

Cultural Differences and Handling Methods in Tourism English Translation

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Abstract: China has a long history, beautiful scenery of mountains, rivers and rivers. With the development of our economy and the promotion of its status in the world, the development of tourism is becoming more and more mature. In addition to domestic tourists, the number of foreign tourists coming to China is also increasing, so tourism English is also widely used. But there are great differences between Chinese and Western cultures, so for the translation of tourism English, in addition to the accurate transmission of information, it is necessary to deal with the differences between Chinese and foreign cultures scientifically and reasonably, in order to ensure the effective dissemination of Chinese culture.

1. Introduction

Nowadays, China's tourism industry is developing rapidly, attracting a large number of tourists at home and abroad. When receiving tourists from abroad, tourism translation is also widely used because of the differences between languages in different countries. In tourism English translation, in addition to accurate translation, it is necessary to let tourists understand the special meaning of some scenic spots in China and minimize the obstacles caused by cultural differences to tourists.

2. Principles and Characteristics of Tourism Translation

The essence of tourism is the activity of economic and cultural exchange, and international tourism exchange plays a very important role in cultural and economic communication. Therefore, the translation of tourism English is also a part of cultural communication and an important method to promote cultural exchange. In the translation of tourist English, we should pay attention to the practicability of translation, translation should be easy to understand, can not stick to the traditional grammatical requirements of English translation, need to let foreign tourists understand the content of translation in a short period of time, and also understand the Chinese culture of visiting scenic spots.



Figure 1 Tourism translation

3. Current Situation of Tourism English Translation in China

3.1. Immature Working Methods of Translation

China's tourism translation work began to develop formally after the reform and opening up. After the reform and opening up, China's foreign exchanges gradually became frequent, economic and cultural exchanges gradually deepened, and the number of tourists coming to China gradually increased, so it also promoted the development of tourism translation work. The main translation language is English. At present, China's tourism industry has gradually developed and matured, and the translation of tourism English has gradually become systematic, but from an objective point of view, there are still some problems in the translation of tourism English, such as the immature translation methods, the lack of attention to the language environment, and the failure to transpose with foreign tourists, the consequences are either complex translation difficult to understand, or translation is too simple to let foreign friends understand this depth.

3.2. Lack of Talent for Tourism Translation and Inadequate System

At present, there is still a lack of professional tourism personnel training programs and colleges, most of the tourism translation staff from English major, they are limited to simple English translation in the initial education, but can not carry on the Cindaya translation to the humanities landscape such as scenic spot characteristics, which has caused foreign friends who come to our country to understand the humanistic characteristics of scenic spots, poor tourism experience, and can not fully understand our country's long history and culture. On the other hand, our country also lacks the perfect work system of tourism translation, which leads to the uneven quality of the staff engaged in English tourism translation, and the quality of translation can not be guaranteed, which leads to the decline of service quality in the tourism service industry of our country[1].

4. Cultural Differences in Tourism English Translation

4.1. Differences in the Language Environment

When carrying out cultural communication, language environment is a very important part, for culture, language makes its transmission of the main carrier, different ethnic groups also have different language characteristics, while Chinese and English are the two languages with the largest population in the world, English translation is also the most important part of China's foreign tourism translation, so we need to pay attention to the differences in language environment when carrying out tourism English translation.

Language environment refers to the state in which the expression is carried out. In the daily reading comprehension of literary works, we analyze the context by contacting the context, but in the work of tourism English translation, it is difficult for us to adopt this method, and we need to rely more on the emotional expression of the communicator to analyze the context. But the differences between Chinese and Western cultures may lead to differences in our expression. Since our country has a very long history and traditional culture, there are many old shops in our scenic spots. In the Chinese context, the old shops mean that the shop has a very long history, and the product has been tested for many years is very distinctive, but after English translation is old and reputable restaurant, in this English context, old many times are understood as old, foreign tourists will have a wrong understanding, so our English translation will not be good. As a result, we can use famous and traditional restaurant to translate, meaning traditional and famous restaurants, which is more convenient for foreign friends to understand.

