

Strategies for Promoting Tourism Cultural Publicity Translation Based on Cross-Cultural Perspective

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Abstract: Tourism cultural publicity translation is a translation practice for tourism activities, industries and industries. It belongs to translation behaviors across languages, cultures, time and space and society. Due to the obvious differences between our country and western culture, they all have their own characteristics, from food, clothing, housing and living to ideology. Therefore, in travel English translation, we should pay attention to these cultural differences and avoid contradictions due to cultural differences. Among them, the factors that affect cross-cultural communication are not only due to social and cultural differences, but more importantly, the translator's values and work attitude. In view of this, this paper first analyzes the cultural differences in the translation of tourism English, and secondly puts forward the promotion method of tourism cultural publicity based on cross-cultural vision from various angles, including analogy processing, interpretation processing, translation processing and translation theory in the original concept, democracy, etc., for reference.

Keywords: Cross-culture; Tourism culture; Publicity translation; Promotion

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Introduction: Based on the perspective of tourism cultural outreach translation, translators must not only correctly handle the cultural differences in tourism English translation from a cross-cultural perspective, but also follow a variety of different translation techniques to achieve the effect of tourism cultural outreach translation, so as to highlight China's cultural value and the distinctive characteristics of tourist attractions.

1. Cultural differences in tourism English translation

1.1 Differences in Ideology and Culture

There are many problems of language contradictions in tourism English translation due to ideological and cultural differences. For example, the word "dragon" is often used. For the translation of this word, our country believes that the descendants of the Chinese nation are descendants of the dragon. In Chinese society, "dragon" symbolizes dignity. In tourist attractions in many countries, there will be various murals and carvings, such as the throne, dragon robe, dragon chair and so on in the Forbidden City of Beijing. But the word "dragon" represents the devil in the hearts of westerners, which also reflects the differences in ideology and culture.

1.2 Differences in Language Vocabulary

In the West, most people pursue freedom and reason, and their personality is more direct. Chinese people pay more attention to feelings, their personalities are generally more introverted, and they also pay more attention to the aesthetic concept and artistic conception of things. Traditional culture has a more profound influence on Chinese people and pays more attention to personal interests. This cultural difference can often be fully reflected through the vocabulary of the language. For example, when Chinese people introduce Huashan tourist attractions, they like to use rhetoric such as exaggeration and metaphor to express the characteristics of the scenic spots, such as towering rocks, cliffs, and ink paintings. In Chinese traditional culture, such words will make people feel

more attractive, and it will be more attractive if accompanied by some legends and classical poems. However, when introducing tourist attractions to foreign friends, they should not use more gorgeous words, which will make them feel that the introduction behavior is out of reality, especially Chinese ancient poems and allusions, which will make foreign friends unable to understand. Therefore, when explaining to foreign tourists, due to the differences in language and thinking patterns, the language and introduction methods used will also be very different.

2. Measures to Promote the Translation of Tourism and Cultural Publicity Based on Cross-cultural Vision

2.1 Effective Means to Deal with Cultural Differences in Tourism English Translation

(1) Analogy treatment. In analogy processing, it should be noted that when translating tourism culture, it is inevitable to translate relevant historical figures and official positions. However, if it is only a single character, it is likely to make foreign tourists confused. Therefore, the translation can choose the role that foreign tourists are familiar with through metaphor and compare it with it, so that foreign tourists can understand Chinese culture and Chinese characters, and foreign friends can also have a certain emotional resonance when comparing. The story of Liang Shanbo and Zhu Yingtai in my country can be compared to “Romeo and Juliet”; this uses analogy translation techniques to deal with Chinese and Western cultures ^[1].

(2) Interpretation treatment. When translating some tourism materials, we often encounter the translation of folk language and traditional dish names, which is difficult for foreign tourists to understand. Therefore, in specific translation, the translator can fully grasp the thinking characteristics of foreigners and apply “interpretation” to translation.

