

A study on English Translation Strategies of Tourist Attractions Based on Cross-Cultural Awareness

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Abstract: English translation of scenic spots, as a form of international communication and a rare form, plays an important role in the Trans-cultural diffusion. In the English translation of scenic spots, we have fully explored the image of scenic spots, text and other symbols, and combined audio-visual symbols, the scene of scenic spots will be effectively displayed, at the same time, it also spreads the characteristics of Chinese scenic spots and plays a Trans-cultural diffusion role. Based on the semiotics perspective and taking the English translation of tourist attractions as a case study, this study makes a systematic study of the Trans-cultural diffusion of English translation of tourist attractions and summarizes relevant experiences, to provide reference for English translation of Chinese tourist Trans-cultural diffusion.

Keywords: Cross-cultural awareness ; Tourist attractions ; English translation ; Semiotics

Introduction

Chinese culture has lasted for thousands of years, which is not only the key component of the soft power of Chinese culture, but also the common wealth of the people of the world. In the process of telling Chinese stories well, English translation of tourist attractions can provide effective support for overseas people to understand Chinese culture and China by refining Chinese culture and condensing Chinese stories. English translation of tourist attractions, as a form of communication with unique artistic features, can fully display the contents of the communication in the process of Trans-cultural diffusion, and effectively achieve the goal of Trans-cultural diffusion, better display the image of Chinese characteristics. From the perspective of semiotics, the components of English translation of tourist attractions include audio symbols, value symbols and so on, which is also an important part to win the acceptance of the audience. In the English translation of scenic spots, various symbols play a full role in the English translation of scenic spots, and the development and characteristics of scenic spots have been effectively disseminated. At present, relying on English translation of tourist attractions to tell Chinese culture and Chinese stories well is not only the concern of China's development, but also the common concern of the villagers of the global village, this represents not only our country's urgent demand for the promotion of the "Belt and Road" strategic initiative, but also the firm pursuit of our lofty beliefs and ideas of building a "Community of shared future for mankind". To promote the development of Trans-cultural diffusion and technological capabilities is a realistic requirement for enhancing a country's cultural soft power, it is also an important reflection of the spread of China's development, Chinese technology, Chinese strength and Chinese characteristics. It is also the most important measure of the country's cultural soft power and its main components.

1. The cross-cultural translation of tourist attractions from the perspective of semiotics

1.1 Plot symbols of tourist attractions

The situation of casting in the process of English translation of tourist attractions will affect the positioning of the international tourist group to a certain extent. If the casting is too difficult, it will lead to the narrowing of the international tourist group. However, if the casting is too ordinary, it is also difficult to arouse the interest of international tourists, which requires a good grasp of angle selection in the process of English translation of tourist attractions, taking into account the uniqueness, creativity and general knowledge. In the process of English translation of tourist attractions, in order to neutralize the problem of casting, the unique method of casting and life-oriented elements is adopted, which takes into account the cognition of the International Tourist Group in the society, at the

same time can fully mobilize the interest of international tourist groups.

From the perspective of traditional English translation of tourist attractions, since they are oriented towards the intellectual community, as a result, the English translation of tourist attractions takes more materials from the traditional deepening stories, folklore and plays, and lacks the relevance to life itself, this kind of style is adopted in the English translation of tourist attractions. In the process of English translation and shooting with tourist attractions, we insist on finding creative ideas from life, ensuring the originality of the story itself, and at the same time, allowing the international tourist community to connect with their own lives, it also forms a modern method of content selection and production of English translation of tourist attractions, which provides a close genre of English translation of tourist attractions for international tourists. In addition, in the process of English translation of tourist attractions, in order to ensure that it can meet the viewing needs of international tourist groups, English translation of tourist attractions in the selection of topics has been constantly expanding, such as from the social life of tourist attractions with international value and significance of the perspective, from other countries to choose the perspective, which has gradually formed its own resources in practice, and maximize the synergy with the international tourist community.^[1]

1.2 Value symbols

For English translation of tourist attractions, the scope of the target audience is relatively wide, but how to define its own positioning accurately in the multi-group, however, it is the premise and foundation for the realization of the target of translating English into tourist attractions. As a result, a number of English translators at tourist sites have conducted extensive market research at the beginning of their translation of tourist texts to ensure that a core group of international tourists is defined for different English translations of tourist sites, and through the early publicity and marketing, to mobilize the interest of international tourist groups to watch, for the post-release tourist attractions after the English translation of the Trans-cultural diffusion to achieve the goal of providing a basis.

