Research on Strategies of Tourism English Translation

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Abstract: Chinese culture has a long history. Tourism English is an important medium for promoting traditional culture and attracting foreign tourists. It is also a powerful driving force for promoting cross-cultural communication and tourism development. While the tourism industry is prosperous, various problems in the translation of tourism English have become increasingly prominent. Based on the theory of tourism English translation, this paper proposes the tourism English translation strategies to solve the problems of tourism English translation, and provides the new tourism culture experience for foreign tourists. Specific strategies include: appropriate use of foreignization translation, proper use of word addition and annotation, transliteration and free translation, effective use of analogy and text integration, improve translator's language accomplishment and cultural quality, and construct the parallel corpus of tourism English translation.

1. Introduction

Culture is the context of language generation. The mutual conversion between different languages is the transformation process of cultural thoughts. Tourism English translation uses Chinese as the background color and contextual tone. When switching between different cultural languages, it will go into the wrong zone due to the obstacles of non-Chinese culture. First, translating dislocation. When people translate Chinese into English, irregular translations are caused by misunderstandings in western culture. Improper use of the "alienation" and "naturalization" methods in the translation process can lead to translation misplacement. Second, improper empathy. Some scenic spots rich in national cultural characteristics, which have many historical allusions, often appearing in the translation of allusions. When some Chinese people are familiar with the translation of the allusions into English, Western tourists will not be able to form a correct cultural cognition in the context of the strange error. Third, confusing culture thoughts. English is the mother language of the English nation. Anyone other than the English nation who uses English must follow the customary usage of the English nation. If the target language tourists do not understand, they can adopt the "Chinese-English" translation method, but it is necessary to clarify that "Chinese-English" and "Chinglish" are two completely different concepts, and there is a fundamental difference between each other.

Tourism English translation is an important research topic in translation studies. It introduces Chinese tourists and the translation of various materials such as tourism resources. With the continuous advancement and extensive deepening of reform and opening up, China has increasingly exchanged with countries and regions in the political, economic, cultural, and scientific fields, and the tourism industry has developed at an unprecedented rate. The influx of tourists has brought considerable economic income and good social benefits. Therefore, the translation of tourism resources is more important. At the same time, however, the various obstacles in the translation of tourism English are becoming more prominent and more urgent. In this context, based on the theory of tourism English translation, this paper proposes the strategies of tourism English translation based on the characteristics of tourism English translation, solves the problems of tourism English translation, and provides a new tourism culture experience for foreign tourists.

2. Theories of Tourism English Translation

Translation theory, that is, the theory involved in the translation process, some of which can be directly described and can be learned through training, while some theories can only stay at the theoretical level. The related theories supporting tourism English translation mainly include in the following two parts:

(1) Functional translation theory. The functional translation theory of the German functionalism in the 1970s, the teleology as the core, with the text type theory, translation behavior theory and function plus loyalty theory as the main elements, is a translation theory that emphasizes the function of text and translation. From the perspective of "function", the functional translation theory shifts the research focus from the "original" in the equivalent to the "translation" under the functionalism, and regards translation as a purposeful communication activity that considers the reader's requirements. The core of German functional translation theory is translation teleology, emphasizing the purpose of translation as the highest standard, highlighting the function of translation, paying attention to the effect of transmitting information, and thinking that the recipient of translation is the core element of the translation process, and even determines the purpose of translation. Due to the differences in language and culture, the status quo of tourism translation in China is not satisfactory, and there are still many problems that restrict the sustainable development of tourism. At present, there are few researches on tourism English translation theory in China, lacking clear research directions and narrow research ideas. Therefore, functional translation theory provides a theoretical basis for innovative tourism English translation, and provides a realistic method for proposing translation strategies and principles.

(2) Cultural translation theory. The birth of cultural translation theory has its historical inevitability. In the 1920s and 1960s, linguistic research has made great progress, and the research results have been used by linguists to solve the problems encountered in translation practice. Susan Bassnett analyzed the relationship between language and culture, cultural equivalence and translational nature, and proposed the following translation perspectives: first, translation should be based on culture, not on discourse; second, translation is not only a process of decoding and reorganization, but also a communication behavior, including both intracultural communication and intercultural communication. Third, translation should not be limited to text description, but should focus on text in the language of translation functional equivalence; Fourth, translations have different principles and norms in different historical periods to meet different needs. Translation is to meet the needs of culture and the needs of different groups in a certain culture. The purpose of tourism translation is to promote Chinese culture and attract overseas tourists. Tourism translation is a very typical intercultural communication. In order to successfully realize the communicative function of tourism translation texts and achieve the purpose of tourism culture propaganda, cultural translation theory guidance is needed.

