

A Study of Tourism Culture Translation from the Perspective of Eco-translatology

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Abstract: With the continuous progress of translation studies in China and the gradual upsurge of tourism culture in recent years, eco-translatology has become the mainstream of tourism culture translation. It regards translation as a translator's selective activity according to the relevant ecological environment, and its translation is also the result of the translator's multi-dimensional adaptation and transformation to the relevant ecological environment. Starting from the basic concepts of eco-translatology, this paper explores the practical significance of tourism culture translation from the perspective of eco-translatology, and puts forward relevant strategies for tourism culture translation, hoping to effectively improve the effect of tourism culture translation for the reference of relevant translators.

1. Introduction

Hu Gengshen, a famous scholar in China, once said that eco-translatology is a new translation theory in the contemporary era. It not only effectively adapts to the work of contemporary eco-translatology, but also points out the direction of eco-translation in China. From the perspective of eco-translatology, tourism culture in our country presents a sense of wholeness, and interprets the principles of translation from the nature and standards of eco-translatology. As Darwin put forward, "survival of the fittest", only by following the natural choice can we promote the steady development of eco-translatology. This paper explores the characteristics of bilingual vocabulary in Chinese and English tourism culture in order to promote the further development of eco-translatology.

2. The Concept of Eco-translatology

With the prevailing of ecological trend of thought in Western countries, China has also realized the importance of ecological environment and ecological translation to Chinese-English translation. Under the background of China's social development, the ecological dimension has gradually penetrated into eco-translatology, and expanded to many aspects on this basis. Since 2001, eco-translatology in China has gradually changed from a human-centered view to a natural one, and has achieved new developments and changes in the new era.

Since ancient times, the ancients have respected the philosophical concept of "harmony between man and nature". Today's eco-translatology follows this concept, which is embodied in the organic unity of translation and ecological environment. For these two points, it mainly involves three aspects. Firstly, the theoretical basis of eco-translatology is to realize the transformation of different languages under the scientific combination of nature and translation. Although languages in different regions are created according to different cultures with different characteristics, human beings belong to nature. The creation of language is born through human perception of nature. Therefore, eco-translatology can also be called natural translation. Secondly, the development of the natural environment in a certain period of time, biology and biology, biology and environment will achieve a balance, and the same is true in eco-translatology. Every translator has different educational background and translation concepts, but under the normative training activities, they can achieve a

high degree of similarity. Thirdly, Hu Gengshen, a scholar of eco-translation studies, effectively integrates the theory of biological evolution with eco-translatology, and indicates that translation between Chinese and English should conform to the specific ecological environment of translation, and that the translator is constantly exploring in the process of translation so as to complete the accurate translation work. Therefore, translators, whether translating English or Chinese or languages like French or German, must change their cultural differences according to the ecological process of translation, so as to promote the quality of translation work in China.

3. The Significance of Tourism Culture Translation Studies

3.1 Enhancing the Service Quality of Tourism Culture Translation

Our country's tourist attractions are often concerned by foreign tourists, who often learn Chinese culture by enjoying the attractions. Due to the great differences between Chinese and Western cultures since ancient times, foreign tourists tend to have misunderstandings of Chinese language and culture. Therefore, the translation of tourism culture has become particularly important. In addition, Chinese in our country often contains many connotations at the meaning level. If tourism culture is only a rough translation, it will only affect the accurate understanding of foreign tourists. The use of some words in various occasions can be easily understood by the citizens, but it is difficult for foreign tourists to understand their meaning [2]; while some nationals think that words with value are not so important in the eyes of foreigners. Therefore, tourism translation under the ecological environment is more meaningful. When Chinese and English translators understand the specific situation of the acceptance of Chinese and English vocabulary to readers, they can improve the translation text in time, thus promoting the service quality of translation culture in tourism industry.

3.2 It is conducive to the further development of eco-translatology

Tourism culture translation mainly focuses on the acceptability of the translated text to foreign readers, so to a large extent, the concept of "survival of the fittest" seems more accurate. Eco-translatology is the translator's understanding of nature and then translating scientifically, which is also the original intention of tourism translation in real life. Therefore, after accepting the competent factors of foreign readers'evaluation of translation, translators can carry out multi-dimensional adaptive selection transformation on the basis of acceptability, thus translating high-quality translations. Under this kind of translation form, eco-translatology can play its value role well, and tourism culture translation in China can also undergo a corresponding qualitative transformation, which is beneficial to the further development of translation culture.

4. Translation Strategies of Tourism Culture from the Perspective of Eco-translatology

According to the basic concepts of eco-translatology, tourism culture translation strategies are mainly divided into three "dimensions". Under the principle of multi-dimensional adaptation and transformation, the key is to make adaptable changes in language dimension, cultural dimension and communicative dimension. Therefore, in the process of translating tourism culture, translators should pay attention to these three "dimensions" and follow the principle of adaptability, which can make the translation conform to the ultimate goal of tourism translation and provide tourists with clear and diverse thinking dimensions.

4.1 The Change of Language Dimension

The translator's adaptation to the language version is the main content of the adaptation to the language dimension in the translation stage. This adaptation to the language dimension is based on different levels, aspects and structures. In addition, in the stage of tourism translation, because of the great differences in thinking between English and Chinese, the expressions of word meanings are also different. If we want to translate some ancient Chinese words and sentences into foreign languages, we need the translator to make linguistic connection with their creative background and related

ecological environment, to further think about the way they choose to transform, so that foreign tourists can fully appreciate the vastness and depth of Chinese culture, so as to achieve the purpose of international cultural exchange.

