

A Study of Tourism Culture and Scenic Spot Translation

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Abstract: Tourism culture research is an important part of tourism research, and it is also a key academic research field that directly affects the rapid and healthy development of China's tourism industry in the new century. In addition, while cross-border tourism has become an important mode of tourism, the translation of scenic spots has become particularly important. Therefore, the author makes a study and analysis of tourism culture and scenic spot translation. The research results show that tourism culture is not only a "cultural phenomenon" but also a "cultural relationship". It is both a fusion and a conflict, and it is a complex and comprehensive cultural phenomenon. Moreover, in the tourism translation of famous scenic spots, the choice of translated language should also be adapted to the context, and should focus on dynamics and flexibility.

1. Introduction

Tourism is essentially a cultural activity that takes place around attractions [1]. In addition to enjoying the beauty, as a foreign language worker, no matter where he goes, he will subconsciously notice some English signs [2]. Which translations are unique, which translations are quite satisfactory, and which translations are still to be studied [3]. I did not expect that this trip really found quite a lot. The cultural function of tourism itself is intrinsic. Tourism is an industry that produces culture, management culture and sales culture. Tourists travel, essentially purchasing culture, consumer culture, and enjoying culture [4]. "Tourism culture" is a concept that we are very familiar with and that has seen many elaborations but still need to be further clarified. The concept of "cultural tourism" has been widely used in recent years, but its connotation and extension have not been clearly defined [5]. But up to now, the study of tourism culture in China is still in a spontaneous state, which is far from the demand of tourism development. Therefore, it is very important to strengthen the subject consciousness of tourism culture research. Although it seems that as a young English worker, I have no idea how to translate the World Cultural Heritage into English, but out of my love for the cultural heritage, I can only make bold remarks [6].

The Osaka Tourism Declaration issued in 1994 holds that the core of tourism is an activity of contacting, perceiving and learning the rich nature and utilizing society and culture [7]. Furthermore, culture is the main external manifestation of tourism knowledge economy. Therefore, both in theory and in industry, these two concepts are often confused or inappropriately used [8]. The new situation and lofty goals undoubtedly put forward higher requirements for the study of tourism culture in our country. Deeply thinking and accurately grasping the development direction of tourism culture research has become an academic subject of great strategic significance. Looking back on the domestic academic research on tourism culture during this period, we can further promote the traditional Chinese tourism culture [9]. Drawing on the experience of tourism culture construction in developed countries, it is absolutely necessary to build a socialist tourism culture with Chinese characteristics in the process of integrating with international practices. However, the status quo of translation of tourist attractions is not optimistic. I look at the leopard from the English translation of the world cultural heritage, which is recently visited, and point out some aspects that need improvement. I hope to provide some useful exploration for the translation of tourist attractions [10]. The pursuit of cultural heritage and cultural content is also gradually becoming a common behavior of the tourism industry.

2. Tourism culture research

"Book of Changes" said: "The view is astronomical, to observe the time change; to observe the humanities, to become the world." The word "culture" is derived from this, meaning that it is taught in accordance with humanities. The tourism academic activities and literature on tourism culture have appeared frequently, and the China Tourism Culture Society was established. Several important tourism culture seminars were held one after another. In 1991, the collection of "Tourism Culture Collections" was published, marking the first climax of research in this field. Since then, sporadic discussions about tourism culture have appeared frequently in newspapers and magazines, and some cultural studies have also touched on tourism culture. Every activity of people can be a special tourism project. However, it can be considered that the most representative or most typical of these is the sightseeing and recreational travel. Due to the lack of understanding of the cultural characteristics of tourism, there are many completely avoidable mistakes in tourism services. As an ideological culture, it reflects the politics and economy of a certain society, and exerts great influence on the politics and economy of the society. In recent years, a large number of institutions or organizations specializing in tourism culture have emerged in China, and national or regional seminars on tourism culture have been held continuously. The research results obtained are far from the past in terms of quantity and quality. Tourism culture has become one of the most active areas in China's tourism research.

