

## **A Review of the Research on Korean Translation of Domestic Tourism Resources**

**Junxiu Zou**

Xi'an Fanyi University, Xi'an, 710105, China

**Keywords:** Tourism resources; Korean translation; Overview

**Abstract:** To understand the present situation of the Korean translation of the tourism in our country, related research papers in Chinese academic journals published online as a source of statistics, the thesis subject classification, the translation of the theoretical basis, Korean mistranslation category and the reason analysis, choice of Korean mistranslation of countermeasures, etc., tourism resources at home and abroad, Korean translation research achievements on carding, analysis points out that the shortcomings. It is expected to provide some reference for the development of Korean translation studies of tourism resources.

### **1. Introduction**

The ancient and mysterious Chinese culture attracts thousands of foreign tourists to China every year. Foreign tourists' understanding of China's tourist attractions mainly depends on the introduction of scenic spots, tourist brochures and other external publicity materials. The non-standard and inaccurate phenomenon in the translation of tourism materials will directly affect the quality of China's cultural communication, and will also bring some negative effects on the healthy development of China's tourism industry.

In the related research of tourism resources publicity translation, the current situation of translation research of non universal languages is not optimistic, showing a late start and a small number of situations. Therefore, it is necessary to expand the scope of translation studies on external publicity of tourism resources to non-universal languages, especially to investigate the current situation of translation of tourism external publicity in the languages of Korea, Japan, Russia and other countries that are close to China and have a large number of tourists. Find the problem in time, and put forward the corresponding countermeasures.

### **2. Statistical Analysis of Academic Papers on Korean Translation of Tourism Resources**

Based on Chinese academic journals published online in 2010-2019 for "travel", "translation" and "translation" as keywords, can be a total of 2057 the retrieved literature, including the text of tourism, scenic spot name, commentaries, the scenic area of the public language translation, translation method, ecological contents of research, design, Dr 15 papers, 669 master's theses, periodical thousands of papers. In the late 1990s, the research on the external publicity and translation of domestic tourism resources mainly focused on translation methods and strategies, existing problems, and the comparison of tourism cultural differences. At the beginning of this century, its research scope has been broadened, and in recent years, it has ushered in a stage of in-depth development, with the emergence of tourism website text research, pragmatic corpus model research and other new directions, the depth and breadth of research has been greatly

improved. However, most of the researches start from the English translation of tourism materials and apply the research theory of Chinese-English translation to describe and analyze them.

However, when the keywords were changed to "tourism", "translation" and "Korean", the total number of retrieved papers was only 16. Among them, there are 9 master's theses. The earliest one is HanYujie's cross-cultural communication and china-Korea/Korea-china tourism translation written in 2010, which was downloaded and read 817 times and cited 3 times. In 2015, Lin ping and Xiao Meng published a study on translation standardization of tourism texts in China and South Korea -- a case study of signs of tourist attractions in Shandong peninsula, which was the most widely read and downloaded article in the journal. Since 2017, the number of articles on the translation of public signs and commentaries in tourist attractions has been on the rise, and the number of articles on the translation of tourism resources reached the highest in 2019. By comparing with the study on the external publicity of domestic tourism resources in English translation, it can be seen that the research on the external publicity of tourism resources in Korean translation is still in its infancy, and the development speed is relatively slow. The principles and strategies of translation, the scope and methods of research, and the depth and breadth of research need to be improved.