(3) Relevance translation theory. Relevance translation theory holds that translation is a communicative process of interpretation of the source language. Translation activity is a kind of language communication behavior, which is an explicit-inferential interpretation activity, and the basis of reasoning is relevance. Relevance establishment is based on two aspects of effort and contextual effects required to process information. The context is effective, the effort required for reasoning is small, and the relevance is strong, and vice versa. During the translation process, the translator should accurately interpret the language and cultural context of the original text and the translation, including the personality and commonality of the source language and the translation language, as well as the language and culture environment in which the original author and the target reader are located. The key to interlingual communication is to create a best relevance, without the need for unnecessary reasoning to get the best context effect, the translator does not need the greatest relevance, but the smallest language to get the largest language effect. Tourism translation is a cross-language, cross-social, cross-cultural and cross-psychological communication activity, and bears the heavy responsibility of spreading culture. Learning from the relevance theory to assist tourism translation, mainly to alienation, bring out the maximum context effect, and at the same time combine the corresponding skills to break through cultural barriers, which is convenient

for passengers to understand and accept.

3. Characteristics of Tourism English Translation

Tourism English translation is a professional translation, which is a translation practice involving tourism activity, tourism specialty and tourism industry. Tourism English translation is also a cross-language, cross-social, cross-cultural, cross-psychological and cross-religious communication activity. There are many kinds of travel English texts, and the comprehensive performance of travel English translation is more prominent than other text translations. Therefore, in order to understand the characteristics of tourism English translation, in line with the requirements of functional theory, is also a prerequisite for the proposed translation strategy.

(1) Cultural and historical. Tourism English includes a rich language and cultural connotation. Tourism is not only to enjoy the natural landscape, but also to feel the customs and regional culture. In addition to technical terms for travel English, it also includes material culture language. Tourism English translation requires a profound cultural heritage, shallow English vocabulary and tiled translation, and can not achieve cultural integration. The 5,000-year civilization history of the Chinese nation has created many cultural monuments, as well as unique customs, art and cuisine. The beauty and history of China's landscapes are combined through unique tourism culture. In the translation of tourism English, the national culture should be combined with tourist attractions and historic sites to introduce the historical background, so that visitors can experience the long history of China.

(2) Informational and comprehensive. The tourism English text is a composite text with multiple functions, but the information function is the most basic function, covering almost all travel texts. Travel advertisements convey accurate tourist product information and characteristics to tourists; travel brochures convey information such as tourist destinations, tourism activities and service agencies to tourists; scenic spot introductions are introduced to enable visitors to understand the basic situation of scenic spots; guide words accurate delivery to visitors about cultural information of scenic spots. Tourism English translation is a comprehensive text, covering a wide range of topics, including politics, economy, history, geography, military and architecture. The characteristics of time and space and cross-culture are obvious. Translators need higher comprehensive quality that can cope with other problems outside the language.

(3) Vivid and concise. Tourism is to get a good experience, and the feelings of tourists during the tour are directly related to the translator. Tourism English translators use vivid language to spread the landscape and humanities in the journey to the tourists through English, bringing a wonderful experience for tourists. In addition, the travel English translation language is concise, allowing visitors to instantly and accurately understand the local cultural characteristics and culture. Usually, each scenic spots has promotional materials about local characteristics, but due to language dyslexia or content introduction is too long, it is difficult for visitors to read and it is difficult to accurately understand the local culture. Translators introduce the characteristics of the scenic spots to the visitors in a concise language, so that they can be easily accepted.

4. Strategies of Tourism English Translation

In view of the characteristics and existing problems of tourism English translation, the translation strategies proposed in this paper are as follows:

(1) Appropriate use of foreignization translation. Tourism resources are rich in cultural connotations. In order to cater to the cultural needs of foreign tourists and help them better understand Chinese culture, we should appropriately adopt the foreignization translation strategy, that is, use the source language expression to convey the original content, adhere to the authenticity of culture, and retain the "exoticism" of tourism culture, although the translation requires a deep understanding of foreign tourists, but it has gained greater gains and felt the characteristics of Chinese tourism culture. The main methods of foreignization translation include transliteration and literal translation. In order to increase the relevance of the translation, the background knowledge

necessary to understand the cultural content of the original text is added on the basis of transliteration and literal translation. The foreignization translation is equivalent to the direct translation proposed by Gutt, and strives to achieve a completely similar interpretation of the original text and the translation. With the continuous exchange of Chinese, western cultures and the changing context of foreign tourists, direct translation will have fewer and fewer misunderstandings for foreign tourists.