In the early 1980s when China's tourism industry was in its infancy, "tourism culture" was a concept and category that was widely concerned and warmly discussed. The following literature search data can intuitively illustrate this point (Table 1).

Table 1 Limitation of Subject Papers of Tourism Research Published in Domestic Periodicals

Result	Retrieval results of all journals				Search results of Journal of Tourism			
Search terms	Tourism culture	Cultural tourism	Tourism planning	Tourism market	Tourism culture	Cultural tourism	Tourism planning	Tourism market
Search volume	574	385	367	213	25	31	66	52

Tourism, as a broad aesthetic form, is one of the basic social and cultural activities of human beings, and also a special way of life. Tourist culture is the sum of the concepts and external manifestations reflected and created by tourists and tour operators in the process of tourism consumption or service. It is the process and result of the collision between social culture of tourist origin and social culture of tourist reception through the special medium of tourists. However, in general, these studies are scattered and have not attracted enough attention from tourism theorists and tourism industry. In fact, without sightseeing, there would be no other tourism projects. People's understanding of the nature and function of modern tourism is also based on sightseeing and recreational tourism. Strengthening the study of tourism culture is undoubtedly the prerequisite for the in-depth development of existing tourism resources. The development of culture has historical continuity, and the historical continuity of social material production development is the basis of the historical continuity of cultural development. "Tourism culture is a systematic scene culture with tourism as the core, tourism products as the basis and tourism environment as the background. It is gratifying that after accumulating a lot of successful experiences and failure lessons, at present, both tourism and tourism industries have realized the significance of tourism culture research, this has laid a good foundation for promoting the establishment and prosperity of tourism culture in China.

From Figure 1, we can see the proportion of total tourism revenue and tourism income in GDP in recent years. This shows that after years of evolution and development, China's tourism industry has now become a pillar industry which has a bearing on the economic lifeline of provinces and cities. The rapid growth of tourism has transformed many provinces and municipalities from historically insignificant unknown small cities into well-known tourist cities at home and abroad.

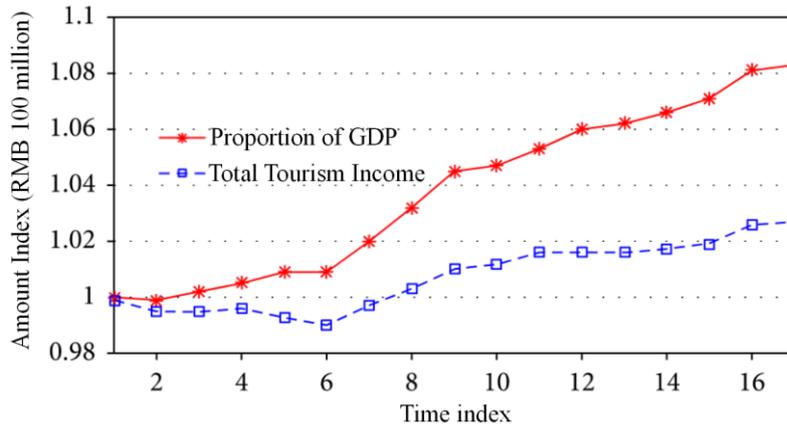


Fig.1. the proportion of tourism industry in China's GDP

3. Attractions translation research

The translation of scenic spots refers to the translation of all tourist texts, including the introduction of tourist attractions, tourism advertising, travel signs, folk customs albums, and historical relics. Among them, the most relevant tourism and cultural features of the relevant translations of scenic spots are also the key points and difficulties in tourism translation. In the information society, the names of scenic spots play a very important role in international politics, economy, diplomacy, foreign trade, science and technology, cultural exchanges, press and publication, and social life. The English translation of tourist attractions aims to increase the understanding of Chinese ancient civilizations by foreign tourists, to understand China's excellent humanities and geographical features, to convey the friendship of the Chinese people, to narrow cultural differences, and to eliminate each other. From the existing data, the study of scenic spot translation does lack systematic theory to guide. According to the theory of adaptation, the process of using language is a process in which a language user consciously or unconsciously dynamically selects various factors inside and outside the language. Language internal factors include language structure, context, and so on. The most fundamental function and purpose of tourism translation is to "make foreign tourists read, understand, and enjoy the relevant cultural features." The translator's pre-understanding plays an important role in translation, and he or she wants to understand the source text better. Translators must have a deeper understanding of languages, histories and cultures of different eras, nationalities and cultures. Only in this way can they have sufficient pre-understanding conditions to fill in the gaps in text comprehension. Therefore, functional translation theory is only relative equivalence. In practice, flexible adjustments should be made according to the differences between different languages, and attention should be paid not only to the form of scenic spots themselves. More attention should be paid to the transmission of cultural information and spiritual content contained in scenic spots, so as to reduce the phenomenon of influencing tourists' interest in touring because of the over-emphasis on the specific information of scenic spots in translation methods.

