

The Application of Translation Variation Adaptations in the Translation of Tourist Publicity Materials of Macao

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Abstract: Macao is a beautiful metropolis integrating Chinese and western cultures, whose historic center was listed as a UNESCO world heritage site in 2005. There is an ever-increasing number of tourists coming to the fantastic cosmopolis, while the tourism population in other cities of the mainland is declining. Besides the superior tourism service, adequate outer-publicity and high quality of the translation of tourist publicity materials in Macao are major causes of this sharp contrast. As the window to the outside, tourist publicity materials of various regions show the cities' charm and disseminate the brilliant Chinese culture. From the perspective of translation variation theory and in view of the current situation of Macao and the research status of the translation of tourist publicity materials in Macao, this essay analyzes the mutual relevance of TTPM and translation variation theory as well as discusses the application of several adaptations of translation variation in Macao's TTPM so as to put forward some suggested translation strategies and provide a new angle for the research of TTPM of Macao as well as a reference for the TTPM and its study in other cities, thus further boosting the tourism industry and economic development, transmitting Chinese culture and facilitating the exchange and integration of different cultures.

1. Introduction

With its age—old history of Chinese civilization and the brilliant and unique natural and cultural landscape, China attracts numerous overseas tourists annually, planning to be on the top priority of the list of overseas visitors' tourist destination by 2020. As the window to the outside, tourist publicity materials show the glory of China and the gorgeous Chinese image. The quality of tourist publicity materials directly affects the effect of international publicity. The appropriate translation of tourist publicity materials of high quality can on one hand inspire the overseas tourists' desire and explore the international market of Chinese tourism. On the other hand, it disseminates the splendid Chinese culture through tourism to foreign visitors effectively to enhance cross-cultural communication and makes the world culture friendly blend to contribute to the world peace. While the inappropriate and unacceptable translated tourist publicity materials not only deprive the interests of foreign tourists, but also damages China's international image, and more likely to cause cultural conflicts between Chinese and western countries. (Wang, 2017)

The translation of tourist publicity materials is a kind of cross-national and cross-cultural publicity, which has become a significant access to the foreign tourists to learn about China, and it has taken the crucial role of spreading Chinese culture to the outside world. (Wang, 2017) Promoting both cultural exchange and economic development, translation reflects cultural communication and social prosperity. And vice versa there is a huge demand for cultural exchange and translation of tourist publicity materials in a thriving and prosperous society.

As the product of over four centuries culture integration, Macau, the small island located at the southeast of China, has become the bridge connecting Chinese and western civilization. Various cultures encountered here shaping the fishing village into a city with unique and diversified cultural environment, whose historic center was successfully inscribed on the UNESCO world heritage list in 2005.

From the perspective of translation variation theory, this essay analyzes the application of the

translation variation adaptations and explores some suggested strategies for the translation of tourist publicity materials of Macao, which is first-hand material collected by the author during the trip, so as to further explore the connotation and provide some constructive references for the TTPM in other cities to promote the tourism industry as well as cultural exchange around the whole world.

2. Overview of Macao and the Research Status of Macao' TTPM

2.1 Overview of Macao

Macao, once a small fishing island at the southeast of China, was transformed by the exotic transnational enigma of language and culture to an international metropolis. (Liang, 2014) Since Macao's handover to China in 1999, the world has witnessed the tremendous economic and social development in Macao. Its rich historical and cultural connotation, sharp contrast and integration of oriental and occidental culture as well as the splendid and prosperous entertainment and casino industry attract numerous visitors from home and abroad annually, thus making Macao a fantastic cosmopolis and international tourist destination with ever increasing number of tourists. While it is investigated that the number of annual overseas tourists to the mainland of China has decreased over the past few years. In addition to the excellent tourism services, adequate outer-publicity and high quality of the translation of tourist publicity materials in Macao are major causes of this sharp contrast. Therefore, it's quite necessary and significant to do some research on TTPM of Macao to borrow the translation method and find some references for that of other cities.

Macao is an international city where east meets west. What makes the city unique is that the cityscape transforms from colorful Portuguese architecture into traditional Chinese architecture within a few steps, illustrating the beauty of both Portuguese and Chinese architectures and the harmonious cultural coexistence, which makes Macao not only a place of cultural convergence, but also a place where different languages and translations meet. (Macao Tourist Guide, 2016; Deng, Wu, 2016) Even the translation of Macao tourist Publicity materials itself can be regarded as the collision and integration of diverse cultures.

