The Application of Cross-Cultural Awareness in English Translation of Tourist Attractions

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Abstract: This Paper Focuses on the Interpretation of Cross-Cultural Awareness and Tourism English Translation Skills. Based on the Premise That Respect for Cross-Cultural Differences is the Prerequisite of English Translation and the Application of Cross-Cultural Awareness in Tourism English Translation Skills, It Makes an in-Depth Discussion and Analysis on the Combination of Transliteration and Free Translation, the Combination of Proper Name and Generic Name, and the Appropriate Deletion of Translation. Its Purpose is to It is to Strengthen the Operation Efficiency of Cross-Cultural Awareness in Tourism English Translation.

1. Introduction

Now the World Culture Has a Serious Impact on China's Tourism Industry, Which Can Maximize the Development of Cross-Cultural Exchanges between the Two Countries. to Achieve Cultural Exchange in Different Cultural Backgrounds, There Are Many Cross-Cultural Knowledge in the English Translation of Tourist Attractions in China[1]. through English Translation, We Can Accurately Convey Information, Attract Tourists, Stimulate the Interest of Foreign Tourists, Deepen the Understanding of the Knowledge Content of Culture with the Help of English. in China's Tourist Attractions, We Can Boldly Use English Translation to Improve People's Understand and Deepen the Mastery of Cultural Consciousness.

2. Respect for Cross-Cultural Differences is the Premise of English Translation

There Are Differences between Different Cultures. in Different Stages and Periods, the Westerners Regard Red as Bloody, While China Regards Red as Festive. There Are Many Cultural Connotations in the Tourist Attractions of Our Country[2]. Foreign Visitors Need Guides to Translate Reasonably with the Help of English, Respect the Cultural Differences of Different Regions, Help People Understand Knowledge and Content through English, and Promote the Development of Tourism.

3. The Application of Cross-Cultural Awareness in Tourism English Translation Skills

Translators should be good at summing up different translation methods. Foreign countries have developed different methods for cross-cultural translation, such as "exploration of translation problems" and "language, culture and translation". Yan Fu of China has also put forward the theory of faithfulness, expressiveness and elegance to translate tourist attractions from different levels and aspects. No matter what kind of translation, it is necessary to establish a cross-cultural awareness and respect each other's cultural differences. The specific methods are as follows.

3.1 Combination of Transliteration and Free Translation

Scenic spot translation is the most basic content in Tourism English. Foreign friends master and understand Chinese traditional culture and content according to scenic spot translation. Scenic spot translation is the translation of various places, the main feature is based on transliteration, and the general cultural content contains less. For example, Haikou and Sanya can be directly translated into Haikou and Sanya in English. There are also some scenic spots. It can't be translated by using

transliteration. For example, Haiyue square needs to be translated into sea moon square, while Yalong Bay needs to be translated into Yalong Bay[3]. There are many similar scenic spots in China that need to be translated by combining transliteration and free translation. Free translation can be used in the translation of scenic spots, but this form makes all the content become English, and it is unable to effectively convey the information content of place names to foreign friends. Therefore, there are differences between the translation of place names and ordinary place names, mainly because the words are ancient and elegant, the style is unique, and the meaning is profound. Many of them come from historical allusions and myths and legends, and involve content And cultural connotation.

Table 1 Approval of Various Trainings

	Auditory training	Vocal skills	Audio visual training
Agreed number	784	873	685
Number of opponents	116	27	215
Total	900	900	900

3.2 Combination of Proper Name and Common Name

Tourist attractions are formed by special names and common names. Special names refer to the main physical parts of the place names of tourist attractions, while common names refer to the categories of tourist attractions and landscapes[3]. Generally, tourist attractions can be divided into two types: natural and cultural. Different types of areas have different common names and different characteristics. For example, Jingshan temple can be translated into Nan Shan Temple, in which Nanshan is good at special name, while temple is a common name. The natural landscape is mainly the natural landscape formed by mountains, rivers and stones in China. For example, Wuzhi Mountain is a form of effective translation that combines proper name and common name. Through translation, we can see the classification of tourist attractions in China, and show the actual situation and essential difference between natural landscape and human landscape.

3.3 Moderate Deletion of Translation

There are great differences between Chinese and foreign cultures. Many Chinese characteristic cultures will appear very complicated and tedious in English translation. Therefore, in the process of English translation, the original content can be appropriately deleted and modified, and some unnecessary parts can be deleted. The Chinese translation subject after the same reduction is more clear and the content is more intuitive It is more convenient for foreign friends to understand. For example, when telling the legend of Luhuitou from generation to generation, there are so many contents in the whole article that English translation will be very complicated and tedious. Therefore, some modified and gorgeous words in the text can be directly omitted, and the main content after refining can be directly told for people[4]. In order to deal with the translation of articles flexibly, three sentences of different length can be changed into one sentence after adjustment, and the theme can be translated into the moving legend. A simple and clear discourse can help people master the theme content of the story, and be impressed, without translating the whole concrete. The English translation of English scenic spots, which is deleted and changed, will reflect the cultural characteristics and retain the essence of the original text. It is not trivial and complicated, making people more willing to accept it.