(2) Appropriate use of the word addition and annotation. Word addition, in the translation, according to the needs of the sense and the syntax, add some vocabularies to more faithfully express the original content. As a means of compensation for translation, the annotation method can convey the intention of the original author more clearly on the one hand, and increase the reader's knowledge and cultural background on the other hand. There are certain cultural and educational backgrounds in China and the West. In particular, there are some obstacles in the process of information transmission. Especially for historical allusions unfamiliar to foreign tourists, translators as cultural communicators should minimize the cultural barriers for foreign tourists to understand translations and achieve more effective in cultural exchanges. The target reader and the original reader are in a completely different cultural background. The content familiar to the original reader may be very strange to the target reader. This requires necessary supplements and annotations in the translation process to shorten the cultural gap. The addition and annotation methods are mainly for the convenience of foreign tourists, and the introduction of unique historical figures and event backgrounds is more conducive to understanding Chinese culture.

(3) Transliteration and free translation are combined with each other. Transliteration refers to the method of retaining the pronunciation of the source language in the language of the translated language. Transliteration is a translation method that favors the culture of the source language. It has a long history and is essentially a means of foreignization translation. A large number of transliteration words exist in translated texts, and many words have become part of the target language. The free translation method refers to the translation method that is only faithful to the original content, and does not stick to the original structure form and rhetorical means. The transmission of information is as the first. Under the premise of maintaining the original content, the author tries to make the translation in accordance with the reading habits and aesthetic psychology of the target readers in terms of word selection, syntactic structure, image metaphor and style characteristics. In the tourism English translation, transliteration applies to relatively simple proper nouns, and foreign tourists can quickly know the meaning of the word. Some vocabularies with Chinese characteristics need to be combined with transliteration and free translation. It is not only conducive to the development of tourism translation, but also beneficial to the exchanges between Chinese and foreign people and promote the understanding of Chinese culture by foreign tourists.

(4) Effective use of analogy and text integration. The analogy method refers to comparing some things between China and the West. By comparing the cultural equivalents of the two countries, foreign tourists can understand Chinese culture, and it is beneficial to the transmission of tourism culture information. It is mostly used for the translation of historical figures and scenic spots. In this way, the reader can understand the meaning and stimulate the interest of tourists. In the process of tourism English translation, due to the different sentence structure in Chinese and English, in order to make the target language more fluent, it is necessary to adopt the text integration method. In order to make the sentence more concise and fluent, the translator can appropriately cut the sentence. By appropriately adjusting the sentence structure, the tourist attraction is placed in front of the sentence, and the integration of the attributive clause makes the expression of the sentence more in line with the English sentence.

(5) Improve the translator's language accomplishment and cultural quality. Tourism English translation lacks uniform standards, and the staff engaged in translation is rather confusing, lacking effective qualification review and supervision. Most of the translation English translation work is done by the translation company. The translator's language level, cultural literacy and responsibility are different, and the translation effect is very different. To change this situation, first of all, to

strengthen the sense of responsibility of translators, so that they have a high degree of professionalism and a strong sense of responsibility, recognizing the importance of tourism translation work for regional economic development, can minimize the spelling caused by carelessness and syntax errors. Secondly, the translators should be trained to have a strong cross-cultural awareness. Pay attention to the differences in people's lifestyles and thinking habits in different cultural and social contexts, and be targeted in the expression of the target language.

(6) Construct the parallel corpus of tourism English translation. The corpus refers to a large-scale electronic text library that has been scientifically sampled and processed. It is the basic resource for corpus linguistic research and the main resource for empirical language research methods. Becker created the world's first translation English corpus, and proposed the use of parallel corpora, multilingual corpus and comparable corpus to discover and identify semantic features that are difficult to find using conventional methods, study text styles, language habits, including language redundancy. Redundancy, vocabulary co-occurrence, normativeness, coherence and syntactic patterns, and even the use of punctuation, help translators choose the appropriate translation strategy. The parallel corpus of tourism English translation was established, and the rich corpus resources provided by the corpus were used for translation. At the same time, the reliability and validity of the corpus were used to analyze the translation of tourism English.

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