Macao enjoys a multilingual context with "three written languages", that is Chinese, Portuguese, English, as well as "four spoken languages", i.e. Mandarin, Cantonese, Portuguese and English. (Liang, 2014) Here in this paper, we discuss the English translation of Chinese tourist publicity materials in Macao.

2.2 The Research Status of Macao' TTPM

However, there are few studies on the translation of tourist publicity materials in Macao at present, most of which focus on the site name translation rather than the site introduction translation and other tourist publicity materials translation. Analyzing the site name translation in Macao under the guidance of communicative translation and semantic translation, Hu Min(2014) held the point that reflecting the cultural connotation is the foremost principle of site name translation. Prof. Zhang Meifang(2009) studied and categorized the site name translation from the aspect of foreignizing translation and domesticating translation strategies and discussed the possible causes behind the translation. Based on that, Deng Weibo, Wu Jinyu (2016) focused on the Chinese translation of western- styled scenic spots names and did the further research from the angle of the ideology and patronage. Apart from the studies on the site name translation, Prof. Zhang Meifang, Wang Kefei (2006) reviewed the evolution and development of translation industry in Macao from the perspectives of the training of Macao official translators, translation teaching and the social needs of translation.

There are few researches on the translation of tourist publicity materials in Macao, which does not match the position of Macao as an international metropolis and a world cultural heritage since 2005.

3. The Translation Variation Theory & the Translation of tourist Publicity Materials

3.1 The Translation Variation Theory

The translation variation theory was first proposed by Professor Huang Zhonglian at the end of the 20th Century. It is a kind of thinking activity and language activity in which the translator uses a series of adaptations to translate the original cultural information into the cultural information of the target language according to the specific needs of specific readers. (Huang, 2002) In 2012 Professor Huang renewed and supplemented the definition of the translation variation: Translation variation is a kind of functional and inter-cultural activity in which a person or a machine uses a second language to absorb the cultural information of a language in order to “meet the specific needs of specific readers under specific conditions.” (Huang, 2012, p. 82)

The Translation variation theory has two basic points, they are readers’ acceptance of the translation and translator’s subjectivity. As a reader—centered translation, the translation variation theory takes the readers’ cognitive level and communication needs into account and makes the translation more intelligible and acceptable. At the same time, the translation variation theory mobilizes the translator’s subjectivity. During the process of translation, the translators exert their initiative and creativity and give full play to their own subjective consciousness to make some beautiful changes for the original text according to the special needs of the specific readers. (Huang, 2002)

Translation variation, also known as “incomplete translation”, gives prominence to the specific needs of the specific readers under specific conditions, which is widely used to nonliterary translation i.e. pragmatic translation. Translator may change the content or form of the original text during the translation process to make the translation more comprehensible and meet the readers’ demands.

In terms of the translation of tourist publicity materials, the translator is supposed to shoulder great responsibility for the target readers—the prospective tourists, respect their reading habit, thinking modes and aesthetic taste and improve the readability of the translation for the overseas guests so as to facilitate the cultural exchange more effectively, thus following the principle of visitors-oriented and the principle of transmitting Chinese culture.

“Addition, deletion, editing, narration, condensation, combination, and rewriting”, the translation variation theory covers seven adaptations (Huang, 2002), some of which in my opinion is quite applicable for the translation of the tourist publicity materials of Macao and offers a new perspective and precious wealth in searching a few workable strategies for TTPM.

3.2 The Translation Variation Theory’s Relevance to the Translation of Tourist Publicity Materials

Tourist publicity materials belong to the pragmatic text, which are not fit to complete translation from the opinion of Fang Mengzhi (2004, p. 123), during the process of the translation of tourist publicity materials, content and form are not the most important. The translation should convey the general idea and useful information to overseas tourists. As what mentioned before, translation variation is universally applied to pragmatic translation. So, the translation variation theory and the tourist publicity materials are matched on one hand from the perspective of text type.