### **3. Characteristics of Korean Translation Studies on Domestic Tourism Resources**

#### **3.1. Topic Classification of Research Papers**

At present, domestic studies on the Korean translation of tourism resources mainly focus on the mistranslation of signs and public signs in various tourist attractions. For example, based on the theory of functional purpose, Lou Xiaoqin (2014) studied the problems existing in the translation of public signs in west lake scenic area from Chinese to Korean, pointed out the causes of errors in the translation of public signs in west lake scenic area from Chinese to Korean, and proposed corresponding solutions[1]. Liu Lin (2016) analyzed the mistranslation phenomenon in Korean translation in Zhangjiajie and Yuelu mountain in hunan province, and pointed out the corresponding countermeasures[2]. Long Fan, Liu Lin (2018) through to the capital city, j and xinmin society site 5 a grade scenic spot field investigation and photo research, discovered the scenic area there are many problems in the public language, through to the scenic spot of the public language translation errors was summarized and finishing, the mistranslation reason mainly divided into vocabulary, spelling errors, writing, grammar errors, literal translation and translation methods are not unified the six types, and puts forward the corresponding countermeasures[3]. Cui Wenting (2019) under the fieldwork WeinanlinweiGui town die farming culture museum, Wu yuan and Weinan grape industrial park scenic spots such as collecting the Korean public language, the Korean public language of the translation problems which in accordance with the grammar, language specification errors, spelling or typographical errors and error classification such as machine translation errors, analyses the reason of errors, and puts forward the Korean public language mistranslation phenomenon of solution[4].

There are also some translation studies on scenic spots and festival activities, commentary on scenic spots, and tourism texts. Such as: Chen Lin (2015) central hopei culture of the ancient city of Baoding tourism resources of the natural landscape, cultural landscape, festival activities, which are on the functional translation theory school of text function theory and adaptation theory as theoretical basis of research, combining tourism resources Han Yi practice examples, analysis summarizes the functions and characteristics of the tourism resources of the text and translation, summarizes the characteristics and regularity of representative translation[5]. Ma Xin

and Zuo Jian (2017) took Korean signs and Korean commentaries in the main scenic spots in Jiangxi Province as the analysis corpus through the on-the-spot investigation of 5A level scenic spots in Jiangxi Province and the inquiry of Korean tourists. Based on the perspective of tourists' actual perception, they mistranslated the words in Korean signs and commentaries in the scenic spots, such as misspelling, words failing to reach the intended meaning and expression not standardized. Through the analysis and research, the types of mistranslation are classified as: misspelling of words, different translation phenomena of the same name, neglect of Korean interlacing habit, and the expression of translation does not conform to Korean habitual expression habit. In addition, the corresponding solutions for Korean translation errors are proposed [6]. Lin Zhequan (2018) studied the strategies of tourism translation from the perspective of the definition, characteristics and importance of tourism translation based on the functions and purposes of tourism translation and the cultural differences between China and South Korea. This paper expounds the matters needing attention and the correct translation of tourism texts, and applies the translation strategies of scenic spot commentary to the teaching of Chinese and Korean translation [7]. Xie Lanlan (2013) by means of the cultural heritage to China and South Korea tourism resource management system comparative study of the translation practice, probes into the translation of China-South Korea cultural tourism resource in the process of problems, and puts forward some matters needing attention, the translation of cultural tourism resources development for China and South Korea, Korea render contributed, as a Chinese Korean learners better for tourism resources related translation provides a reference to China and South Korea [8].

In addition, some scholars have carried out in-depth studies on some mistranslations in tourism resource publicity materials. Xiao Meng (2014), referring to the skopos translation theory of the German functional school, combined with the tourism materials in Jeju Island -- top tourism guide, analyzed and discussed the translation methods of tourism terms in China and South Korea. In the translation of tourism resources, it is necessary to master the cultural information behind each word. Through translation practice, this paper systematically sorts out and summarizes the translation skills of Chinese and Korean tourism proper terms [9]. Zhang Yihao (2016) discusses the translation problems of Chinese proper nouns in the translation of tourism resources' publicity into Korean. The reason is that there are three main methods of translating Chinese proper nouns into Korean: phonetic transcription, phonetic transcription and phonetic transcription. The same proper noun can be translated in different ways, so there are often non-uniform and non-standard translations in foreign publicity media and newspapers. In view of these problems, this paper puts forward translation methods and rules based on various types of proper nouns, which plays an active role in promoting the standardization of translated names and improving the effect of Korean translations [10].

