

Study on Tourism Culture and Attractions Translation

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Abstract: With the continuous improvement of China's international influence and the gradual development of the world tourism market, more and more foreign tourists are attracted to China's long history and culture to travel to China. The translation of tourism texts as a different background between people, the bridge of cultural exchanges and the medium for enhancing mutual understanding between countries are even more important. Based on the research of Chinese-Russian tourism and external translation, this paper deeply analyzes the translation of tourism texts from strategies, perspectives and specific translation methods, and strives to explore hidden laws and explore countermeasures to improve translation quality, with a view to translation theory research and practice work as much as possible.

1. Introduction

Language is the carrier of culture. Translation is not only the transformation of language, but also the communication of culture. To translate between the two languages, in addition to understanding the two languages, you must also deeply understand the differences between the two cultures. Translation is not only a cross-language, but also a special cultural activity across the society. Mr. Wang Zuoliang once said: "The biggest difficulty in translation is the difference between the two cultures." Therefore, solving the problem of cultural differences in translation is the key to ensuring the success of translation. Tourism translators should be good at avoiding the huge impact of cultural differences on tourism English translation, so that foreign tourists can better understand and accept the information conveyed by tourism translation materials, and understand Chinese tourism culture more clearly.

Vocabulary vacancies and vocabulary conflicts caused by cultural vacancies and cultural conflicts often create great difficulties for translation. Language is the carrier of culture. Different geographical environments, historical conditions, religious beliefs, and social customs make the vocabulary of the two languages appear non-corresponding and non-coincident. There is no semantic resonance between them. The particularity of national culture forms the particularity of language. Strictly speaking, there is no corresponding word in English. For example, if the "Spring Festival" is simply translated into "Spring Festival", foreign tourists will understand it as "a festival in spring. It is the most traditional festival in China during the year, but cultural information such as dumplings, spring couplets and firecrackers have been lost during the Spring Festival. Therefore, many experts advocate the use of transliteration to preserve the special cultural association meaning of such words. With the increasing frequency of cultural exchanges, foreign tourists have an in-depth understanding of Chinese culture. Such words can be They understand and accept, such as "diaozi".

Because Chinese and Westerners have different ways of thinking, aesthetics, and cultural psychology, it is reflected in the language that is the difference in writing habits such as layout and rhetorical methods. The Han nationality emphasizes objective integration into subjectivity, and likes to borrow scenery, lyrics, paintings, architecture, poetry, etc., all pay attention to the similarity of the shape, simple and ethereal style, reflected in the language, there is a Chinese word, gorgeous, emotional, pay attention to The characteristics of rhythm, phonology and beauty. Such a difference requires a corresponding strategy in translation to make the translation conform to Western aesthetic standards and aesthetic views, in order to achieve the corresponding effect of the translation.

2. Strategies and perspectives of tourism translation

The text of tourism propaganda is an introduction to the external propaganda text related to the tourism culture of a certain place. It includes various forms, including introduction of tourist attractions, guide commentary, public logo, travel advertisement, travel brochure, and tourism website propaganda information. Tourism is a combination of all the phenomena and relationships caused by the travel and stay activities of the permanent residence to meet the high-level needs of their economic and cultural life under certain social and economic conditions. 1 Tourism is not only a social industry, but also a cultural phenomenon, which not only enables tourists to enjoy materially, but also spiritually. The travel text is a concentrated expression of the cultural characteristics of the region. It has strong national cultural characteristics and cross-cultural communication characteristics. Its coverage is wide, including the introduction and promotion of natural and human landscapes. The subject matter is extremely broad, including politics, economy, and Culture, science and technology, art, customs and other aspects, and involve historical allusions, geography, religious beliefs, customs, cultural relics, eating habits and other fields.

The translation of tourism texts is responsible for the dissemination of Chinese culture. It is the translation type of “the widest range of translations, the most comprehensive translation methods, the most abundant translation methods and the most distinctive cross-cultural features” in all professional translations. 2 Its main functions It is to publicize and introduce the culture of the attraction, let foreign audiences understand the history, culture and customs of China in the tourist information through the translation, and show the long history, rich cultural heritage and rich tourism resources of China to foreign tourists, and stimulate their tourism to China. Interests and yearnings, attract more tourists to China, promote the development of China's tourism industry, promote the overall strength of China, spread Chinese culture, promote cultural exchanges between China and foreign countries, let China go to the world, let the world understand China. The translation of the information function text requires accurate communication of information, and the principle of “faithfulness” must be observed. However, the principle of “faithfulness” is not a verbatim sentence-by-word translation in the form and meaning. It is an information equivalent and a dynamic equivalent. Li Xingliang is "Information Equivalence and Translation Standards" states that "the so-called information equivalence means that the translation retains the core information of the original text to the greatest extent, rather than retaining all the information of the original text", and the dynamic equivalence is "translation". Achieving full reciprocity, so that the target audience can understand and appreciate the original audience's understanding and appreciation of the original text, 4 is to maintain the equivalent of the original text communication function, "try to make the translation effect on the target language readers and The original text has the same effect on the source language readers. 5 Therefore, the information function of the travel text is required to reproduce the language and cultural characteristics of the original text. The calling function emphasizes the propaganda effect. The translator needs to adjust the content and structure of the tourism text, in order to achieve the "equivalent" between the translation and the original text, that is, on the basis of communication, try to make the target audience read. After the translation, it has the same response as the source audience. Based on these two principles, the translation of the tourism outreach text should focus on “functional equivalence” and “intercultural awareness”. Due to the different historical backgrounds, cultural traditions and customs of different countries, the audience habits and psychological acceptance of different countries are also very different, which leads to the cross-cultural translation of tourism texts, compared with other types of translation, tourism texts. The trans-temporal, cross-language and cross-psychological features of translation are more obvious. Therefore, this thesis intends to analyze the translation of tourism texts in the cross-cultural perspective, and explore the translation of tourism outside the cultural perspectives of China and Russia. The processing method of Chinese information.

