A Study on Translation Strategies of Tourism Texts from the Perspective of Eco-Translatology

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Abstract: With the rapid development of China's economic globalization and the unwavering pace of opening up to the outside world, China's tourism economy has become increasingly prosperous. Under the guidance of ecological translation theory, this paper analyzes the translation strategy of tourism texts from the perspective of "three-dimensional" transformation, and proposes new perspectives and methods for improving the translation quality of tourism texts.

Keywords: Ecological Translation Theory; "Three-Dimensional" Conversion; Tourism Texts; Translation Strategies

Introduction

Translation of tourism texts includes tourism guidebooks, tourism public announcements, tourism publicity advertisements, introduction to tourist attractions and other texts, which involve a huge amount of vocabulary, a wide range of knowledge and culture, and a variety of text styles and functions with readability and affinity. Traditional translation theories emphasize too much on the linguistic aspects of tourism texts, while ecological translation theory focuses not only on linguistic factors, but also on external factors such as cultural aspects and communicative aspects. In this paper, we consider the adaptation of translation strategies from the perspective of "three dimensions" of ecological translation theory, i.e. linguistic dimension, cultural dimension and communicative dimension, in relation to the translation of tourism texts.

1. Linguistic Features of Chinese-English Tourism Texts
1.1 Linguistic characteristics of Chinese tourism texts

The Chinese language is strongly subjective, abstract, euphemistic and subtle, and far-reaching. Most of the Chinese tourism texts are gorgeous in rhetoric, often using modifying adjectives and quatrains. The language expression mostly uses metaphors, exaggerations and other rhetorical techniques to strengthen the momentum, highlight the sense of thought and enhance the sense of rhythm; the sentence style mostly uses declarative sentences and elliptical sentences, pursuing neat counterpoint, achieving the effect of beautiful sound, shape and meaning, poetic and pictorial, mostly using prose and couplet sentence types, and there are a large number of couplet parallel structures and consecutive four-character sentences.

1.2 Language characteristics of English tourism texts

The English language focuses on internal logic and objective descriptions, and the English tourism texts are simple, rigorous and uncomplicated in structure; the language is easy to understand, concise, accurate and clear, and the expression is intuitive and common; the sentence style is often interrogative, interspersed with negative sentences and declarative sentences. Compared with Chinese tourism texts, English tourism texts pay more attention to the accurate conveyance of information and practical aspects of language, with clear and logical sentences, and scenery descriptions mostly use figurative lists to convey the objective and real beauty of scenery, giving readers the most real and intuitive feelings.

2. Eco-Translation Theory

Ecological translation theory is an interdisciplinary theory of translation because it involves two disciplines, ecology

and translation science. The theory originates from Darwin's "biological evolution theory", which states that only organisms that adapt to various changes in the environment can continue to live smoothly, and the fittest will survive and the best will be eliminated. Similarly, translators must also adapt to their own translation world, otherwise they will be eliminated by the translation ecology. The translator selectively adapts to the ecological environment of translation, and the main translation method in ecological translation theory is the "three-dimensional" conversion method, that is, to guide the translation of the source text from three perspectives: language dimension, cultural dimension and communicative dimension.

3. Translation of Tourism Texts under the Guidance of "Three-Dimensional" Translation Method

3.1 Linguistic dimension

The so-called "adaptive selection of language dimension" means the translator's adaptive selection of language form in the translation process, which mainly includes whether the wording is accurate and whether the syntax is appropriate. In the translations of tourism texts, especially the translations of public announcements of tourism scenic spots, the problem of adaptive selection of language dimension is more prominent, and many translations of scenic spots have spelling errors, grammatical misuse, wrong word choice, irregular writing, and inconsistent English translation of the same scenic spot, leading to a significant reduction in the translation quality of scenic spots, which seriously affects the impression of China's foreign propaganda and hinders the spread of Chinese culture. The translator found that the translation of "Guyang Cave" as "GU YANG CAVE" in Longmen Grottoes in Luoyang is not standardized. The word "Guyang" is a proper noun and should not be written separately, while the initial letters should be capitalized and the remaining letters lower-cased, and the full official expression should be "Guyang Cave". There is an "Exit" sign in Huizhou West Lake Scenic Area, which is translated as "Way out", this translation has a wrong choice of words and is not in line with the customary expression of English language. Exit" is generally chosen as the translation of all general exits. Qinhuangdao City tourist attractions directly translate the warning sign "beware of falling into water" as "deep wate", which has a basic spelling error and fails to fully express the meaning of the source language warning tourists about the danger of deep water. The correct translation should be "Warning falling into water". The above examples are all translation problems in the language dimension presented by most scenic spots.

