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

---- A Case Study of Shaanxi Province and Shandong Province

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Abstract: As tourism translation plays an important role in the strategy of improving cultural soft power and cultural outreach, many scholars have conducted research on tourism translation using different theories. Under the framework of the Eco-Translation Theory proposed by Hu Gengshen, this paper conducts a comparative study on the English-Chinese translation of selected tourism texts from the linguistic dimension, cultural dimension and communicative dimension respectively. Through the case studies, the author finds that there are corresponding adaptations and selections in the process of translation of tourism texts, which result in different tourism translation strategies. Based on this, the paper concludes countermeasures and methods to improve the quality of tourism translation, hoping to promote the foreign promotion of tourism resources in relevant provinces and cities.

Keywords: tourism translation, Eco-Translatology, case study, translation strategies

1.   Introduction

1.1.   Introduction to Tourism Translation

Tourism translation refers to translation for tourism activities, tourism professions and industries. Tourism translation often involves all aspects of tourism activities, including guide commentary, scenic spot introduction, museum commentary, tourist guide, scenic spot slogans and so on. To sum up, tourism translation is a kind of communication activity across language, society, time and space, culture and psychology [1]. This definition reflects the nature of tourism translation, which belongs to professional translation in applied translation studies. In recent years, with the development of tourism in China, tourism translation has attracted more and more attention from people. Lots of scholars in related fields have launched a series of tourism translation studies.

The characteristics of tourism translation include: 1) Practicality. Tourism translation is a professional practice, including translation (such as traditional text translation), interpretation and guided translation. It involves various translation methods and ways, and lays great emphasis on industry practice. 2) Comprehensive and interdisciplinary. Tourism translation is the most comprehensive subject, covering traditional tourism texts, dishes, attractions, tour guides, tourism advertisements, hotel introductions, tourism web pages and other aspects. It fully proves that "tourism

translation is an all-encompassing translation category or discipline that covers the widest range, the richest translation means, the most comprehensive translation methods, the most typical cross-cultural nature, the most distinctive cross-cultural characteristics, and the most social, economic, political, educational, religious and other factors involved in all the single professional translation" [2]. 3) Cross-cultural. The different cultural backgrounds and ways of thinking of Chinese and English lead to their own unique language styles. Many scholars have conducted cross-cultural comparative studies on writing, discourse layout, stylistic rhetoric and style. Due to the cross-cultural nature of tourism translation, mistranslations of tourism texts are prominent. Many researchers have made empirical investigations and studies on this issue.

1.2. Introduction to Eco-Translatology

With the rise of the global ecological cultural academic trend of thought, scholars began to pay attention to the ecological academic research in their own fields. In this context, Eco-Translatology came into being. Based on ecology and translatology, Eco-translatology studies some basic principles and methodologies in the field of translation from the perspective of ecology. This concept was first proposed by Hu Gengshen. He holds that "ecological translation" takes translation adaptation and selection as the theme and relies on translators' centralism, and its essence is the choice activity of translators to adapt to the ecological environment of translation [3].

In the Eco-Translation Theory, the most useful part is the interpretation of translation principles and methods. Eco-Translatology holds the view that "should be centered on the translator in translation process, translators at different levels and different aspects on the multidimensional, and then choose adaptively transformation----3D conversion, namely under the principle of multi-dimensional adaptation and adaptive selection, relatively concentrated in the choice of adaptability of language, culture and communication dimensions transformation" [4].

The ecological environment of translation refers to "the world presented by the source language and the target language". Translators should achieve "three-dimensional transformation" in the translation process, and realize the "integration, adaptation and selection" in their translation. In general, if the degree of "multi-dimensional adaptation" and "adaptive selection" of the translation is higher, the degree of "integration adaptation and selection" of the translation will be higher, and the translation will be more accurate in conveying information.

2. Literature Review

Since the concept of ecological translation was first proposed by Professor Hu Gengshen in 2001, related topics have been a hot research topic in the field of translation. Various monographs, academic journals, graduation papers and conference papers were published successively. In the past ten years, both theoretical construction and practical application of ecological translation have made remarkable achievements.