In the translation of tourism, the two translation strategies of domestication and foreignization are dialectical and complementary, complementing each other. On the one hand, when translating major issues concerning China's politics, economy, military, and policy, we should consider the differences in thinking habits, expressions, and psychological acceptance of foreign audiences and

Chinese readers, and adopt a domestication translation strategy so that foreign countries can The audience agrees with the material promoted. On the other hand, in order to promote Chinese culture to the world, it is more suitable to use the alienation strategy when translating Chinese vocabulary and culture, so that the people of the world can understand China more comprehensively. Hans Vermeer believes that the purpose of translation is nothing more than two kinds: "First, cultural fax, try to preserve the exotic colors in the original language; Second, readability, try to clear the reading process for readers. Language and culture barriers." ¹ The foreignization translation strategy can preserve the foreign color in the source language. The domestication translation strategy can reduce the reading barrier of foreign audiences and increase the readability of the translation. From the perspective of cultural content and translation purposes, the main purpose of translation is to carry out cultural communication, and the content of communication is foreign culture. Therefore, the translation of tourism externalization should be based on foreignization translation strategy, supplemented by domestication translation strategy. Try to find the vocabulary in the target language that has the same meaning as the source language. If it does not exist, comment it properly and move closer to the target reader. When the information conveyed by vocabulary with Chinese characteristics has been widely accepted by foreign audiences, it can be moved closer to the original author to highlight Chinese characteristics. In today's tourism translation, due to the strong position of Western culture, when Chinese cultural vocabulary is translated into foreign language, Chinese becomes a weak culture, which is naturalized in translation strategy. This is a kind of cultural aggression, which is not conducive to China. Foreign cultural communication, in order to achieve equality between different cultures around the world, to promote Chinese culture to the world as much as possible, also requires the use of foreignization strategies.

3. Principles for Handling Cultural Information in Tourism

When tourism has become a country and a nation with its unique culture to attract tourists' cultural and economic industries, the translator has begun to shoulder the dual task of spreading a country's culture and attracting foreign tourists. Yang Wei once mentioned in his article "Failed Experience" that "the translator is a servant and two masters, while serving two masters; one is the original, and the other is the target reader." ¹ In order to spread Chinese culture, the characteristics of the source language culture should be better preserved, so that foreign audiences can better understand the original Chinese culture; in order to attract the audience, they need to conform to the translated language or direct or indirect language. Habits make visitors easy to accept and avoid misunderstandings caused by cultural conflicts.

The first principle is to spread Chinese culture. China's long history and beautiful scenery attract more and more tourists from Russian-speaking countries to visit China. They are very yearning for Chinese history and culture, places of interest and traditional customs. However, China and Russia have great differences in social development, cultural background and ways of thinking. Therefore, in the process of translating foreign texts of tourism, it is necessary to retain the culture of Chinese characteristics to the maximum extent, to spread Chinese culture, and to make foreign tourists understand and Accepting Chinese and Chinese culture, and ultimately achieving the purpose of cultural exchanges. Lawrence Venuti (1953-), a deconstructive translation theorist in the United States, advocated in the translation that the text should be placed in the context of social culture, politics, ideology, and history. ² Specific to this topic, That is to cater to China's national conditions, folk customs, customs, etc., adopting a foreignization translation strategy, better retaining the cultural characteristics of tourist attractions, so that foreign tourists can experience the exotic customs and unique cultural charm of China, thus achieving the interest of tourists. purpose. As a foreign translator, it has the responsibility and obligation to promote Chinese culture. In order to better spread Chinese culture and make it easier for foreign tourists to understand and accept Chinese culture, translators need to fully study the cultural background, thinking habits and psychological needs of Russian audiences. Understand the things they are interested in and their causes, spread the Chinese tourism culture through the language and form that tourists can easily accept, increase the scope and intensity of publicity, meet the tourism needs of foreign tourists,

promote the development of China's tourism industry, and enhance China's in Russia and even the whole. The influence of the world's tourists.

4. Conclusion

This paper explores the principles and methods of dealing with cultural factors in tourism translation, aiming to improve the cross-cultural awareness of tourism translators, overcome the translation barriers caused by Chinese and Western cultures, realize the communicative function of source texts, achieve the purpose of tourism translation, and promote tourism. The development of the industry. As mentioned in the Encyclopedia of China, tourism and culture are inextricably linked, and tourism itself is a cultural exchange. The translation of relevant tourism materials is not only the conversion of Chinese and English languages, but also the communication and communication between Chinese and Western cultures. The linguist Nida said that for a translator, the problems caused by cultural differences are more complicated than those caused by differences in language structure.

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