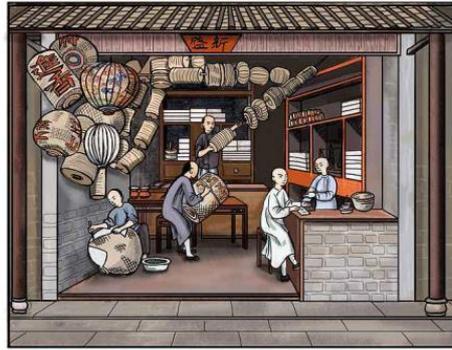


Figure 2 Old name

4.2. Differences in Mode of Thinking

Chinese general expression is implicit and euphemistic, while western expression will be more straightforward, so most of the English sentence patterns are straightforward, and Chinese need a certain logical thinking to analyze, sentence patterns according to different time ranking has different meanings. In addition, English will have more words to express feelings in the heart, but in Chinese, as long as the same words with different contexts to express different feelings, the Chinese will have praise words with sarcastic tone to satirize, this point is difficult for foreigners to understand. Therefore, the staff need to understand the western thinking pattern, try to translate in plain language to improve the accuracy of translation[2].

4.3. Differences in Cultural Connotations

Chinese culture has a long history, and foreigners have misunderstandings about Chinese history and culture, but also very interested. Travel in China, in addition to visiting famous mountains and rivers, enjoy the scenery of China, more important is to carry out the experience of human landscape. As far as China is concerned, northerners come to the south of the Yangtze River with small bridges and flowing water, and will also learn about history and culture. Therefore, when foreign tourists come to China to travel, they must also be curious about various cultural landscapes, and there will be differences in understanding. This requires travel English to communicate and translate, when explaining to foreign tourists, it is necessary to note that this cultural connotation of the difference, when involved, need to help tourists understand. Dragon, for example, is a symbol of Chinese spiritual civilization, but it is a representative of ferocious greed in foreign countries, so when it comes to the related scenic spots of dragon, it needs to be explained extra.

5. Strategies of Chinese and Foreign Cultural Differences in Tourism English Translation

5.1. Combination of Transliteration and Free Translation

Transliteration refers to the translation of the Chinese phonetic alphabet directly, while the meaning is translated according to the meaning of the original text. We need proper transliteration, skills to improve the efficiency of translation, but also help foreign friends to deepen the impression of scenic spots. Tiananmen, for example, can be translated into Tiananmen, and free translation needs to contain deeper language and culture, but the cultural landscape of our country is like mountains and seas, and the whole meaning of words is difficult to remember and understand, so we can combine transliteration with free translation. For example, Wutai Mountain translated Wutai directly into Wutai Mountain, while the mountain free translation, both easy to remember and easy to understand. For example, because a poor government has a deep meaning, we can translate it into Garden of Humble Administrator, so that we can better highlight the essential meaning[3].



Figure 3 Humble park

5.2. Combination of Increasing and Decreasing Translation

An additional translation is an appropriate vocabulary addition based on the original language to facilitate better understanding. Because of the large number of cultural landscapes in our country, it is very necessary to add translation. Some proverbs in our country usually omit some subject objects, which need to be added in order to make foreign tourists understand. And subtractive translation is also a kind of translation expression method, the westerners' thinking is more direct, the Chinese people's thinking is implicit, so in some sentence situations can omit unnecessary modifiers, can express emotion directly. In order to express Chinese culture better, we need to combine the translation with the translation, the translation with the translation, the translation and the translation with the translation.

5.3. Strengthen the Construction of Tourism English Translation Talent Team

Talent is the foundation of tourism English translation, and excellent tourism translation talents are the basic factors of cross-cultural communication. Therefore, it is necessary to strengthen the construction of tourism English translation talents team, set up professional tourism English translation majors in colleges with strong English majors and English background, and train talents from theoretical and professional perspectives, so as to provide more professional talents for the future work of tourism English translation. In addition, it is necessary to strengthen the relevant system construction, for translators to work in a clear and unified provisions, fundamentally ensure the unity of working methods, in order to ensure the smooth dissemination of cultural exchanges in China.

6. Conclusion

Foreign tourists come to China to travel, which is an effective way to help foreigners understand China and promote the spread of Chinese culture, and is also a bridge for foreign communication in China. Therefore, when carrying out tourism English translation work, we need to adopt more reasonable translation methods, take into account cultural differences, and better carry out translation work, so as to promote the spread of Chinese culture and economic construction.

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