For example, “braised lion head” can be translated as: “Steewed Pork Ball in Brown Sauce”. The proverb “If you don’t enter the tiger’s den, you can get a tiger” can be described as “Nothing ventured, nothing gained. Using this direct interpretation of the meaning of things, translators can make foreign tourists have a certain perceptual cognition of these contents with Chinese culture.

(3) Add translation processing. When introducing certain religious attractions to foreign tourists, the translator must give a detailed description of their place names, names, corresponding history, cultural background, etc., especially the historical allusions of certain religions, from the corresponding historical development stage Explain it so that foreign tourists can have a deeper understanding and understanding of it. For example, in the introduction of the Terracotta Warriors and Horses of Qin Shihuang’s Mausoleum, the translator’s preface allows foreign tourists to understand the historical background (character image). In the specific translation, the life and historical achievements of Qin Shihuang can be introduced to foreign tourists in turn according to “The first emperor to reunite the whole nation in the Chinese history”, thus allowing foreign tourists to understand Qin Shihuang’s eternal heart.

2.2 Theoretical Approach to Tourism English Translation Promotion from Cross-cultural Perspective

(1) Original view. From the above analysis, we can see that there are obvious differences between Chinese culture and foreign culture, not only in the expression of language and scenery, but also in their artistic conception and emotion. For this reason, the translator must create a subjective image in the translation process based on his own cultural accomplishment, so that it can reach the peak of his knowledge, so as to bring the original landscape to foreign tourists from a cross-cultural perspective. For example, “Yuyin Mountain” in Panyu District of Guangzhou City is a private garden of the Qing Dynasty famous for its exquisite and elegant buildings. Now, there are many translations of Yu Yinyuan alone, including Yuyin Garden, YuyinShanfang or Yuyin Mountain House. In these three translations, Yuyin Garden combines transliteration and free translation, Yuyin Shanfang directly uses transliteration, and Yuyin Mountain House uses a combination of transliteration and literal translation. Obviously, the word Yuyin Garden is easier to understand. Garden means “garden” in English, so foreign tourists can get an important message from it: the scenery of this park is called “Yuyin”.

Yu Yinshan House was built in the Qing Dynasty, and its owner, Wu Bin, was a scholar of the Qing Dynasty. After Wu Bin resigned and returned home, he hired many skilled craftsmen to build this unique garden. Named after the word “Yu Yin” to show the grace to the ancestors. From this point of view, the word “Yuyin” is not a simple title. If you use “Yuyin” to describe it, foreign tourists cannot feel the culture and humanistic emotions contained in the building. If the name of Yuyin Mountain is translated as “YuyinBlessing Garden”, the necessary explanation of Yuyin will be added, so that the original cultural connotation can be retained without being too long. This kind of translation method is obviously more creative, and can convey the characteristics of the scenery to foreign tourists as it is, and play a multiplier role with half the effort ^[2].

(2) easy theory. The translation of tourism English publicity based on cross-cultural perspective is more challenging for translators,

and its factors include social characteristics and regional language differences. Here, the translation measures taken by the translator should be mainly approachable, and its core should be summarized as analysis, substitution and reconstruction. For example, Kaiping Diaolou in Kaiping City, Guangdong Province is a local residence with Chinese characteristics, which integrates defense, residence, and Chinese and Western architecture. At present, the widely used English translation is “Kaiping Diaolou”, that is, “Kaiping Diaolou and Villages”. This translation cannot be understood by foreign tourists. Therefore, translators can choose to simplify it by means of analysis, replacement and reconstruction.

Conclusion

To sum up, translation is a knowledge of communication. The translation of tourism English publicity is more complicated. It not only requires the translator to have the ability of cross-cultural communication and cross-cultural perspective, but also needs to combine various translation methods to maximize the value of cultural tourism. Through translation, cultural transformation and coordination of differences, barrier-free communication between cultures can be realized, while the translation theories of “true” and “easy” can enable translation activities in cross-cultural vision to achieve the goals of cultural exchange and cross-cultural communication.

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