In this paper, the key word "Eco-Translatology" was used to search the research trends in this field from 2018 to now in various types of academic resource libraries. The research articles related to ecological translation in various core journals are sorted out. The search results are shown in Table 1 and Table 2.

Table 1: Statistics of Academic Development Trend of Each Type from 2018 to 2022.

Statistics of Academic Development Trend of Each Type from 2018 to 2022			
Year	Book	Journal	Conference Paper
2018	34	453	6
2019	42	513	7
2020	50	620	12
2021	20	691	9
2022	2	255	7
	Dissertation	Newspapers	Scientific and Technological Achievements
2018	291	4	1
2019	288	1	4
2020	308	1	5
2021	229	0	3
2022	15	3	0

Table 2: Statistics of Core Journals.

Statistics of Core Journals		
	Names	Numbers
1	Chinese Core Journals (PKU)	241
2	Chinese Social Sciences Citation Index (CSSCI)	147
3	The Key Magazine of China Technology (ISTIC)	120
4	Chinese Science Citation Database (CSCD)	44
5	Class of A Journal	38
6	Science Citation Index (SCI)	4
7	The Engineering Index (EI)	3
8	PubMed/Medline	3
9	Scopus Database	3
10	Arts & Humanities Citation Index (A & HCI)	1

From the perspective of academic journals, Hu Gengshen published *An Interpretation of Ecological Translation* in Chinese Translators Journal earlier. This paper mainly discusses the basic connotation, background, research limitations and shortcomings of ecological translation, and expounds that ecological translation is a cross-disciplinary research [5]. After that, many scholars carried out research in domestic journals. For example, *Translation of Public Notices from an Ecological Translation Perspective: The Case of the Main Banner of the Shanghai World Expo* in Shanghai Translators Journal and *Ecological Translation: Deconstruction and Construction* in Chinese Translators Journal are the continuous exploration and research of this theory [6,7].

In addition to academic journals, Eco-Translatology is also active in various conference papers, graduation papers, newspapers and books. It can be seen from the above that during the past 5 years, the research on Eco-Translatology has covered various fields, both in theoretical construction and practical application. This theory has obtained gratifying results, and the number of related field research shows a trend of increasing year by year. However, in the continuous progress, timely reflection is inevitable and necessary.

3. Tourism Translation Strategies from the Perspective of Eco-Translatology

3.1. Adaptive Selection in Language Dimension and Translation Strategies

Due to the differences in language habits, cultural background, social and historical development, English and Chinese are different in the form, characteristics and style of language expression. In ecological translation, adapting a translation to the language dimension refers to the adaptive selection and conversion of language forms in the process of English translation, including stylistic style, phrasing, sentence structure, style of writing, etc. Therefore, tourism translation is a conversion from one language to another, and also a cross-cultural communication process of "conversion", "interpretation" and "reproduction" from one culture to another based on language [8].

The author selects typical tourism translation texts from Shaanxi History and Culture Museum and some tourist attractions in Yantai City, Shandong Province, to explore how the language dimension is adapted and selected in translation. The following are some case studies and translation strategies, which mainly include following the temporal norms and simplifying.

3.1.1. Following the Temporal Norms

English has eight tenses, and the changes of tenses are reflected in the verbs. In Chinese, verbs are fixed and tenses are changed by adding adverbs of time. At the same time, the change of English tense can also reflect the change of emotional color, not only limited to describe the difference of time. Therefore, translators should pay attention to this difference in language when translating texts.

Example 1:

Original text:它（玉玺）是秦代高度中央集权的象征。

Translation: It is the symbol of highly centralized military leadership in Qin Dynasty.

In this sentence, "is" shows the change of tense. Although the cultural relic Jade Seal is a product of the Qin Dynasty and belongs to the past time range, it represents the significance that the Qin Dynasty is a highly centralized dynasty is eternal. Therefore, the verb "is" instead of "was" is needed to show that this meaning is now socially acceptable.

