

Translation Strategies of Hainan Tourism Culture Based on Applied Linguistics

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Abstract: With the construction of Hainan International Tourism Island, Hainan's international status has been greatly improved, and the unique Hainan folk culture is the "trump card" to attract international tourists. As a tourist island, Hainan Island itself has a large number of overseas tourists. As a bridge connecting the development of China and foreign countries, the translation of non-legacy publicity should take this opportunity to "go out" and let more overseas tourists know the profound connotation of Hainan's non-legacy culture. The official website of a place is a business card that it hands to the world, and the English translation website of a place is the fastest and most intuitive channel for foreigners to learn about the place. This paper analyzes the problems existing in the introduction of folk culture in Hainan's official website, and summarizes the countermeasures based on the current situation of Hainan's folk culture development, aiming to provide some ideas for the translation of folk culture.

1. Introduction

Hainan is a multi-ethnic province. Due to its unique geographical and historical reasons, it has formed a unique folk culture of Han, Li and Miao nationalities, which is a precious intangible cultural heritage [1]. As an international tourist island, Hainan attracts tens of thousands of tourists from home and abroad every year [2]. Hainan has a high terrain, overlapping mountains and rivers and karst depressions, which together form a unique natural environment in Hainan [3]. In the process of adapting to nature, our ancestors left behind the material and spirit of Hainan with strong national cultural customs, and incorporated the "cultural connotation of Hainan" such as anti-Hainan's regional differentiation, historical inheritance and group sharing into the "landscape", forming a unique Hainan tourism culture that integrates the contents of landscape, Hainan food, folk customs and entertainment, and can be enjoyed and experienced objectively by tourists in Hainan [4]. Through on-the-spot investigation, it is found that there are only a few translations of tourism publicity in Hainan, and there is a lack of Hainan to convey the essence of national culture in this area.

The English translation introduction of folk culture on the website is the most intuitive impression of foreign tourists on the local area before they travel, the guiding direction of tourism purpose, and an important way for them to understand Chinese traditional folk culture [5]. Therefore, it is of great significance to find out the problems in English translation of websites, summarize the corresponding strategies, and improve the English introduction of folk culture on Hainan tourism websites, so that it can not only achieve the effect of tourism publicity, but also show the charm of folk culture.

2. Status Quo of Hainan Tourism Culture Translation

2.1. Status Quo of Foreign Propaganda and Translation of Material Cultural Heritage in Hainan Province

In order to allow foreign tourists to have a deeper understanding of the profound heritage of Hainan's material cultural heritage, the necessity of foreign publicity translation has also been highlighted [6]. However, foreign propaganda translation involves a wide range, covers a large area, and is highly comprehensive, making it much more difficult to translate than general text translation. Therefore, foreign propaganda translation has also become a weak link in the field of Chinese

translation studies [7] . Hainan Island, which is located at the southernmost tip of China, still has many deficiencies and problems in its foreign propaganda translation.

First, the use of the Internet is insufficient, and the promotion of web pages is not strong. In a modern society where the Internet is everywhere, almost everyone can see the world without leaving home. However, the translation of intangible cultural heritage in Hainan Province did not make full use of the convenient platform of the Internet. Although there is a special webpage to introduce the intangible cultural heritage of Hainan Province, there is no corresponding introduction in other national languages on the website except that the "Hainan Province Intangible Cultural Heritage Website" has corresponding English translations.

Second, there are very few text books and formal video materials related to the overseas propaganda and translation of Hainan and South Africa on the market, and there is a lack of complete recording materials. Except for the intangible cultural heritage-related Chinese-English bilingual publications published by the Chinese Intangible Cultural Heritage Compilation Group, and the related Chinese-English bilingual series published by Zhejiang Publishing House, it is difficult to find other series of books. In terms of images, apart from a set of related CD-ROMs issued by Jiuzhou Audio and Video Publishing House, there is no other formal video material.

Third, the research on intangible cultural heritage lacks relevant professional translation talents. According to statistics, there are only 8 colleges and universities in Hainan Province, and there is an extreme shortage of professionals who study the translation of intangible cultural heritage, resulting in very little research on the translation of intangible cultural heritage. Moreover, the translation of intangible cultural heritage has extremely strict requirements for the translator's translation level and translation skills. Therefore, there are only a few translators who can really do a good job of cultural translation.

Fourth, there is a lack of local government support for the translation of intangible cultural heritage. Due to the lack of awareness of the local government and the public on external publicity and translation, and the lack of attention to the external publicity work of intangible cultural heritage protection, the lack of funds for project research, the difficulty in carrying out projects, and the difficulty in carrying out work, the development of intangible cultural heritage external publicity and translation research is slow.