### **3.2. Theoretical Basis for Translation**

At present, the main translation theory applied in the study of Korean translation of tourism resources in China is skopos theory of functional translation theory. The investigation shows that in recent years, scholars' research on the Korean translation theory of domestic tourism resources has gradually developed from a relatively single perspective to a multi-dimensional and multi-perspective study.

Functional translation theory is applied in Lou Xiaoqin (2014), Xiao Meng (2014) and Luo Xueqian (2018). In particular, Luo Xueqian (2018), on the basis of the functional translation theory proposed by Les, Nord and other scholars in Germany, emphasized that the Korean translation of tourism materials should have three major elements: linguistic logic, aesthetics and

appeal, and at the same time maximize the "dynamic equivalence" between the target text and the original text required by the functional translation theory. By analyzing and studying the Korean translation of the tourism resources in Shao Yang, this paper puts forward the translation methods and techniques for the Korean translation of the special scenic spots and snacks in Shao Yang, including increasing the cultural background of the translation, considering the "functional equivalence" of translation, reducing translation, literal translation, free translation and final word ending [11].

XuTongyun (2018) in the Beijing area on the basis of using the language of landscape of public signs, billboards, street name, place names and shop signs, reflect the overall image of the city landscape characters of Korean translation study, through the study of mistranslation phenomenon of the sign of the scenic spot, points out existing problems and put forward the improvement method [12].

### **3.3. Classification and Cause Analysis of Mistranslation**

In the study of tourism resource translation, many researchers have classified public sign mistranslations through examples and analyzed the causes of mistranslations. Due to the different classification standards, the types of mistranslations are also different. But these mistranslation questions can be divided into two categories: language error and cultural default. For example, Lin ping and xiaomeng (2015) divided the types of Korean mistranslations in the signs of tourist attractions into: spelling mistakes, grammatical errors, improper vocabulary collocation, missed translation, hu translation, default annotation and insufficient concise translation. It is pointed out that the main reason for these errors lies in the translators' failure to do the relevant work with a serious and responsible attitude, and the translators' lack of translation theories and skills [13]. Lou Xiaoqin (2014) pointed out the problems in the translation of public signs in the west lake scenic area, including the absence of public signs in Korean translation, spelling and spacing errors and inadequate translation. The main reasons for the phenomenon of mistranslation are the uneven level of translators of public signs, the lack of unified management of translation of public signs and the lack of translation standards. Nan Guixian (2019) summarized the phenomenon of Chinese-Korean mistranslation of public signs in Qingcheng mountain scenic area as follows: inconsistent translation, lexical errors, spelling errors, incorrect head sound rules, long expressions, inexpressiveness, and ignoring Korean expression habits. Among them, the phenomenon of inconsistent translation before and after includes: the translation of scenic spot name is not unified and the use of the final word end is not unified. Taking the phenomenon of mistranslation of Korean public signs in jiuhuashan scenic area as an example [14].

Cao Hao (2017) analyzed the mistranslation of public signs in the Chaohu lake scenic area, and concluded that simple language translation methods and strategies cannot make up for the cultural default in cross-cultural communication. The lack of common cultural background is the main reason for the poor translation quality of public signs in scenic spots and the inability to translate public signs correctly. It is proposed that in the translation of public signs in scenic spots, the default compensation strategy for culture is to retain Chinese cultural characteristics while exporting national culture. The cultural compensation for the translation of public signs in tourist attractions should be based on the degree to which the target language tourists can accept the foreign culture. Cultural contents and information with Chinese characteristics should be retained and cultural and linguistic expressions in Korean should be adopted [15].

