

Study on Translation Strategies of Tourism English under the Background of "Belt and Road"

Liang Chen

Lijiang College, Guangxi Normal University, Guilin, Guangxi Zhuang Autonomous Region, 541006, China
landis99@163.com

Keywords: Belt and Road, Tourism English, Translation, Strategies.

Abstract: The strategy of "Belt and Road" brings new opportunities and challenges to the development of tourism industry in China, which makes the development of tourism industry in China more closely connected with the world, the demand for English translation talents in tourism industry and social development has increased, and the quality of English translation has also been higher. Tourism is a very representative world industry in the tertiary industry and one of the ways to promote cultural and economic exchanges between different countries. With the promotion of the "Belt and Road" strategy, we have more and more exchanges with neighboring countries.

1. New Challenges of Tourism English Translation in the Context of "Belt and Road" Strategy

Tourism English translation needs to combine Chinese and foreign language and cultural differences, at the same time has obvious effectiveness, research tourism English translation strategies to promote the development of tourism in China, is the current "Belt and Road" strategy under the guidance of social development requirements, "Belt and Road" strategy once put forward by the world wide attention, can promote multinational cooperation, promote the extension of business routes, but also improve China's border security, protect national interests, promote domestic economic and social development. Many industries under the influence of this strategy industrial upgrading and actively explore ways to reform transformation, in the tourism industry also has a significant impact. Tourism is a kind of embodiment of national soft power, which shows the charm of national culture and natural resources, and also reflects the comprehensive national strength and world influence of the country. In the process of promoting and deepening the construction of "Belt and Road", the strategy of tourism English translation also needs to be further explored and reformed to improve the quality of cross-border cultural exchanges, and to better show the real situation of Chinese civilization thought, history and culture, natural resources and China's rapid social and economic development to the world, so that the world can understand China and let China go to the world.

The "Belt and Road" strategy involves policies, infrastructure, trade and investment, and regional integration in many countries and regions. When it enters the implementation stage, this project, which can become a world project, will face a series of new challenges. In order to achieve policy, trade, road, currency and ideological connectivity, the most basic is to first achieve language communication, to achieve a smooth exchange of culture, customs, language and other aspects between countries. new challenges for tourism English translation talents in China. The promotion of "Belt and Road" strategy will greatly expand China's foreign trade market region, and will develop a number of important cooperative development cooperation areas in Asia. Therefore, the translation strategy of tourism English also needs to keep pace with the times, constantly reform and innovate, realize the communication and exchange of diversified culture, and reconstruct the translation strategy of cross-cultural English[1].



Figure 1 Silk road in Chinese history

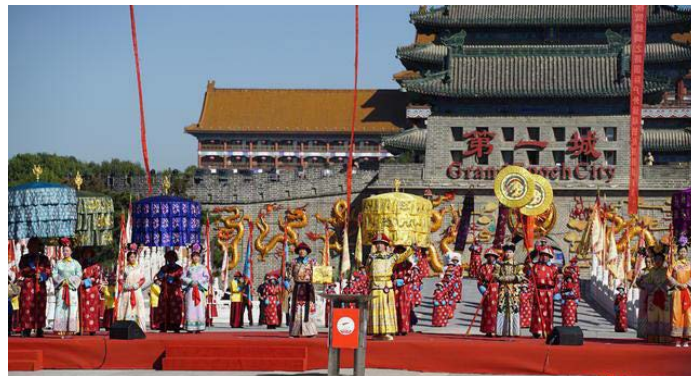


Figure 2 Opening of the first belt and road city international cultural festival

2. Principles and Characteristics of Tourism English Translation Under the Background of "Belt and Road" Strategy

Tourism industry plays a vital role in the economic and cultural exchange between countries, and is an important way for a country to show itself to the world. As an international language, English is a common international language in the tourism industry, and tourism English translation is an important part of this cultural exchange activity. In cross-cultural tourism communication, English translation needs to follow certain working principles and reflect the characteristics of its own country. In the process of translation, on the basis of expressing free translation, it is necessary to use concise and easy to understand language as far as possible to explain the content that needs to be translated. Many tourist attractions are related to China's profound Chinese civilization and cultural history. In the translation of these attractions, we need to focus on the practical aspects of translation, so that tourists can understand the content of Chinese culture in a short time, grasp the idea of tourists, think from the perspective of foreigners, so that English translation can be simple and clear, but also can accurately convey, promote the spread of Chinese culture.[2].