2.2. Current situation of publicity translation of Hainan Folk Culture

According to HowNet, at present, there is little research on folk culture in China, and even less research on folk culture translation. There are only 130 articles searched on China HowNet with the title "folk culture" and "translation". From this, we can see that the translation study of folk culture is on the rise, and the translation study of folk culture is attracting more and more attention. When we searched with the keyword "Hainan Folk Culture and Translation", there were only eight articles, five of which were from the same author. It can be seen that the translation studies of folk culture in China are still in the initial stage, while the translation studies of folk culture in Hainan are few and far between.

According to the search on HowNet, the translation studies of folk culture can be summarized as follows: (1) The research areas are mainly concentrated in the provinces and regions where ethnic minorities live in compact communities, such as Guangxi, Shaanxi, Hebei, Guizhou, Fujian, Xinjiang, Shanxi and Tibet. For example, Li Ying, guided by teleology, explores the translation of Northeast folk culture through literal translation, free translation, transliteration and other translation methods. (2) The research texts are mainly translated from tourist brochures, introductions of tourist attractions, translations of famous works, folk festivals, local folk songs, culture-loaded words, etc. (3) The translation theories used in the study include Skopos Theory, Reception Aesthetics and Relevance Theory.

At present, the research on English translation of websites is still a new field. There are only 111 articles searched on HowNet with the title "English translation of websites". However, there is only one article searched by the keyword "Hainan website, English translation research", which shows that there is still a blank research on the English translation of Hainan folk culture. At present, there

are few studies on the translation of folk culture abroad. The translation of folk culture is difficult, and there are few publications on the English translation of Hainan folk culture. The multidimensional model of publicity translation is shown in Figure 1.

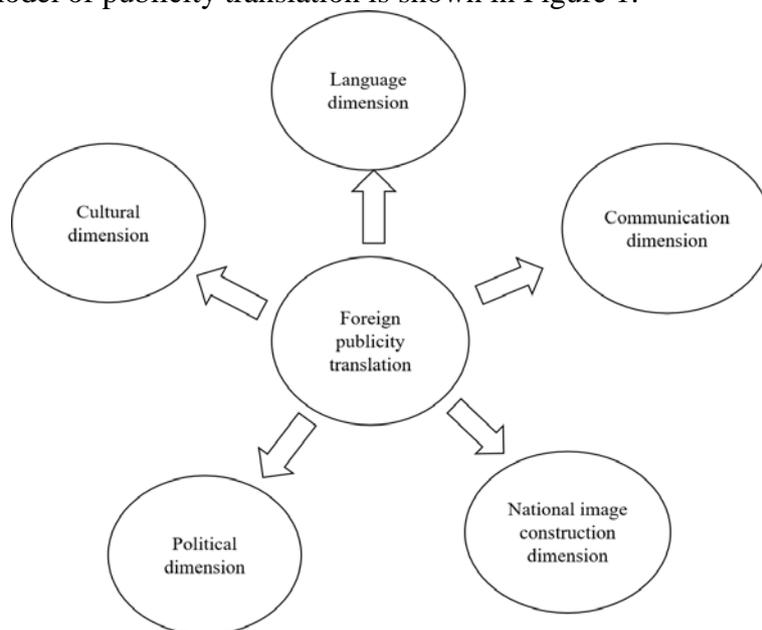


Figure 1 Multi-dimensional model diagram of foreign propaganda translation

3. Strategies to improve the current situation of Hainan tourism culture translation

3.1. Strategies to improve the status quo of foreign publicity and translation of material cultural heritage in Hainan Province

The traditional Li nationality's spinning, dyeing, weaving and embroidery skills are a traditional handicraft, and it is the first batch of national intangible cultural heritage list. In the publicity and translation of the Li nationality's spinning, dyeing, weaving and embroidery skills, different translation strategies must be used appropriately in order to make the translated texts allow foreign scholars to understand the ideas we want to convey as much as possible.

(1) Use the Internet and mobile social media. In the 21st century, with the rapid development of the Internet, we should make full use of the advantages of the Internet and mobile social media to improve the public's attention to intangible cultural heritage and expand the popularity of intangible cultural heritage culture. For example, use the short video platform to shoot promotional micro films, so that more people can imperceptibly understand the intangible cultural heritage culture. In addition, a special Chinese foreign comparison section is set up on the intangible cultural heritage website of Hainan Province, and convenient access to this website is provided in tourist attractions.

(2) Combine school education with intangible cultural heritage inheritance. First of all, relying on the foreign language major in Colleges and universities to cultivate special translation talents, add learning subjects related to intangible cultural heritage inheritance, and cultivate the professional quality of future intangible cultural heritage translators. At the same time, the existing translators of intangible cultural heritage should actively devote themselves to the work of intangible cultural heritage and carry forward the spirit of studying and practicing. Colleges and universities can also regularly invite existing intangible cultural heritage translators to hold relevant lectures to share experience and exchange experience.