3.1.2. Simplifying

The introduction of Chinese cultural relics or scenic spots often uses flowery rhetoric, pays attention to the rhyme counterpoint, and more use of four-character sentences linked with beads. In the description of scenery, flowery descriptive and exaggerated words are often used to achieve the effect of rendering. English writing is concise and lively, rigorous in logic and plain in style. Therefore, in the Chinese-English translation, if the language style of the English translation is only consistent with the Chinese original in surface form, it will inevitably lead to textual distortion, textual pile up, logic confusion, semantic transmission distortion of the translation, and fail to achieve a good publicity and recommendation function. Thus, translators should abide by the principle of "adaptive selection and transformation of language forms" and rewrite the original text, including deletion, addition, adjustment and reconstruction, so that the target audience can absorb the meaning of the original text through the translation without obstacles.

Example 2:

Original text:它（昆嵛山）兼有山海临泉之胜，囊括奇险秀朴之姿，到处奇峰异石、深谷幽洞、古树名花、飞瀑名泉。

Translation: It（Mount Kunyu）boasts hills, forest and springs, and integrates them in to a simple yet splendid whole. Visitors can find extraordinary peaks and rocks, deep valleys and caves, ancient trees and flowers, flying waterfalls and rippling springs.

The original Chinese text of this sentence is richly rhetorical, which is a typical four-character lattice antithesis structure. In the Chinese context, these descriptions are appropriate and acceptable, but in the English context, they seem exaggerated and redundant. For example, the first sentence actually means that Mountain Kunyu has mountains, seas and springs, and its scenery is both splendid and simple. After analyzing the actual meaning of the text, the translator can decisively discard redundant and jumbled descriptions and get straight to the point [9].

In the latter half of the Chinese sentence, there are many four-character structures. In order to conform to the English language environment, the translator adopts parallelization rhetoric and converts the four-character structure of the original text into adjective and noun structure. In this way, it can not only accurately convey the meaning of the original text, but also maximize the consistency in the text form.

Example 3:

Original text: 博物馆以一群唐式建筑而闻名，中心有亭子，四角有塔楼。主楼及附属建筑整齐排列，高低错落，气氛肃穆。

Translation: The museum is boasted with a cluster of Tang-style architecture, with a pavilion in the center and tower buildings in the four corners. The main and affiliated buildings are orderly aligned, high and low with a solemn atmosphere.

The logical relation of this sentence is very clear. Even when describing the shape of Shaanxi History and Culture Museum, there are two four-character structures in the center. When the translator deals with this sentence, the biggest highlight is the use of the conjunction "with" to highlight the logical relationship. The advantage of using conjunctions is that they can be simplified into two structured sentences, instead of having many scattered sentences like the original text.

From the above, we can see that in the language dimension of Chinese-English translation, following the principle of tense and simplifying are more commonly used methods, especially the latter. The most basic purpose of tourism translation is to publicize the beauty of Chinese culture and scenery, which inevitably involves the use of flowery rhetoric and exaggeration. When dealing with such texts, translators need to grasp the key points and reorganize the language according to English logic. To some extent, this is similar to the functional equivalence theory proposed by Newmark, which focuses on the transmission of the original meaning rather than the text language itself.

3.2. Adaptive Selection in Cultural Dimension and Translation Strategies

In the level of cultural adaptation, the major priority of translators is that they should try to express the cultural connotation in bilingual background. That is to say, when translating the source language, translators should carefully considerate the cultural adaptation of another cultural system which the target language belongs to [10]. The most important part of the cultural publicity text is the cultural connotation in the language, which is also the essence of the text. In the translation of such text, attention should be paid to the transformation of different languages and cultures, and transliteration and annotation or literal translation and annotation should be applied when necessary to achieve the transformation of cultural dimensions [11].

3.2.1. Literal Translation or Transliteration Plus Annotation

The translation of the names of many cultural relics in Shaanxi History and Culture Museum adopts the literal translation with live transliteration and annotation method.

Example 4:

Original Text: 1）秘色瓷；2）簋

Translation: 1) Secret Color Ware; 2) Gui. a bronze vessel for holding food in ancient time.