On the other hand, there are quite a few different characteristics of Chinese and English text style caused by different geographical environment, ways of living and thinking, values and cultural background etc. between eastern and western people, which inevitably lead to some conflicts in the translation of tourist publicity materials: cultural, demanding and language conflicts are three main conflicts in TTPM according to Song Fei (2012). The cultural conflict in tourist publicity materials translation refers to the difference of cultural background between tourists and tourism destinations. The demanding conflict refers to the difference between tourists’ demand for tourism information and the demand of tourism information publicity. The language conflict refers to the linguistic discrepancies between Chinese and English. These conflicts can be solved by the translators giving full play to their subjectivity to change the content and form of the original text to conform to the

target readers' reading habit, aesthetic psychology and cultural acceptance. The useful and main idea of the tourist publicity materials will be conveyed by an understandable and acceptable text to the prospective visitors to meet the specific needs of specific readers under specific conditions. These are the core and basic points of translation variation theory. Prof. Huang Zhonglian (2010, p. 106) held that Translation is to solve the language and the cultural conflict and translation variation puts the external environment as the prerequisite and the readers as the heart to solve the language, demanding and the cultural conflict. Thus, the translation variation theory is closely related and born to the translation of tourist publicity materials apart from the text type aspect, which is determined by the conflicts in the translation caused by different characteristics of English and Chinese text style as well as the purpose of the TTPM to arouse more tourists' interest to visit the wonderland China, transmit the Chinese culture in a proper and acceptable way and promote the cultural exchange effectively.

4. Common Errors in The Translation of The Tourist Publicity Materials

Translation of tourist publicity materials shoulder the weighty responsibility of inheriting Chinese culture and attract overseas guests to visit China as well as facilitating the worldwide cultural exchange and integration. However, the current situation of the translation of tourist publicity materials is still far from satisfactory. In view of the different characteristics of English and Chinese text style and three main conflicts in TTPM discussed in the previous section, the author will list here the common mistakes in TTPM in a top-down approach categorized from cultural, aesthetic and stylistic as well as linguistic perspectives evaluated under the guidance of translation variation theory, which is closely related to TTPM as mentioned before. (borrow the idea form Xiao, 2013)

4.1 Cultural Perspective

Most culture mistakes in the translation of tourist publicity materials are caused by ignoring the differences of culture and values between the occidental and oriental countries. For instance, “long (Chinese pin yin)”-- “dragon” . People who are familiar with eastern and western culture know that the cultural image that “long” and “Dragon” each represents has great difference. In Chinese culture, “long” symbolizes nobility, holy and auspice. But in English, the expressions of “dragon” have generally bad meaning which is a symbol of greed and cunning and often associated with witchcraft. Obviously, “long” and “dragon” are two very different cultural images and they cannot directly be literally translated in the TTPM.

4.2 Aesthetic and Stylistic Perspectives

From the aesthetic and stylistic perspectives, we can often see some tourist publicity materials translation problems of translating all the traditional Chinese couplets, poems and flowery four-character expressions into English regardless of much redundancy and semantic repetition. These mistake cases are too “faithful” to the original text but inevitably increase the reading burden of the potential visitors because of the extremely large aesthetic gap between Chinese and western people.

4.3 Linguistic Perspective

Unnatural and incorrect, some translations of tourist publicity materials are far from the linguistic reading conventions and psychological reception of the target readers from the linguistic angle. The common linguistic errors in the translation of tourist publicity materials are spelling, improper word, grammar, Chinglish, inconsistent or inaccurate translation of one scenic spot, etc.

Macao works better in terms of the uniform and consistent translation of tourist scenic spots. In view of the local actual situation, the site names' translation of some Chinese architectures in Macao adopts Cantonese pronunciation or free translation, making the translation reserve and reveal the local distinctive individuality, history and culture of the city as well as keep in accordance with the linguistic features of English tourist materials as well. Macao's translation experience deserves

to be borrowed and used for reference by other cities. (borrow the ideas from Bao, 2008 and Xia, Fan, 2013)

5. Suggested translation variation adaptations in the Translation of Tourist Publicity Materials of Macao

According to Nida (2001), adjustment is supposed to be done during the Chinese-English translation process, because firstly English and Chinese culture are the two among all the cultures which have most discrepancies between each other, secondly there are great linguistic differences of two languages, and finally Chinese and English readers have different aesthetic value. Translators take readers-oriented as principle and they give full play to their subjectivity during the translation process to make a suitable translation conforming to foreign readers' reading habit and cultural aesthetic acceptance and attract these prospective tourists to visit the land of wonder--Macao. Therefore, translator should adopt some workable translating strategies to make their masterpiece more masterpiece. (Wang, 2017)

In the history of Chinese and foreign translation, many translation strategies have been explored such as literal translation and free translation, semantic translation and communicative translation, foreignizing and domesticating, etc. As far as the translation of tourist publicity materials and the existing common errors from the cultural, aesthetic and linguistic perspectives are concerned, the translation variation theory, which is wonderfully matched to TTPM, provides us with a new perspective and new possibility to seek more applicable and suitable translation strategies for TTPM. Professor Huang Zhonglian (2002) proposed seven adaptations in translation variation theory, some of which will be illustrated and analyzed with translation cases of Macao in the following parts to show the appropriate translation with the effective application of the translation variation theory and help us explore more suggested translation strategies in TTPM of Macao and offer other cities' TTPM some references. (The following original Chinese examples are shown as pin yin.)