Some people have proposed a definition between the broad definition and the narrow definition, which we call the middle definition. According to this definition, a foreign scholar further analyzed the types of cultural tourism attractions (Table 2). The translation of tourist attractions is not a new topic. In recent years, many domestic scholars have paid much attention to it. They have studied the translation of tourist attractions from different perspectives. When translating, we should keep the artistic blank of the original language, try to "let me get involved in it and play with it". We should fully imagine "taste beyond taste" and "look for" image beyond image "so as to" feel comfortable with each other". Due to cultural differences, readers of different languages have developed an inherent aesthetic psychology and appreciation habit under the influence of their specific linguistic and cultural environment for a long time. The process of translation is also a process of language use. Therefore, we believe that it will play a good guiding role in the study of scenic spot translation

and can be used as a theoretical guide for scenic spot translation. The core idea of functional translation theory in tourism translation is to attach importance to tourists' response. The process of meaning generation is the interaction between discourse and context. Different contextual factors can influence the choice of language and change the meaning of discourse. Different language choices also affect the context. At the same time, factors outside the language are also an extremely important factor. The pragmatic function of the discourse and the demand factors of the target reader are all factors that the translator needs to weigh and adapt in the translation process. Appropriate treatment of these two factors will affect the effect of the translation. It can be seen that the choice of tourism translation language should also be a dynamic process of adaptation. This adaptation changes according to different contexts and the language structure preferred by different ethnic groups, thus maximally satisfying the psychological needs of passengers and inspiring them. Tourism interest". Negotiation means that language selection is not static, but based on some pragmatic principles and strategies. Compliance refers to the language users can choose a language according to their own needs.

Table 2 Types of Cultural Tourism Products

Static attraction	Dynamic attraction
Cultural relics and monuments: all kinds of buildings, parks, etc.	Historical and Cultural Activities: Religious Festivals, Secular Festivals and Folk Festivals
Museum: Folk Culture Museum, Art Museum, etc.	Art Activities: Art Exhibition (Performance), Art Festival
Special Tourist Routes: Cultural and Historic Lines and Artistic Lines	
Theme parks: historical and cultural theme parks, archaeological theme parks, architectural Institutes	

4. Conclusion

Tourism research is a social science that is highly applicable in general. Even for basic research on tourism activities, it is necessary to observe a large number of various kinds of realistic tourism activities and serve tourism activities. At present, the domestic call for the establishment of tourism culture and chemistry is very strong. Some scholars believe that this is the only way to promote China's tourism activities to a high grade. With the advancement of modern science and technology, tourism culture research will gradually adopt modern science and technology, and computer and information control will be directly applied to the investigation of tourism culture. Tourism translation is no exception. The choice of translation of tourist attractions should take into account the various contexts of Western tourists, and construct a good context in their minds to stimulate their tourism. In the translation of scenic spots, adaptation factors include the structure of the source language and target language, the pragmatic function of the source text, and the needs of the target readers. In short, as an independent cultural form, tourism culture is not only a cultural phenomenon, but also a cultural relationship. It is not only a kind of fusion culture, but also a kind of conflict culture, which is contradictory. It is the sum of all kinds of cultural phenomena and relations formed in the process of tourism and providing services for tourism.

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The Reform and Practice of Action-oriented Teaching Paradigm of British and American Profiles.

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