4. The Main Problems in English Translation of Tourist Attractions under the Cross-Cultural Background

4.1 Lack of Unified Objects

On the one hand, China has a vast land and a large number of scenic spots. However, in the process of translating a large number of tourist attractions, a comprehensive and unified understanding has not been formed. As a result, there are various versions of the translation, which is very easy to make the audience have many doubts. For example, for the translation of famous

tourist attractions "Hengshan", some are translated into "Heng Mountain", some are translated into "Hengshan Mountain", etc. No matter which translation version is placed in the corresponding language environment, it can be used normally without the problem of right or wrong[5]. However, Hengshan, as a world-famous tourist scenic spot, has not formed a unified understanding in the process of external publicity. On the other hand, no matter which tourist attraction has its own fixed tourist group, however, in the English translation of tourist attractions under the cross-cultural background, there is a lack of targeted services for the target tourist group, which makes the tourist experience decline and the tourist source loss.

Table 2 General Knowledge And Culture of English Teachers in China

	Generalized Average Score of Cultural Knowledge	Average score of English expression of generalized cultural knowledge
English Majors	1233	897
Non-English Majors	897	1321
English teachers	537	555

4.2 Translation Error or Error

In the scenic spots of our country, there are often various errors in English translation, which leads to misunderstanding of foreign tourists, which is not conducive to the stable and continuous sending of letters in the construction of scenic spots in our country. For example, the correct English translation of signs and prompts such as "do not climb" set up by the staff in the scenic spot should be "don't climb please"[6]. However, the actual situation is that the staff in charge of the translation of the scenic spot translate them directly into "don't climb please", which is obviously a translation grammar measure, reflecting the basis of the translators in the scenic spot in China The basic translation content is not paid enough attention. In addition, due to the translator's own mistakes, there will be some letter errors in the process of translating words, which will affect the normal understanding of the meaning of overseas tourists[7]. The root cause of translation errors and errors in scenic spots lies in the low level and quality of translation staff, and the low sense of responsibility. In view of this, the relevant departments must strengthen the supervision and management of the English translation of scenic spots, arrange professionals to manage the English translation of scenic spots, constantly improve the English translation level of scenic spots, and effectively avoid the occurrence of English translation errors.

In China's tourist resorts, various translation errors often occur, which cause misunderstanding of foreign tourists. This is a stable and continuous letter for the construction of beautiful places in China. For example, tourists in tourist attractions "can't climb up" to sign in tourist attractions[8]. If the correct English translation is set as "don't climb please", however, the actual situation is that the staff in charge of translation in tourist attractions translate it directly into "don't climb please", and the Chinese translation director pays for the basic translation content. In addition, due to the translator's own mistakes, there may be some misinformation in the process of translating words, which may affect the normal understanding of the meaning of foreign visitors[9]. The root cause of the translation errors and errors of tourist attractions is the low level and quality of the translators themselves, and the lack of responsibility for their work. Therefore, the relevant departments should strengthen the supervision and management of the English translation content of tourist attractions, continuously improve the English translation level of tourist attractions, and arrange special personnel to manage the English translation of tourist attractions. In addition, please effectively avoid the occurrence of English translation errors.

4.3 Lack of Full Understanding of Historical and Cultural Connotation

The introduction of China's tourist attractions contains a long cultural background. If English translators do not have enough historical and cultural heritage, they do not know the cultural background of tourist attractions in beautiful places, which leads to the wrong translation of different cultures. For example, when translators translate "Huangdi mausoleum", a famous tourist attraction in China, if they translate it directly into "Huangdi thetomb Huangdi", it is obviously a

mistake. It reflects the translator's ignorance of the history and culture of Huangdi temple. In the national history, the title of "emperor" was invented in Qin Dynasty[10]. The rulers before Qin Dynasty were often called "King" or "guide". The translator needs to translate it into "chief". When translating history into English, first of all, translation of historical background and culture should be done carefully to ensure the accuracy of the results. In order to escape, overseas tourists must fully grasp the history and culture related to amusement facilities.

5. Conclusion

Cross culture has a certain influence and value in the translation of tourism English in China. It has accumulated more cultural knowledge for tourism industry, so that people can master the history and culture of China in the basic line of translation, and deeply understand the knowledge literacy and content of traditional culture in China. However, in the process of translation, we should pay attention to translation skills. We can use the combination of transliteration and free translation, the combination of full name and common name, as well as the appropriate deletion of the content, so as to deepen the understanding and mastery of foreign friends, realize cross-cultural communication and exchange, and promote the stable development of China's tourism industry.

Acknowledgement

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