 5.86

Journal Homepage: <https://americaserial.com/Journals/index.php/IJCEP/index>

Email: contact@americaserial.com

Official Journal of America Serial Publication

Gao Lili, Liu Baoqiang. Research on standardization of external publicity translation of Taian Historical and cultural tourism industry from the perspective of ecological translation [J]. Chinese Market, 2019(1):3.

Xu Ximei. Discussion on external publicity translation methods from the perspective of ecological translation [J]. Woman Fang (New Era Education), 2021, 000(023):1-3.

Zhou Yi. A Study on the theoretical and practical aspects of External publicity Translation of Chinese Stories in the New Era [J]. Journal of Jilin Engineering and Technology Normal University, 2020, 36(10):3.