

Instruction of Tourism English from the Perspective of Translation Geography

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Abstract. Different geographical environments produce different languages and cultures, thereby producing different cultural areas. Activities between different cultural regions include tourism activities, which will generate cultural exchanges. Translation is an effective way of cultural communication. This paper is to explore instruction and translation of tourism English from the perspective of geography with the purpose of promoting the translation of tourism English and improving the image of the tourist attractions.

Introduction

Translation Geography is an innovative theory put forward by Professor Xu Jianzhong in 2010. As an emerging cross-edge discipline, translation geography places translations in natural and human geography, and studies the interrelationship between various geographical factors and translation, mainly from translational physical geography and translation of human geography and its dissection. Aspects concerned are discussed as follows. The main principles of translation geography are coordination of development concepts, human-land relations theory, cultural theory and sustainable development theory. Professor Xu believes the differences in geographical environment between different countries lead to differences in language and culture, and translation geography starts with the relationship between translation and the surrounding geographical environment, including the natural geographical environment and humanistic geographical environment. The construction and harmonious development of the internal environment of translation is indispensable.

1. Translation Geography

Translation Geography is a cross-disciplinary study of translation geography, linking translation with geographical factors, exploring the relationship between geography and translation studies and its mechanism, examining translation and research translation from the perspective of system theory and analyzing the various phenomena in translation from the perspective of geography[1]. And translation is put in natural geography and human geography to study the relationship between geographic factors such as physical and psychological factors and translation of geographical environment.

The theory of tourism translation and the theory of translation and translation culture are important branches of translation geography. They mainly discuss the interaction between translation and tourism geography and cultural geography. Tourism activities are inseparable from the influence and restriction of the geographical environment. The geographical environment is closely related to the national culture. Translation is a conversion activity between different languages, which will inevitably involve the culture carried by language [2]. Due to geographical differences between the East and the West, the translation of tourism slogans should proceed from regional cultural differences, follow the guidance of translation tourism and translation culture theory and pay special attention to its function of transmitting information, attracting tourists, promoting culture and enhancing the image of the attractions, and fully understanding the original language. On the basis of cultural connotation, it is expressed in a way that is easily accepted by the target readers to achieve the best effect of communication.

This study intends to study tourism English from the perspective of geography, analyzing the interaction between geographical factors and tourism English, and the complementary relationship between geography and literature.

The language contains cultural images, which embody the history and culture of each region, and can naturally express the cultural background and convey the regional culture. Human geography, place names, opera novels and folk culture, etc., can all get rich information from dialects, adding a sense of depth and realism to regional culture.

2. Analysis of tourism English based on natural geography

The analysis of natural geography is as follows. The differences between the geographical conditions of China and the West and the natural climatic environment have led translators to coordinate their work while spreading the language and culture of a particular ecosystem to the language and culture of another particular ecosystem[3]. As Professor Xu said, the coordination between language and culture is the process of pursuing tolerance and compromise[4]. In this process, the translator must retain the characteristics of the original work and be recognized by the target readers.

Example 1

Shaoxing is the home of Yue Porcelain. Yue is the state name used to refer to the Shaoxing region in ancient China. This sentence takes into account the needs of the English target reader, and makes a necessary geographical description of the "yue".

Example 2

Honored as a smaller Mecca, Yinchuan, the capital of the Ningxia Hui Autonomous prefecture is located in central Gansu Province. Since the Ming and Qing dynasties, Yinchuan has been the place for Moslems to live and the center of Islamic education in the Northwest.

By introducing the western pilgrimage site Mecca, the translator has made readers have a more thorough and more vivid understanding of Yinchuan, and the translation is more understandable, which contains the knowledge of natural geography.

Example 3

Near the forest is White Dragon Cave which is said to be the very place where Lady White, the legendary heroine of The Story of the White Snake, cultivated herself according to Buddhist doctrine.

This translation explains the "White Lady" and explains the term "cultivation" so that readers of English-speaking countries will have no doubts.

Example 4

Jigong, Robin hood in China, robbed the rich and helped the poor.

This sentence is very well translated. The Robin hood, which is well known in Western culture, is used to make an analogy with Jigong so that readers will immediately understand what kind of character China's Jigong is.