From the success of tourist attractions, its accurate positioning of international tourists is an important factor. In order to break the narrow orientation of international tourists in English translation of scenic spots in the past, Takeuchi integrated the value symbols in the contents of scenic spots in a pluralistic way, that is, to embody the Chinese characteristic values, at the same time also reflects the concept of internationalization, suitable for all age groups of international tourists. After making this position clear, Takenauliang made some adjustments in the early stage of the English translation of tourist attractions, emphasizing that the English translation of tourist attractions should disseminate the contents with temperature, feelings and beliefs, in order to attract the attention of other groups on the basis of youth groups, fully attract the attention of other groups.^[2]

2. Strategies for Trans-cultural diffusion English translation of Chinese tourist attractions

2.1 Translation of tourism texts from an international perspective

In the light of the characteristics of tourist Trans-cultural diffusion, the English translation of Chinese tourist attractions should highlight the “Internationalization” factor in the Trans-cultural diffusion concept, to improve Trans-cultural diffusion values and the compatibility between English translation of Chinese tourist attractions and their audiences, so that the cultural factors and perceptions behind Trans-cultural diffusion strategies are in line with the international tourism market and the international cultural context, this, combined with the advantages of specific values, Trans-cultural diffusion a huge burst of energy.

First of all, English translation of Chinese tourist attractions should use a combination of international and international approaches in the expression of Trans-cultural diffusion ideas. On the basis of comprehensive use of diversified communication channels, English translation of scenic spots in China should fully combine its own expression with international expression, the Trans-cultural diffusion will be adapted to international audiences, thus reducing the difficulty of understanding the English translation Trans-cultural diffusion of China’s tourist attractions.^[3]

Secondly, the English translation of Chinese tourist attractions should integrate the international Trans-cultural diffusion concept into its own strategy-making, forming a Trans-cultural diffusion strategy framework that is self-centered and self-localization. For the Trans-cultural diffusion strategy, localization is to conform to the local characteristics of other countries and the international market, so as to fully express their own Trans-cultural diffusion and Trans-cultural diffusion content. Therefore, in the process of formulating Trans-cultural diffusion strategies, English translation of tourist attractions in China should seek inspiration from Trans-cultural diffusion strategies and Trans-cultural diffusion concepts. In the fusion of Chinese and foreign Trans-cultural diffusion concepts, develop a Trans-cultural diffusion that can adapt to the international travel market and express itself adequately.^[4]

2.2 To improve the level of English translation media display in China's tourist attractions

The lean technology embodied in the English translation of tourist attractions has gradually enhanced the aesthetics of international tourist groups. In order to fully display the characteristics of scenic spots, the author not only makes full use of the existing media display of the English translation content of scenic spots, but also actively develops the corresponding software system, in order to ensure the special effects and details of the scenic display of the artistic effect. It can be said that the spirit of the tourist attractions in the media display, the value of technology and integration of the tourist attractions of English translation itself innovative exploration. With the continuous development of the English translation market in tourist attractions, international tourists have higher requirements on the scene and vision of the English translation of tourist attractions itself, it is required that the characteristics of English translation of tourist attractions can be displayed through the picture, and the three-dimensional virtual reality technology should be used to enhance the realistic and three-dimensional sense of the scene. Therefore, from the perspective of English translation of scenic spots in China, we should constantly enhance the support of media display level and optimize the English translation of scenic spots. As a kind of tourist text translation, which shows the features and conveys the ideas through the pictures, we should strictly check every detail and link, and give full play to the function of media display, in order to provide a more perfect visual experience for the international tourist community.^[5]

3. Conclusion

In general, the current Trans-cultural diffusion of scenic spot translation should adopt the principles of universalization of values and internationalization of creativity. In the process of formulating and implementing Trans-cultural diffusion strategies, fully integrated into the Trans-cultural diffusion system, taking into account both general and special circumstances. As far as English translation of Chinese tourist attractions is concerned, the Trans-cultural diffusion should take into account both communication and localization, and try to fully integrate their Trans-cultural diffusion ideas with cultural and other factors, it also reduces the cultural discounts on Trans-cultural diffusion products and on the English translations of tourist attractions themselves. English translation of tourist Trans-cultural diffusion is not only a trend in its development, but also an inevitable phenomenon, to promote the common development and growth of international economic and cultural factors, which are also in line with the current concept of a community of shared future for mankind, this is also the core of English translation of scenic spots in China, which should be actively considered and explored in the process of Trans-cultural diffusion.

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