5.1 Analogy

As a simple and effective way to reconcile the different cultures, not categorized into seven adaptations by Prof. Huang, analogy is a good embodiment of translation variation and the domestication strategy. Comparing the two different cultures by analogy makes the translation more acceptable, thus virtually eliminating the cultural and psychological distance between overseas tourists and the Chinese people and better stimulating the communication effect of the translation of tourist publicity materials.

Example 1:

Macao—Las Vegas of Orient (Xia, Fan, 2013)

“Las Vegas of Orient” giving foreign visitors a clear overall first impression of Macau---- that is a prosperous and vibrant city boasting grand casino industry like Las Vegas. When overseas tourists stay longer and know more about Macao, they will find, more than a casino, Macao is also a historic and cultural city as well as an international tourist city.

5.2 Deletion

Deletion means to omit the redundant information in the original text in the process of translation in order to give prominence to the useful and important information, “reflect the general information with the emphasis of the specific one” and “try to raise the correspondence between the supply and demand of the information” (Huang, 2002, pp. 113-15).

There goes the famous saying of Shakespeare: “Brevity is the soul of wit.” In the translation of tourist publicity materials, some unnecessary and superfluous information for target readers are supposed to be cut to make the translation more concise and accessible.

Example 2:

Ao men huo bi

Ao men de guan fang huo bi dan wei shi ao men bi (PATACA) . Zhi bi mian e you 10 yuan, 20

yuan, 50 yuan, 100 yuan, 500 yuan ji 1000 yuan liu Zhong; ying bi you 1 hao, 2 hao, 5 hao, 1 yuan, 2 yuan, 5 yuan, 10 yuan qi zhong. 1 mei yuan yue dui huan ao men bi 8 yuan. Gang bi 100 yuan yue dui huan ao men bi 103 yuan.

Translation:

CURRENCY

The Pataca (MOP\$) is divided into 100 avos and it is Macao's official currency. There are banknotes and coins. Roughly 8 Patacas is equivalent to 1 US Dollar, 103 Patacas is equivalent to 100 Hong Kong Dollars. (Macao Tourist Map, 2016)

The above translation is quite good with the applicable application of deletion adaptation of the translation variation theory. The translator deletes the various kinds of denomination of the Pataca banknotes and coins and interprets directly how to change US Dollars and Hong Kong Dollars into Patacas. Mainland Chinese Tourists, whose currency RMB has few exchange rate differences with the Pataca, would like to know about the denomination of the Pataca so as to consume and manage their money more conveniently just as the way in dealing with RMB. While overseas tourists care more about the exchange rates in order to exchange equivalent currencies effectively. That's the useful and basic information for overseas guests. The above translation with the deletion adaptation highlights the main idea for target readers to meet the specific needs of the specific readers, which is what the translation variation theory cares, and achieves the publicity purpose of TTPM effectively.

5.3 Condensation

There goes a famous saying: less is more. Condensation strategy has the specific and terrific effect. Condensation means to extract the crucial information effectively from glittering Chinese language into simple English by reducing the redundant expressions and make comprehensive compression of the content by concise language.

Example 3:

(Zheng jia da yuan jie shao)

Zhong guo jin dai si xiang jia zheng guan ying de gu ju, da zhai yuan jian zhu rong he le zhong xi te se, wu ding, liang jia, chuang hu, tang long men deng ti xian zhong shi feng ge, er tian hua ban, men chuang mei, yan kou xian, wai qiang mo hui deng ze zhan shi xi shi feng qing.

