

Study on Translation of Tourism Texts from Perspective of Skopos Theory: A Case Study of Beautiful Shaanxi

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Abstract: Given their long histories, tourist attractions in Shaanxi draw many foreign visitors. Significant historical and cultural information can be discovered in tourism texts. They serve as vital tools for promoting tourism and are highly effective. Good translations can help international readers comprehend Shaanxi culture. Utilizing the English translation of the text *Beautiful Shaanxi*, this paper conducts a sample analysis of proper nouns, cultural-loaded words, and classical Chinese poems. It also explores the English translation techniques of tourism texts, transliteration, annotation, and more. The province translation approach and the supplemental approach can both assist in translating tourism texts more accurately.

Keywords: Skopos Theory; Tourism Texts; Translation Skills; *Beautiful Shaanxi*

Introduction

Cultural exchanges between China and other nations have been closer because of the active promotion of the Belt and Road Initiative, and academics have been working nonstop to translate tourism materials. Wang Li approaches translation geography, combining the discourse model and translation mechanism to assist improve the quality of English translations of tourism publications [5]. Chen Jingjing discusses the English translation and tactics of tourism texts and conducts research on discourse coherence in English translation [1]. They primarily concentrate on the translation of attraction introductions, public signs, and guide words based on the Skopos theory. This paper analyzes the proper nouns, cultural-loaded words, and classical Chinese poems in the text of *Beautiful Shaanxi* from Skopos theory to better understand the translation issues with Shaanxi tourism texts.

1. Linguistic Characteristics and Translation Difficulties of Tourism Texts

According to linguistic expression, the "vocative function" of tourism text translation is usual [2]. The language in *Beautiful Shaanxi* is objective, succinct, and factual with a wealth of historical references and cultural undertones, including many proper nouns, terms with strong cultural implications, and traditional Chinese poetry.

First, China and the West have very distinct ecological, linguistic, religious systems, religious systems, and material and social cultures [4]. There are numerous issues with the English translation of place names and dynasty names in the text. The translator must select the proper translation methods to address these translation issues. Second, language is how cultures are transmitted. When translating at the language level, emphasis is placed on small elements like spelling, punctuation, and tense choice. Therefore, Chinese has also become more difficult to understand for foreigners.

2. Introduction to Skopos Theory

According to Skopos theory, a crucial requirement for attaining the goal of translation is the target language audience's approval. It shifts translation research from the initial "equivalence"-based translation paradigm to one that focuses on actual communicative functions [6]. Vermeer established the Skopos theory and thought that the main element influencing the total translation process is the goal that translation behavior is intended to achieve. Three general guidelines should guide all translation activities: Skopos rule, coherence rule, and fidelity rule. According to Vermeer's three teleological principles, there is no simple equivalence between the original text and the translated text, and the translation should be as true to the original text as possible [3].

3. Translation Skills for Travel Texts

The Skopos rule states that failure to consider the culture of the target language will result in misunderstandings among readers of the target language. To maintain the Chinese cultural connotation and adapt to the reading preferences of the target language readers, the translator must pay careful attention to the translation of proper nouns, culturally loaded words, and classical Chinese poems. While

translating historical and cultural content, translators have the option of including pertinent information to help the target text accomplish its communication goals [7].

3.1 Transliteration and annotation

Using target text, transliteration preserves the pronunciation of source text. Numerous historical dynasty names may be found in this trip guide, and Pinyin is used to translate Chinese dynasty names into English. The translator may decide to include the time to better help readers from other countries understand the temporal information of the dynasties in ancient Chinese history. The transliteration method is also included to give a deeper understanding of words with cultural connotations in Chinese, such as geographical names, people's names, and names of well-known picturesque locations, such as

Sample 1:

Source Text: 所以从公元前十一世纪以来, 先后有周、秦、汉、新莽、西晋、前赵、前秦、后秦、西魏、北周、隋、唐等十三个王朝在此建都。

Target Text: Therefore, these thirteen dynasties made Chang'an its capital including Zhou (1046 BC-256 BC), Qin (221 BC-206 BC), Han (206 BC-220 AD), Xinmang (9 AD-23 AD), Western Jin (265 AD-317 AD), Former Zhao (304 AD-329 AD), Former Qin (350 AD-383 AD), Later Qin (384 AD-417 AD), Western Wei (535 AD-556 AD), Northern Zhou (557 AD-581 AD), Sui (581 AD-618 AD), and Tang (618 AD-907 AD).

Sample 2:

Source Text: 先秦的诸子论策和百家争鸣。

Target Text: Philosophers' argumentations about politics and contention of a hundred schools of thought in the pre-Qin period (the period of Xia, Shang, and Zhou dynasties).