When dealing with the translation of culturally distinctive words, the translator should consider the cultural background of the audience of the translation, adjust the way the translation is described, adopt appropriate translation methods and techniques, and use the addition of notes and paraphrasing when necessary to translate a translation that is easy for the readers to accept.

3.2 Cultural dimension

The "cultural dimension of adaptive selection conversion" refers to the translator's attention to the transmission and interpretation of bilingual cultural connotation in the translation process. Language is the carrier of a large number of human cultures, and the essence of translation is the transmission of culture. The tourism text contains a large number of culturally loaded words, so when translating, the translator should fully understand the cultural connotation contained in the source language, and after understanding its cultural background, choose the translation adaptively. In the translation of the Taoist attraction "Zilai Cave", some of them use the phonetic translation method to translate it as "Zilai Cave", but such a direct phonetic translation is confusing to foreign tourists, and it is easy to create ambiguity in understanding and cannot understand the Chinese culture behind it. If the translator adopts the adaptive choice of cultural dimension to translate it as "Purple Source Cave", it can deepen tourists' understanding of "Zilai Cave" and have the meaning of "Zilai Cave". "It creates a lot of space for visitors' imagination. In addition to the basic language dimension of translation, translators should also focus on translating the original text from the perspective of selective conversion of cultural dimensions, so as to let foreign tourists understand Chinese culture as much as possible and achieve the purpose of cultural exchange.

English is already the language spoken in most countries, and it is also the official language of the United Nations.

Paying attention to the cultural differences between the source language and the translated language requires paying attention not only to the differences between the two languages and cultures of Chinese and English, but also to the cultural connotations embedded behind other countries and adapting to the cultural background of each country.

3.3 The communicative dimension

Adaptive selection of communicative intent in the translation process means that the translator, in addition to the conversion of linguistic information and the transmission of cultural connotations, focuses the selection of conversion on the communicative dimension, paying attention to whether the communicative intent in the original text can be reflected in the translation). For the readers, some useless or less useful and redundant information of the original text can be appropriately reduced or deleted, so that the language of the translation can conform to the idiomatic expression of the translated language and the aesthetic interest of the readers, thus achieving the communicative purpose of the translation. For example, the complete translation of the sentence "Welcome to the General's Hometown! ", the first half of the sentence and the second half of the sentence expressed the same meaning, English avoid repeating verbose, so the first half of the sentence translator can selectively omit the translation, only need to translate the second half of the sentence can be, so that the translation is concise and clear, conveying the effective information of the source text, to achieve the purpose of communication. We often see some signs in scenic spots with warning slogans such as "Do not trample on the lawn" and "Do not smoke", which are intended to convey some warning information, and the translation of such source texts conveying important information for tourists should focus on the communicative dimensional adaptation. The source text translation of such important information for tourists should focus on communicative dimensional adaptation. Many scenic spots have "No... ..." Many scenic spots have signs such as "Forbid...", and translating them as "Forbid..." would make people feel uncomfortable and the tone would be very harsh, and the word indicates a mandatory command in Western countries. Regarding the translation of warning signs such as "No Touching" and "No Entry", due attention should be paid to the expression of tone, which can be translated as "No Climbing" and "No Touching" respectively. "No Touching" "No Entry", which is more acceptable to the public.

In the translation of tourism text information, the communicative dimension conversion is the most important dimension in the three-dimensional conversion. In the practice of tourism text translation, if the conversion of the three dimensions cannot be satisfied at the same time, there must be some trade-offs, then the translator should first satisfy the realization of the communicative dimension conversion, because tourism text is a kind of application-oriented text that conveys information, and the important purpose is to convey effective information and realize the purpose of communication.

4. Conclusion

At present, there are indeed many problems in the translation of tourism texts in China, especially in the translation of public notices of foreign-related tourist attractions, landscape signs and introduction of attractions, etc. There is an urgent need for the relevant departments to take corresponding measures to improve the current translation situation. This paper adopts the theory of ecological translation, summarizes the linguistic characteristics of Chinese and English tourism texts, and discusses the strategies and methods of translation of tourism texts by using the "three-dimensional" transformation method in this theory. The translation phenomenon in tourism texts is analyzed from three dimensions: language dimension, cultural dimension and communication dimension, combining the characteristics of different languages and cultures of different countries, so as to guide the accurate and appropriate translation of tourism texts, improve the translation quality of tourism texts, enhance the grade of tourism scenic spots and effectively spread the excellent Chinese culture.

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