Translation:

The residence of literary figure Zheng Guanying, Mandarin's House is a traditional compound embodying both Chinese and Western architectural features, such as gray bricks against arched ornamentations and Chinese timber lattice windows. (Macau Tourist Guide, 2016, p.41)

In the original text, the specific objects representing respective Chinese and Western architectural styles are presented to make a direct impression on Chinese tourists, such as "wu ding, liang jia,..." "tian hua ban, men chuang mei...". If they are fully translated into English version one by one, the complex and relatively professional names of the parts of the architecture will cause much reading and understanding trouble for the foreign visitors and distract their attention from the main content of the text, thus making the translation meaningless. In the above example, the translator has given full play to his/her subjectivity to compress and simplify the content but remain and select some typical subjects as some illustrations following the theme sentence. Both concise and logical, the above translation extract and emphasize the mainly crucial information that Mandarin's House is a fusion of both Chinese and western architectural styles. The above translation meets the reading habit and aesthetic expectation of the potential tourists, which is what translation variation theory matters, and facilitates the expected communication effect.

5.4 Combination

Combination means to combine two or more similar or mutually relevant parts together and abstract the useful information of the original text to make the translation conform to westerners' reading habit.

Example 4:

Ao men bu zhi shi du jia sheng di, geng shi wen hua zhong xin, yu le zhi cheng, li shi gu cheng

he mei shi tian tang. Huan ying lai dao ao men, gan shou lv you zhi du de mei li !

Translation:

Experience the glamorous Macau- holiday resort, cultural center, entertainment city, historic town and dining paradise immediately! (Macau Tourist Guide, 2016, p.9)

The above translation is quite good with the appropriate application of combination adaptation in the translation variation theory. The translator has given full play to his/her subjectivity to combine the two relevant sentences of the tourist materials into one. Reserving the structure of the second sentence and transferring the content of the first sentence into it, the above translation is concise in form but rich in content, which shows the glamor of the diverse city Macau with strong vocative power, thus helping to successfully achieve the publicity effect and evoke more tourists' interest to visit the cosmopolis. Keeping in line with the language norms and aesthetic features of English text, the above example applying combination strategy achieves the purpose of the translation of tourist publicity materials.

5.5 Editing

Editing means to restructure and adjust the sequence of the source language text so as to make the layout of the tourist publicity materials clearer and consecutive as well as make the translation of tourist publicity materials more systematic and logical.

Example 5:

Jin tian ao men yi you yi ge chun pu xiao cheng, tui bian cheng wei guo ji lv you cheng shi. Shi jie ji jiu dian, she hua pin pai ji mi zhi lian xing ji can ting zheng xiang jin zhu ao men, hui ju ding ji xiu xian yu le she shi ji can ting fu wu. Chu ci zhi wai, ao men de wen yi jie mu geng shi duo bu sheng shu, bu lun shi nian du de yi shu jie he yin yue jie, hai shi qi ta da da xiao xiao de yi shu jie mu, jun yao qing quan qiu zhi ming yi shu jia lai ao biao yan, jie mu shui zhun shi jie yi liu.

Translation:

Now, with the arrival of world-class hotels, extravagant brands and Michelin-Star-rated restaurants, Macau has been transformed into an international tourist destination combining premier entertainment facilities and dining services. In addition, it offers limitless cultural programs of professional standard including the annual arts and music festival, performed by world-renowned artists.

(Macau Tourist Guide, 2016, p.9)

Editing adaptation of translation variation theory is appropriate applied in this example. The translator has given full play to his/her subjectivity to adjust the first and second Chinese sentences and formed into one English sentence with the same subject "Macao". The translator also rearranges the sentence sequence by translating the last part of the original text "jie mu shui zhun shi jie yi liu" first together with "cultural programs" at the beginning of the second sentence as they share the same thing "ao men wen yi jie mu". More consecutive and logical, the edited translation accords with the linguistic characteristics of English text, thus meeting the reading and aesthetic expectations of the target readers and achieving the goal of translation of tourist publicity materials wonderfully.

5.6 Narration

Narration is something like paraphrasing and summarizing. In the translation of tourist publicity materials, translators are supposed to summarize and retell the text by expressing the general idea. Details can be omitted and the form can be changed as long as the main idea of the original text is conveyed and the translation is natural and smooth.

Example 6:

Ao men li shi cheng qu bu jin jian zheng le dong xi wen hua de jiao liu, geng zhan xian le Zhong guo wen hua qiang ren de sheng ming li, kai fang de xing zhi yi ji guang na bai chuan de jing shen. Shi zhi jin ri, ao men li shi cheng qu yi ran bao you yuan you de feng mao yu gong neng, yan ran yi jing cheng wei ao men wen hua yu shi min sheng huo mi bu ke fen de yi bu fen.