(3) The government plays a leading role. Culture is a force to promote development. The government should pay full attention to its function of developing cultural undertakings, guide the whole society to pay attention to the development of intangible cultural heritage through formulating various guidelines and policies, literature and art, radio, film and television, press and publication, and provide financial support for the research of relevant projects to ensure the smooth progress of the work.

(4) Improve the awareness of cross-cultural communication. In the translation of intangible cultural heritage publicity, we should first establish the awareness of equality and respect. Every culture, regardless of its advantages and disadvantages, enjoys equal status. We should not worship or discriminate against other cultures because of economic gap. As a bridge connecting the development of China and foreign countries, the translation method of intangible cultural heritage publicity translation needs to be flexible, which requires intangible cultural heritage translators to actively contact the cultures of other countries, compare the differences, and translate texts that can fully express the profound connotation of China's intangible cultural heritage culture and do not conflict with the cultures of overseas countries. The framework of term weighting translation model based on topic model is shown in Figure 2.

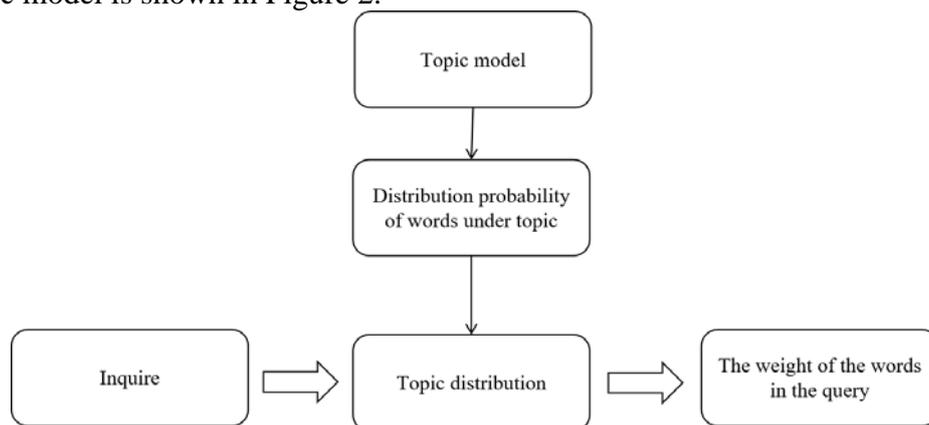


Figure 2 Frame diagram of translation model of term weighting based on topic model

3.2. Translation Strategies of Folk Culture Website under the Guidance of Skopos Theory

Skopos theory focuses on the choice of various purposes in the process of translation, which can be understood as the translator's purpose, the communicative purpose of the target text and the purpose to be achieved by some translation means. Therefore, Skopos theory breaks through the limitation of equivalence translation theory and emphasizes that translators should decide their own translation strategies according to the expected function or purpose of the target text. Skopos theory has a strong guiding significance for the translation of tourism publicity materials. In order to publicize Hainan's tourism characteristics more effectively and combine the current situation of folk culture translation, the following translation strategies can be adopted in translating folk culture into English:

(1) Additional translation. Translation, as its name implies, is to add or supplement some words or sentences when translating. It is generally used as an effective means of compensation for translation with special cultural phenomena, in order to make readers more clear at a glance and better understand.

(2) Reduced translation. The structure of English writing is different from that of Chinese, we must pay attention to this when translating. Chinese pays attention to neatness and confrontation, while English pays attention to the pursuit of language sense and logic in the article. If you pile up and repeat blindly, it will lose the aesthetic sense, but it will not be concise enough. Therefore, you need to delete and reduce translations during translation to remove some unnecessary words in Chinese. Modified rhetoric.

(3) Transformation. The transformation translation strategy is also a commonly used strategy in the process of translation. The transformation translation method is a translation method that requires us to transform the existing meaning of the original text into a similar content that can be more empathetic and easy to understand by foreign readers in the process of translation. Such as the translation method of "Huang Dao Po" in the foreign propaganda translation.

4. Conclusions

To sum up, from the perspective of Skopos theory, the research on the translation strategies of

Hainan tourism culture publicity should follow the three principles of Skopos theory translation. In the process of translation, appropriate translation strategies should be selected to add, subtract and transform the original text. Strengthen Hainan's cultural self-confidence and improve Hainan's cultural soft power, so as to enable foreign friends to more fully and comprehensively understand the connotation of Hainan's tourism culture, help the establishment of a good cultural image of Hainan Province, and make it a bright business card of Hainan Province.

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