3. Analysis of tourism English based on human geography

Professor Xu emphasizes the relationship between man and land in Translation Geography. He believes that man and land are an interdependent and indivisible system of relations, and the theory that reflects the relationship between man and land is no exception. Therefore, before the translator works, the translator must first understand and grasp the differences between the Chinese and Western cultural environments, carefully handle the word selection and expression in the translation process, and maintain the cultural balance when transforming the source language and the target language[6]. Translation should not only be faithful to the original text, but should also be acceptable to the target language readers. The human geography environment influences the formation of a region's culture, customs and lifestyle. Different living environments and cultural traditions often form unique cultural images[7]. Cultural imagery is an important part of a regional language and culture. It is also an indispensable part of literary language.

Example 5

To its left is another rock formerly engraved with four big Chinese characters yun wai liu chun(beyond clouds flows spring) written by Su Dong-po (1037-1101), the most versatile poet of the Northern Song Dynasty(960-1127).

Target reader may know a little about Su Dongpo, a famous Chinese writer in the Song Dynasty or know nothing about it. In order to achieve the purpose of letting foreign tourists truly understand Chinese history and culture, this translation has illustrated time accordingly and explained the meaning of "the spring outside the cloud" and gives further introduction to Su Dongpo. This is the origin of rock and Chinese characters, a combination of natural geography and human geography[5].

Example 6

These hills and the green bamboo and the willows and the farm houses merge with their reflections in the river and lead the visitors to a dreamy world.

In this case, the translator does not reciprocate the original sentence from the content and the language form, but uses the word "merge" to translate the harmony between these hills, the green bamboo, the willows, the farm houses and their reflections in the river. The final verse is also hidden and not translated, but converted into "leads the visitors to a dreamy world". This is easier for readers of English-speaking countries to accept it. If it is translated according to the content of the verse, readers will be puzzled.

Example 7

Liu Bei died of illness in 223 at the present-day Fengjie county, Sichuan Province, and buried here in the same year.

This translation not only conveys the information to be expressed in the original text, but also appears simple and clear, and several necessary changes are made to the original text. For example, "Zhangwu sannian" is translated into "AD Year", and Yong'an Palace of Baidi City is translated into Fengjie County of Sichuan Province. Huiling is in Chengdu, and it is omitted in the sentence. The specific month is of little significance to the reader thus is not translated.

Example 8

Hello friends, the west lake, like a beautiful oriental girl, is glad to meet you, happy to see you in China after a long and the most the probably tiresome journey flying over the mountains and the sea. As everybody in China knows: "in heaven there is paradise; on earth there are Suzhou and Hangzhou. The west lake is the holiday paradise in the eyes of the Chinese people, the pride of oriental civilization.

This translation is far from the original text in terms of content and language form, and the change is great, but is understandable[8]. If the translation is not made in a changeable manner, the readers of the English-speaking countries will not be able to understand the Chinese culture. And the translation has also achieved informative and vocative effect.

Example 9

The hills over the lake, and the lake reflects the hills. They are in perfect harmony, and more beautiful than a picture.

According to the characteristics of tourist writing in English[9], this translation employs the language of the original poetry into very plain and simple language.

Example 10

Welcome to Boston: As mayor, I am pleased to welcome you to Boston-a dynamic city with a rich heritage of history, culture and hospitality. On behalf of our citizens, I invite you to share our vitality take advantage of all that Boston has to offer. From historic Faneuil Hall marketplace to the hidden treasures in our distinctive neighborhoods, Boston has something for every. So enjoy your stay with us!

Compared with tourist writing in Chinese, the language of English tourism writing is very simple and exaggerated adjectives are rarely used, yet many allusions, ancient celebrity verses and adjectives are employed in Chinese description of tourism attractions[10]. These are differences between Chinese and English tourist writing.

Conclusion

The role tourism English as cards of cities or regions and even countries plays is self-evident. Effective translation of tourism English should be done from language, culture and reception of target readers. Therefore, translation of tourism slogans should be in line with English expressive habits. It also reflects local characteristics, embodying the style and cultural background of the original text so as to enable potential tourists to appreciate different customs and cultural connotations. To fully publicize tourist destination and promote the construction of city or region image, instruction of tourism English translation is necessary.

Every tourist attraction has distinct characteristics, whether it is a human landscape or a geological landscape. Therefore, the original text and translation of the tourism English should be easy to remember through refined language, focusing on highlighting the attractive characteristics of the tourist destination, the local cultural heritage and geographical positioning.

Interpreting and examining the translation of tourist attraction from the perspective of translation geography can better reflect the various factors of translation geography with holism and system view, discover and solve the mistakes of translation in macro and micro aspects, research the role and significance of translation under the relationship between man and land, thus promoting the translation of tourism English and international exchanges and cooperation.

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