

## Chinese-English Translation about Tourism Texts for Raising Qiqihar Tourism City Profile -Taking ZhaLong WetLand Nature Reserve in Qiqihar as an Example

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**Abstract.** In recent years, the rich tourism resources in Qiqihar city have attracted more and more foreign friends. As an important media to promote tourist attractions, the translation quality of tourism materials is of great importance. Based on the theory of the translator's subjectivity and guided by case analysis, this study adopts the method of combining description and analysis to analyze the problems in the process of translation from two aspects of vocabulary translation and sentence translation, and find the translation strategies to solve the problems.

### Introduction

As the most widely used pronunciation in the world, English translation is extremely important in tourism industry. English information of tourist attractions can help foreign tourists better understand the features of tourist attractions and their historical background, and improve their interest and love for tourist attractions<sup>[1-2]</sup>.

### I. Problems and Solutions at the Vocabulary Level

Vocabulary is the smallest unit in an article. Each sentence is made up of words and each chapter is made up of sentences. Because of this kind of progressive relationship, the author cannot ignore the important role of vocabulary in translation. The researchers adopted the theory of translator's subjectivity to give full play to the initiative and adopted various translation methods. They believed that the accuracy of the translation of a word was directly related to the smoothness of the sentence. The translation of scenic spots, place names and specialized words required the translator to consider according to the literature and historical data<sup>[3]</sup>.

#### 1. Translation of Scenic Spot Name

The name of scenic spots generally consists of general name and proper name. Literal translation is generally adopted for general name with simple and understandable meaning, while free translation is commonly used for general name with difficult meaning. For general name with certain cultural background, transliteration and annotation are adopted to better reproduce the original text, convey the original information, and achieve the purpose of spreading culture<sup>[4]</sup>. The proper name usually adopts literal translation to retain the content of the original text, so that the target readers can have the same reading experience with the original readers, and the original function is consistent with the translation function.

##### (1) Transliteration + Literal Translation

Generally speaking, the general name of scenic spots is translated directly in English, which is easier to convey scenic spot information to foreign tourists. This method not only conforms to the principle of subjectivity of the translator, but also can accurately and completely reproduce the content of the original text, which is conducive to the transmission of the cultural connotation of the original text to foreign tourists.

The translation: ZhaLong is the characteristic landscape of qiqihar region. Qiqihar is also famous for the existence of ZhaLong wetland

Analysis: The translator adopted proper noun, TongMing literal translation method, the ZhaLong directly, ZhaLong is Qiqihar region characteristic landscape, Qiqihar is also famous for the presence of ZhaLong wetland, wetland and the TongMing literal translation for "wetland", make the translation more concise and smooth, readable, easy to English readers. Under the guidance of "subjectivity" theory, the translator USES attributive clause to solve the relationship between the two data in the original text, and then USES the superlative form of adjective to highlight the uniqueness of ZuLu wetland.

##### (2) Free Translation + Literal Translation

For scenic spots with certain cultural connotations, free translation and literal translation are needed to translate them. Free translation of words that are difficult for foreign readers to understand and literal translation of words that are easy to understand will be the best collocation of such scenic spots' names and give full play to subjective initiative to faithfully convey the connotation of the original text<sup>[5]</sup>.

The translation: FIRMUS Sightseeing Pasture occupying 450,000 square meters is invested by Heilongjiang Firmus Dairy Co, Ltd spending 50 million yuan.

Analysis: Flying crane guest ranch translators adopt TongMing literal translation is free translation method, will fly out this brand free translation become FIRMUS, while literal translation for Sightseeing guest ranch Pasture, so that we can achieve the result that on the basis of the original creation again, and make it easier to foreign readers understand, increase publicity of flying crane guest ranch.

### **(3) Transliteration + Annotation**

When the general name of scenic spots is straightforward and easy to understand, transliteration method can be adopted to clearly convey the original content; For general names that are not conducive to the understanding of English readers, free translation and annotation can be adopted to explain them so as to better convey textual information and reflect Chinese culture.

## **2. Translation of Place Names**

The translation of the name of a place is crucial because it is not only the name card of a tourist destination, but also affects the first impression of foreign tourists. When translating the names of tourist places, the translator should make the terminology uniform and accurate. Many of the place names in translation are developed from Mongolian language and contain ethnic cultural information<sup>[6]</sup>. How to give full play to the translator's subjectivity and choose appropriate translation methods and strategies to convey cultural information is the problem that the author wants to solve.

Translation: The name Qiqihar (natural pasture) first came from Daur language, a fancy frontier or natural pasture. Qiqihar city was first established in 1691.

Analysis: According to the example case in the original place names "Abraham's check, ZhaLong, Qiqihar" contains the Mongolian culture, the author, according to the original meaning and reference of Qiqihar iron front area of tourism literature, given to choose, and comments the methods of combining with the method of the annotation of "Chahannuo (white lakes, ZhaLong (the place wild chicago-brewed goose fly past), Qiqihar (natural pasture)". Although there is no equivalence with the original text in presentation format, the translation is easy for English readers to understand and conform to the habits of the target language readers, which is conducive to the transmission of cultural information of the original text.