Here are two of the artifacts displayed in the museum and their English translations. The translation

of the first "秘色瓷" is simple and direct, which can be said to be a word-to-word translation. When there are no culturally equivalent words to translate in English, literal translation is a good way. However, the author here still suggests that add some explanations of cultural relics, such as "Secret Color Ware is a kind of Celadon porcelain in Yue Kiln, Zhejiang Province". The second relic is "簋", and its Chines Pinyin is "gui" , which is a rare character for many native Chinese speakers. Therefore, the translator needs to add annotations in translation to help foreign tourists understand the meaning of the name and function of this cultural relic.

3.2.2. Free Translation or Foreignizing Translation

Free translation means that translators should directly translate the meaning of the original text without the specific image of the original text. In the process of translation of tourism publicity materials, the author finds that many names of tourist attractions contain certain cultural factors, and the translator should attach great importance on them in the process of translation. Foreignizing translation refers to a translation that is closer to the cultural background of the target language. Compared with domesticating translation, which is closer to the cultural background of the source language, foreignization translation takes more account of the understanding and feelings of the target audience.

The following is a text about Penglaige Scenic spot in Yantai City, Shandong Province:

Example 5:

Original Text: 蓬莱阁位于蓬莱市海滨的丹崖山上，有"人间仙境"之称，也是中国四大名楼之一。古代传说中，"蓬莱"、"方丈""瀛洲"三座神山是仙人所居之处，有长生不老药。

Translation: The Penglai Pavilion is located on Danya Hill on the coast of Penglai City. It is popularly known as an enchanted wonderland on earth and is one of China's four famous towers and buildings (the others are the Yellow Crane Tower, Yueyang Tower and Tengwang Pavilion). In ancient Chinese Mythology, Penglai, Fangzhang and Yingzhou are the three hills that are home to the immortals and the elixirs they use to make themselves immortal.

There are seven place names and historical figures in this translation. The author preserves the special contents of Chinese culture to the greatest extent by transliteration plus free translation and transliteration plus annotation in the translation process. When the Penglai Pavilion is mentioned as one of the four famous buildings in China, the author adds the names of the other three famous ancient Chinese buildings in order to expand the cognitive context of the translation readers and make them better understand Chinese culture. Domestic tourists have long been familiar with the occurrence of mirage in Penglai sea, but overseas tourists know little about it. Therefore, adding some specific fantasy scene description content is essential.

Example 6:

Original text: 西安贾三清真灌汤包(西安当地一种特色小吃)

Translation: Xi'an Jia San Soup Steamed Buns

The translation of the dish name is foreignizing translation which is closer to the target language. Foreigners do not know the appearance of "灌汤包", so translated into "steamed buns" or "steamed dumplings "will be more helpful for foreigners to understand the dish.

Free translation, literal translation, foreignizing translation and domesticating translation have always been the focus of debate among translators. To put it simply, domesticating translation and foreignizing translation can be regarded as extensions of free translation and literal translation, but they are not completely equivalent to the latter. The main point that literal translation and free translation focus on is how to deal with the language form and meaning, while foreignization and domestication can break through the limitations of language, and expand the research to the level of

culture and aesthetics [12]. Some scholars hold the view that, no matter the translator choose domestication or foreignization, he or she must adhere to one form consistently and should not confuse the two methods. However, sometimes translators fail to achieve such purity in actual translation. Instead, most translators hope to create a "middle point" between being close to target language and close to source language, which often depends on the translator's purpose. Taking the field of tourism translation as an example, translators aim to publicize their own tourism resources and their historical and cultural connotations. Therefore, for words with corresponding cultural background in English, translators should give priority to foreignization, because it is easier for readers to understand. However, for some culture-loaded words that cannot be culturally equivalent, such as the "秘色瓷" mentioned before, translators should preferentially adopt the method of literal translation and annotation.

3.3. Adaptive Selection in Communicative Dimension and Translation Strategies

The so-called adaptive choice conversion of communicative dimension requires translators to properly deal with the adaptive choice conversion of bilingual communicative intention in the process of translation. At the same time, the translators are also required to focus on the level of communication to ensure that the communicative intention of the source text is reflected in the translation [13]. Translation not only refers to the replacement or replacement of symbols, but also refers to interpersonal communication and communication.