3. The Strategy of Tourism English Translation in the Context of "Belt and Road" Strategy

3.1. Master English Translation Skills in Tourism, Combining Transliteration, Free Translation, Increased Translation and Reduced Translation

In tourism English translation, translators need to first understand some general rules and norms in language communication in tourism industry, draw lessons from the practice in tourism activities, accumulate experience constantly in tourism work, and master the translation skills of tourism English. For the common translation nouns, concepts, terms and so on in tourism introduction, we should be standardized and unified. Because of the cultural, political, religious beliefs, customs and other differences between different countries caused by Chinese and English can not correspond to the sentence, translators need to refer to the background of tourists from different countries, flexible

processing of translation content, through the use of phrase translation, add or reduce words, live use of acronyms and other ways to translate, so that the content of translation more simple and intuitive, to ensure that the language is sufficient and fluent. In the process of translation, transliteration and free translation can be used to solve most of the translation problems caused by cultural differences. For more complex content, we can use the method of adding vocabulary sentences, that is, adding translation, further explanation of the content, and accurate expression of the translation object. The increasing translation method is widely used in the translation of Chinese tourism English, mainly because our country has a long history, many tourist attractions are humanistic landscape, involving many ancient deeds, allusions, traditional culture, in order to better spread the Chinese civilization, we need to translate these contents, use the increasing translation method to help tourists understand, and tell Chinese traditional culture and historical stories to foreigners. In tourism translation, we also need to combine the use of subtractive translation, especially some unnecessary modifiers, Chinese expression is more euphemistic and implicit, in tourism English translation to consider whether these content is necessary, can use subtractive translation to achieve simple and clear translation, more accurate expression and transmission of information, to achieve effective communication with tourists[3].

3.2. Analogy to Assist Translation in Combination With Cultural Differences

One of the obvious problems in translation between Chinese and English is that the meaning of translation is not corresponding due to cultural differences. It is necessary to use the strategy of analogy translation to compare the contents of language and culture, to find common ground, to help translation understand, so that foreign tourists can help understand the meaning of translation language with their own country or other content more familiar, so as to make tourists understand Chinese history, culture, language, etc. For example, in the translation of many historical figures and cultural legends related to scenic spots, such as "Liang Zhu" will appear. If you want to tell a complete story to explain to tourists, it is better to use analogy to tell people that the story of "Liang Zhu" is similar to the story of Romeo and Juliet. but also conveys the cultural connotation behind the story.

It is a long-term process for translators to have a deep understanding of the cultural differences between China and the West, and to be able to establish a link and bridge between the two cultures and languages flexibly, to use their own understanding, to communicate the meaning of Chinese as accurately as possible through the innovation and transformation of the translation process. There is also a certain understanding of the culture and history of the countries involved in the "Belt and Road" strategy, which can be realized by combining translation skills and practical experience[4].



Figure 3 Ningbo Liangzhu culture park

3.3. Strengthening the Training of Tourism English Translators

Tourism English translation is actually the process of knowledge content fusion, creation and transformation, which requires innovative thinking and flexible skills, can not stick to the traditional Chinese-English translation model, need to combine a variety of translation models to play a role in improving tourism English translation. Travel English translators need to constantly improve their

ability, continue to learn, spread Chinese culture through tourism activities, publicize the country, and help more foreigners understand and discover the real China. We need to train a large number of tourism English translation talents, build a high-quality tourism English translation team, train relevant professionals in colleges and universities, as well as tourism industry enterprises, and carry out the practical work of tourism English translation in a targeted way. Let the translator become the messenger of cultural communication in our country, and play the role of promoting cultural exchange among countries.

4. Concluding Remarks

With the further development of "Belt and Road" project, the demand for tourism English translation in China will increase rapidly. Tourism English translation needs to represent Chinese cultural background, at the same time understand the history and culture of western and "Belt and Road" countries.

Acknowledgements

The Research on Standardization of Chinese-English Translation in Scenic Area in Guilin (KY2016LX552)

References

- [1] Tong, Mingjia. Reflections on the Training of English Talents in Tourism Vocational Colleges under the Background of "Belt and Road". *Fortune Today*, no. 23, 2018.
- [2] Fan, Kun-ming. A Study on Translation Strategies of Foreign Publicity under the "Belt and Road" Initiative. *English Square: Academic Research*, no. 6, pp. 38-39, 2019.
- [3] Liu, Guoying., Zhang, Gang. A Study on the Status quo and Countermeasures of the English Translation of Tourism Text of Shaanxi Tang Cultural Scenic Area under the Strategic Background of "Belt and Road ". *Campus English*, no. 45, 2018.
- [4] Huo, Jianyan. A Study on Cultural Differences and Translation Countermeasures in Tourism English Translation. *Campus English*, no. 7, pp. 242-242, 2019.