## **II. Problems and Solutions at the sentence level**

The sentences in the translation are expressed by different figures of speech. Each sentence is independent and interrelated. There are also various methods of translating sentences<sup>[7]</sup>. The translator of this paper USES the translation theory of translator subjectivity to illustrate the skills used in translation in the prominent cases of long sentences, short sentences and non-main sentences.

### **1. Translation of Long Sentences**

A long sentence is one with many words, complex structure and multiple meanings. Both Chinese and English have long sentences. However, there is a big gap in sentence structure. This paper is a translation practice report of English translation, so the author analyzes the original. The strategies used in translating the long sentences into the target language. The author is guided by the translator's subjectivity

On the other hand, in the translation of long sentences, the methods of additive translation and co-translation are more commonly adopted. The translation can be expressed more fully by adding necessary elements<sup>[8]</sup>. These necessary elements are not in the translation. What may or may not be enough is not enough. Therefore, the addition of these elements will not result in the feeling of adding feet to a living snake or change the meaning of the original text, but is the content added to the translated text for sentence smoothness and recreation. Another habitual usage in Chinese is the use of phrases, four-character idiom to combine a long sentence, in expression appears neat and beautiful. Such a style of writing scattered god gather, English writing focus on coherence, use long sentences, so for Chinese. In the translation of this type of long sentence, the method of cotranslation can be adopted to reflect the coherence of the text so as to reproduce the translation on the basis of the original text.

The translation: ZhaLong National Nature Reserve is covering 21 hectares, as the biggest reed wetland in Asia and the fourth in the world, it is the first national nature reserves of China and be listed in the first group of "World Wetland List" of China, it is a 4A national scenic spot where lakes are dotted everywhere; reeds spring up and where birds inhabit and multiply.

Analysis: Since the foregoing is also a description of ZhaLong nature reserve, the subject of this case is omitted in the original Chinese text, which does not affect the expression of the meaning of the sentence in Chinese, but when translated into English, the reader will be confused. The syntactic feature of Chinese is parataxis, while that of English is hypotaxis. Therefore, the translator adopts the method of augmented translation and adds the subject "ZhaLong National Nature Reserve", so as to make the English translation structure more complete and conform to the expression habits of the target language readers for acceptance.

### **2. Translation of Short Sentences**

Due to the cultural differences behind them in English and Chinese languages, in English-Chinese translation, the translator is hard to just by literally accurate and profound understanding of meaning, practical meaning far from literal

meaning, sometimes even completely opposite, so the author give full play to the subjectivity of the translator and the subjective initiative in the phrase used in the translation of the inversion and translation of translation skills on the basis of the original text to create again. In the process of translation, the treatment of passive voice should not be completely limited to the original voice structure, but should be adjusted according to the language habits in the translation, and necessary changes and adjustments should be made in the voice translation<sup>[9]</sup>. Generally speaking, in the process of translation, Chinese active sentences are mostly replaced by English passive sentences, and only the passive sentences with special emphasis on actions or the passive meaning of especially prominent sentences are translated into passive sentences. In the specific context, it is necessary to choose a voice that conforms to the Chinese expression habit and maintains a coherent context, either active voice or passive voice, as the principle of translation. This requires the translator to give full play to the subjectivity and pay attention to both the general rules of voice conversion and the exceptions. After all, some sentences in Chinese have been spoken.

### 3. Translation of Main Sentences

As a common sentence pattern in Chinese, non-subject-predicate sentence has no subject at all. In the sentence, Chinese emphasizes parataxis, which belongs to a language with obvious main idea. Therefore, Chinese sentences should highlight the main idea of the sentence rather than the subject. The nominative sentence here does not mean that the subject has been omitted, but is an idiomatic expression in Chinese. When it is not necessary to say the exact subject, the nominative sentence is used. Using the theory of translator's subjectivity, the translator adopts the method of translation without subject in the original text, which conforms to the reading habits of English readers and makes the translation easy for English readers to understand<sup>[10]</sup>.

### Summary

Tourism text translation touches on tourism industry, culture, geographical knowledge, Chinese history, ancient literature. As well as the English culture and so on many different scientific synthesis factor, therefore has the very high cultural foundation request to the translator. Due to the limited background of educational knowledge, translators have a relatively good grasp of English translation and the application of English grammar, so there are not many negligence and deficiencies in the application of sentence patterns and grammar. In particular, there are many deficiencies in the process of translation due to factors related to geographical knowledge, lack of understanding of relevant knowledge of waterfowl and other birds.

The text translation of ZhaLong nature reserve includes many professional vocabularies, geographical knowledge, relevant development history and so on. In view of the scarcity of red-crowned cranes, we should focus on the reproduction of birds to ensure the balance of the ecological chain. ZhaLong wetland from its surface significance and behind a regional cultural characteristics, the promotion of industrial development and economic development is immeasurable. Because the translator's vocabulary and professional knowledge is not comprehensive, often express not very accurate.

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