3.3.1. Virtual Communication Scenario

The main purpose of tourism external publicity translation is to persuade readers to have interest and attraction in tourist attractions, so as to persuade readers to visit tourist attractions and experience their products and services. Based on this, tourism translation should have the function of simulating interpersonal communication mode and communicating with the audience. Through the virtual communication discourse and communication platform, readers will have a strong yearning for the tourist destination and arouse their curiosity to achieve the purpose of promoting Chinese culture.

Example 7:

Original text: 本次展览将展出保存最完整的一套馆藏。我们诚邀您来共同探索盛唐王朝的稀世珍宝。

Translation: This exhibition presents the most complete set of the discovered treasures. We invite you to explore these riddles share the rare legacy of the great Tang Dynasty.

This sentence is taken from the Tang Dynasty Pavilion of Shaanxi Museum of History and Culture. At the end of the introduction, the museum is personified and it invites visitors to come and visit. This anthropomorphic phenomenon is common in scenic areas. Because by personifying cultural relics or scenic spots, communication with tourists can be achieved. In this way, the desire and curiosity of tourists will be further stimulated.

3.3.1. Supplement Necessary Information

Tourism translation texts are often difficult to be directly understood by audiences and readers because they carry a large amount of historical background information and cultural connotation. As a bridge of communication, translators need to add some necessary information in translation, which is often related to whether readers can directly understand the meaning of the original text.

Example 8:

Original text: 西安城墙碑林历史文化景区

Translation: Xi'an City Wall and Beilin (forest of steles) Museum Historical and Cultural Science

Area

In traditional Chinese culture, the forest of stele is an artistic treasure house composed of various stone carvings, including tombstones and steles. If translated simply as "beilin", foreign visitors would be confused. Therefore, the translator adds the necessary information in parentheses, namely "forest of steles".

The translation strategy of adding necessary information proposed here can easily be confused with literal translation and annotation. The same point is to supplement the relevant background information. However, the difference is that literal translation and annotation method systematically explains the meaning and connotation of the original text in the Chinese context to readers. The translation strategy of adding necessary information refers to adding key information that can directly affect the reader's reading [14]. For example, in our translation of "80 亩", if we use a literal translation and annotation method it should be: "80 mu (mu, a Chinese unit of land measurement that is commonly 666.7 square meters)". If we use the method of adding necessary information, it should be translated as "80 mu ($\approx$ 5.33 hectares) ". It can be seen that translators need to consider these two methods when choosing them. If translators want to disseminate Chinese culture from the cultural dimension, they can choose literal translation and annotation method to supplement the complete cultural background. If translators want to achieve the goal of barrier-free communication with readers from the communicative dimension, they can choose the more intuitive method of adding necessary information.

4. Conclusion

To sum up, tourism translation is a way of language communication, and also a tool of cultural transmission. In order to effectively achieve the purpose of tourism promotional materials translation, translators should use Ecological Translation Theory, spread Chinese culture and achieve the expected function of the text [15]. Therefore, the acceptable translation needs to convey the tourism information of source language text, and express tourism culture related to scenic spots to the target readers. At the same time, the translator should grasp the language and cultural differences between the source text and the target text, so as to choose appropriate translation skills without being confined to the original form. Translators also need to flexibly use a variety of translation strategies to create a good international language ecological environment, so as to maximize the expected function of the translation and attract more international tourists. Based on the theory of ecological translation, this paper explores some translation strategies that can be applied in tourism translation, hoping to help translators in their future translation work.

As international communication increases frequently, China, with its long history of ancient civilization, has become a hot spot for foreign tourists. The English translation of Chinese tourism materials is more important for The Times. Therefore, the relevant translators should not only have a solid bilingual knowledge and profound connotation of Chinese culture, but also have a sense of historical responsibility to spread and carry forward Chinese culture. Only in this way can we achieve the goal of "letting the world know China and bringing China to the world".

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