4.1.1 The Change of Text Description

The famous mountains, rivers and rivers in our country all have poems and lyrics left by famous people. Their descriptions express subjective feelings in the form of "can only be understood, can not be expressed in words". Therefore, when foreign tourists experience the magnificence of famous mountains and rivers, they can also resonate with their related poems, lyrics and fu. It is particularly important to translate the adaptable choice of English and Chinese linguistic dimensions. For example, in Lushan Waterfall's tourist destination, Li Bai once vividly depicted Lushan's landscape with the poem "Flying down three thousand feet, suspected that the Milky Way falls nine days". By using the metaphor of the Milky Way falling from the sky, Li Bai conveyed the shock under the waterfall.

4.1.2 The Change of Formal Structure of Language

The classical form of Chinese is idioms, and the use of idioms appears in various tourist occasions. The essence of Chinese can be fully displayed by four-character concentration, while the relative translation is a headache for translators.

For example, the translation of the third paragraph of Yueyang Lou Ji is as follows: "If the rain falls in the clouds for months, the cloudy wind howls and the cloudy waves empty, the sun shines and the mountains are hidden, the business travels fail and the mountains are destroyed, the evening is gloomy and the tigers roar and the apes cry; if you go to the Statue Tower, you will be homesick, sad, full of sadness and sadness.[5]"

For Chinese readers, because they know their historical background, their understanding and acceptance will be very high. For foreign readers, they know nothing about the background of Yueyang Lou Ji, which leads to their understanding of the weather environment and spectacular scenery of Yueyang Lou Ji is not deep enough, and even some misunderstanding.

4.1.3 The Change of Language Thinking Mode

Since ancient times, the concept of "harmony between man and nature" has been deeply rooted in Chinese culture. The main form of sentence expression is also expressed by human beings, while English is expressed by objectivity as the main body. As a result, English expressions are often presented in Abstract or object-image forms. Therefore, in the process of translating tourism culture, the translator needs to correct his own mode of thinking of Chinese expression in time, and think about the transformation of his language. The translation of the translated text should be more in line with the thinking mode of Westerners, so as to bring cultural exchanges and emotions between countries closer and promote the development of tourism culture.

4.2 The Change of Cultural Dimension

Cultural transmission of pun connotation is the main content of cultural dimension transformation. It requires translators to pay attention to the transmission of cultural connotation in the translation stage, avoid literal translation and cross-translation in time and deviate from the original culture's intended meaning, so as to reduce the phenomenon of cultural misreading and grammatical misuse in the process of cross-cultural communication. At present, the greatest characteristic of most tourism cultures is the connotation of Chinese culture. Therefore, translators need to take full account of the knowledge reserve and reception ability of international friends, and make reasonable text conversion according to relevant books and documents, so that readers can understand and receive.

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4.3 The Change of Communication Dimension

Adaptive transformation of communicative intention is a form of transformation of communicative dimension, which covers the translator's transformation of communicative level beyond the above two dimensions. More attention is paid to whether the communicative intention of the original text in tourism culture can be reflected in the translation. In the stage of translation of Chinese-English tourism culture, there are some differences in the genre, information content and writing mode of the articles. If the original text is copied throughout the translation process, the form of the translation will be irregular and substandard. From the perspective of eco-translatology, more attention should be paid to the reader and communication. When there are contradictions between content and effect, it should be chosen. Choose its effect rather than its content, because the ultimate service group of its content and effect is the reader.

For example, the Humble Administrator's Garden in Suzhou was built in the early years of Zhengde in Ming Dynasty. As a representative work of the classical gardens in Jiangnan, it is praised as one of the four gardens in China. The layout of the garden is water-centered, with mountains and rivers lingering, grass and trees clustered, pavilions and pavilions scattered, which is the main representative of the Gardening School in Jiangnan [6].

The translation of its tourism culture is as follows: "Zhuzheng garden is located in the northeast corner of suzhou, covering an area of 78 mu. It is still the largest classical garden in suzhou. With water as the center, the whole garden is surrounded by mountains and rivers, beautiful pavilions, lush flowers and trees. The garden is divided into three parts: east, west and west. The eastern garden is bright and open, and the central garden is the essence of the whole garden. Western garden beautiful structure, each has its own characteristics. Southern henan is a residential area, which reflects the pattern of traditional dwellings in typical areas south of the Yangtze river. South henan also has the suzhou garden museum, which is the only garden museum with Chinese characteristics[7]."

The translation of this translation mainly combines with the ecological environment of Humble Administration Garden. According to the characteristics of Humble Administration Garden gardens, it highlights the core architectural style and layout characteristics of gardens, with clear structure and hierarchy. For example, "With water as the center" highlights the water as the main body of its Suzhou gardens. In this way, the translator can give the reader the most comfortable reading experience in the language of communicative thinking, fully reflect the communicative intention of the original text in the overall reading experience, create a good reading atmosphere for foreign friends, and further promote the sustainable development of translation work in China.

5. Conclusion

To sum up, eco-translatology follows the integration of translation and nature, and achieves accurate translation under the influence of nature. Our country's tourism culture translation should be transformed through three dimensions: language dimension, culture dimension and communication dimension, which not only provides an efficient guarantee for the translator's translation quality, but also points out the way for the requirements and directions of translation. It is hoped that the future application of eco-translatology, whether in the translation of tourism culture or in other fields, will achieve high-quality performance and promote the sustainable development of translation in China.

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