Analysis: Sample 1 discussed a few historic Chinese dynasties from long ago. Analysis of the Pre-Qin, Qin, Former-Qin, and Post-Qin historical contexts. "Pre-Qin" refers to the time that included the Xia, Shang, and Zhou dynasties. The term "Qin" designates the Qin Dynasty. Following the Western Jin Dynasty's unification of the Three Kingdoms, the "Former Qin" is one of the northern regimes of the Five and Sixteen Kingdoms. Dynasty proper names require special attention when translating; one cannot just transliterate them into Qian Qin. Since the "Qin Dynasty" that united China and the "Qin Kingdom" among the Sixteen Kingdoms are two separate historical periods, this will present some reading challenges for readers from other countries. To preserve the precise years of the dynasties, the transliteration and annotation approach is adopted in accordance with the "Skopos rule". The English AD chronology system is employed to make it easier for readers from other countries to understand the names of various dynasties.

3.2 Omission

To prevent tedious translation, the omission translation approach involves leaving out words that do not fit the expression and thought patterns of the target language. The text contains lists of locations as well as words and phrases with deep connotations. The omission translation method can be used when, depending on the context, you discover repeated material in the prior text.

Sample 3:

Source text: 西安城墙现有城门 18 座。从永宁门开始顺时针依次为: 永宁门、朱雀门、勿幕门、含光门、安定门、玉祥门、尚武门、安远门、尚德门、解放门、尚俭门、尚勤门、朝阳门、中山门、长乐门、建国门、和平门、文昌门。

Target text: Xi'an City Wall has 18 city gates (Clockwise from Yongning Gate, Zhuque Gate and Wumu Gate to Wenchang Gate).

Analysis: In the initial translation, the translator should be faithful to the original text, the information translation should be accurate, and retain its cultural connotation, and the transliteration method should be used to translate the names of the 18 city gates, per the writing standards for English translation of place names. The last thing the translator thought about was how tiresome it may be for readers from other countries to read all eighteen city gates if they were translated. Instead, it would make comprehending more challenging. According to Skopos Theory, the translation should adhere to the "Purpose Principle" and "Coherence rule," translate the names of 15 cities, fully utilize the translator's subjective initiative, take audience feedback into account, and improve the translation's purpose and readability.

3.3 Amplification

Rhyme and clear writing are valued in ancient writings. Classical Chinese writings feature a variety of supplemental components to ensure the consistency of the grammatical structure of the translation and the clarity of its meaning throughout the translation. Supplementing related terms is important in addition to supplementing subjects and objects. To help readers grasp some information that is difficult to understand, appropriate supplementary information might be added to the names of persons and locations.

Sample 4:

Source text: “匠人营国，方九里、旁三门。国中九经九纬，经涂九轨，左祖右社，面朝后市”。

Target text: “The capital city was constructed by a skilled craftsman in a square plan measuring nine miles on each side. It had three gates on each side (including a larger front gate and two smaller side gates). The city had nine north-south and nine east-west avenues, each wide enough to accommodate nine carriages simultaneously (approximately 72 feet in width). The ancestral temple was located on the left side of the capital, and the altar was on the right, outside the palace's entrance. The main hall featured a court, and the market was behind the north section.”

Analysis: This sentence describes the layout of the capital built by craftsmen. “旁三门” is added with the words “the front gate is large and the side gates are small”. It follows the “Skopos rule” to avoid ambiguity and helps foreign readers understand the location of the “three gates”. “九辆马车”, It emphasizes the width of the street and adds the information “seventy-two feet.” “左祖右社，面朝后市”, the subject complement is omitted. Outside the road gate of the palace is the ancestral temple on the left and the Sheji altar on the right. The language characteristics of classical Chinese are concise and concise, rarely using connectives, and often omitting subjects and objects. During the translation process, the translator must find the omitted parts and adjust, add subjects or objects, and avoid increasing the complexity of Chinese interpretation.

4. Conclusion

Shaanxi is becoming more popular as a tourist destination, which propels the region's economic growth and cultural spread. This paper examines some challenging proper nouns, culturally significant words, and classical Chinese content words in the text of *Beautiful Shaanxi* using the “Skopos Theory” as a guide. It combines case analysis with various translation techniques, such as transliteration plus annotation, additional translation, and omissions. To achieve the goal of cultural communication, cultural translation must pay attention to the equivalency of cultural information. To optimize readers' reading effectiveness and raise the translation's overall quality, it must be integrated with the audience.

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