Translation:

Macau has been an important gateway through which western civilization entered China. It is a

living testimony to the assimilation and continued co-existence of eastern and western cultures, reflecting China's persistent openness to the influx of western cultural concepts. (Macau Tourist Guide, 2016, p.38)

Narration adaptation of translation variation theory is appropriate applied in this example and it can be seen as a good translating strategy in the translation of tourist publicity materials. The translator paraphrased the text by making some changes on the translation. He added an introductory sentence in the English version but cut the second Chinese sentence of the tourist materials so as to make the translated one more focused on the main idea of the original text to highlight the unique characteristics and infinite charming of Macau—a city for the East-West communication where oriental and occidental culture co-exist and blend harmoniously. The terrific application of narration strategy in the above translation helps it achieve the publicity purpose of TTPM to arouse the interest and curiosity of transnational tourists to visit the glamorous Macau to explore and experience two different cultures in one city.

5.7 Rewriting

Rewriting is an appropriate and flexible combination of translating and writing. It refers to changing either form, style or content of the original text in order to meet the specific needs of the specific readers and make the translation accord with the characteristics of English text and reading conventions of the western readers at the basis of being faithful to and transmitting the general idea of the original materials. Rewriting seems to be born for the translation of tourist publicity materials, because the soul of the TTPM is flexible. When rewriting, translators should avoid excessive “damage” of the source text.

Example 7:

Deng shang quan qiu zui gao 8 zi xing mo tian lun, sheng teng fan hua zhi dian, shun jian cheng yun chong tian.

Translation:

Take in breathtaking views from the world's highest figure-8 Ferris wheel.

(Macau Tourist Guide, 2016, back cover)

The above translation is quite good with the suitable application of rewriting adaptation. Taking the reception of target readers into consideration, the translator has given full play to his/her subjectivity to change the content and style of the source language material to a more acquainted and objective one. The original text with glittering Chinese words shows that when the visitor takes the Ferris wheel, he will have a good fortune in almost every aspect, including career, wealth, love, etc., which definitely caters to the Chinese people's psychological demand of blessing. But people from the other side of the planet don't have such kind of cultural and psychological need, and the literally loyal translated version will increase their reading burden. Short and concise, the above translation conveys the main idea of the Chinese text and a picture of fantastic view of Macao from the Ferris wheel has been taken on from the words.

Respecting the linguistic, aesthetic and cultural discrepancies between Chinese and English nations, the above translations accord with the principle of translation variation theory “taking the readers' reception into account” and the principle of TTPM in Macao “cultural transmission and integration”. By these translated materials, the overseas tourists know better the distinctive charm of Macao—a city where east meets west. The cases wonderfully applied translation variation adaptations better stimulate the communication effect of the translation of tourist publicity materials. Thus, we can say the above translation variation adaptations are feasible strategies for TTPM in Macao.

6. Conclusions

This essay makes some research on the application of translation variation adaptations in the translation of tourist publicity materials of Macao. The translation variation theory, closely connected to and solving the main conflicts of TTPM, provides a new angle for the evaluation of the quality of tourist publicity materials. The translation of the tourist publicity materials has no

need to be “elegant” and totally equivalent between two languages but must be exact, effective and reader—oriented. The form, style and content can be changed as long as the crucial information is transmitted. (Wang, 2017)

In this essay, the author analyzes some Macao TTPM cases translated well by properly applying some of the adaptations in the translation variation theory. Deletion, editing, narration, condensation, combination, rewriting as well as analogy, one strategy regarding the translation variation theory, are workable translation strategies to achieve the publicity purpose and communicative expectation of the translation of the tourist publicity materials.

The author hopes this essay will raise concerns and reflections on the further research for the translation of tourist publicity materials in Macao to let tourists and scholars both domestic and overseas know more about the beautiful metropolis and explore the connotation of Macao’ TTPM as well as search for more feasible translation strategies and provide some constructive suggestions and references for the other cities’ TTPM, thus improving the quality of other cities’ TTPM to help boost the tourism industry and economic development as well as promoting the fusion and exchange of different cultures. The author is also in hope that this essay is conducive to expanding the research scope and scale of studying the translation of tourist publicity materials (borrow the idea from Wu, 2014) from the mainland to Hong Kong, Macao and Taiwan.

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