### **3.4. Countermeasures for Korean Mistranslation**

In view of the phenomenon of Korean mistranslation of domestic tourism resources, experts and scholars put forward a series of countermeasures. This paper puts forward Suggestions and requirements to government departments at all levels, translation scholars and translators. They first stressed that government departments at all levels should fully recognize the importance of tourism resource translation, and tourism authorities at all levels should formulate unified translation standards, strengthen unified management of tourism resource translation, and intensify investigation. Set up a professional tourism resources translation team and monitoring institutions. Secondly, experts and scholars in relevant academic circles should also pay more attention to the translation of tourism resources. They should combine the experts from China and South Korea to participate in the translation of tourism resources and strive to improve the translation quality of tourism resources. Finally, the translation level of tourism resource translators is uneven, which is also an important reason for the low translation quality. It is necessary to improve the professional level and quality of translators, and cultivate their awareness of cross-cultural communication. Professional companies or personnel should be responsible for relevant translation work, and the translation should be carefully proofread and evaluated by experts.

## **4. Implications of the Study of Tourism Resources in Korean Translation**

### **4.1. Research Scope and Methods Need to be Improved**

First of all, in terms of the research scope, most domestic studies on Korean translation of tourism resources focus on the translation of public signs such as scenic spot signs, road signs and traffic warnings, and there are still gaps in many research fields. For example, tourism brochures, promotional web pages, tourism advertising, travel guides, translation of dishes and other related to the tourism industry are basically zero. Moreover, the translation study of tourism resources is a practice-based study, so the corpus should be collected extensively from tourism practice to expand the content and scope of the study. Only by constantly exploring new research perspectives based on practice can we make great progress.

Secondly, in terms of research methods, scholars have not applied enough translation strategies, and the discussion on tourism resources' external publicity translation is mostly limited to the comparison of cultural differences. Most of the researches still focus on empirical, critical and decentralized translation techniques or strategies, but lack of macroscopic and empirical studies. Many scholars have conducted similar researches, mostly analyzing the existing language errors with examples, classifying the types of errors, analyzing the causes of the errors, and proposing corresponding solutions. As a result, most scholars ignore the cultural default of the translated text due to the lack of translators' own cultural knowledge and the lack of cultural knowledge prediction of the target language. Therefore, attention should be paid to the supplementary explanation of cultural connotation in the process of translation, so that the translation should not only convey the cultural connotation of the source language as accurately and naturally as possible, but also conform to the expression habits of the target language, so as to effectively realize the fusion of different cultures and the barrier-free transmission of information. In addition, scholars' research methods are relatively simple and lack scientific research methods, such as questionnaire survey, interview, corpus analysis, etc. These are all areas that need to be improved in the future research on Korean translation of domestic tourism resources.

#### **4.2. Corpus Needs Further Reasonable Construction, Development and Utilization**

As a database of language materials based on information technology, corpus provides a large number of language examples and language materials through classification and labeling, providing reference and practical value for the practical application of various languages. At present, China has built a national public sign translation corpus, a tourism consultation spoken dialogue corpus and a hotel reservation spoken dialogue corpus, a Guangxi tourism scenic spot translation corpus, a Shaanxi tourism scenic spot public sign Chinese-English parallel corpus, a One Belt And One Road tourism culture multi-functional corpus, and a Tianjin public sign translation corpus.

However, these corpora are mostly translated texts in Chinese and English, lacking the languages of Korea, Japan, Russia and other countries with a large number of tourists, such as Korean and Japanese. In addition, these corpora lack the network interface and query construction platform of universities, making it difficult for users to quickly and conveniently obtain the translated texts of public signs. Therefore, the construction and development of the corpus of tourism resource texts should focus on practicality, ease of use, maintainability and expansibility, so as to provide comprehensive, systematic and accurate corpus materials for the study of tourism resource translation.

#### **4.3. Research Results Need to be Popularized**

Experts and scholars from all walks of life devote themselves to the translation of tourism resources, making positive efforts to purify the domestic language environment and improve the degree of internationalization. However, in reality, mistranslation or mistranslation still emerge one after another. Relevant government departments should pay attention to it actively, take effective measures to strengthen relevant academic research, and apply the research results to practice.

Relevant government departments may set up a working group on translation of scenic spot tourism resources with high academic level and experience, whose members shall include Chinese scholars engaged in Korean-related studies, Korean experts and professionals related to travel agencies. They discuss and negotiate to work out a standard translation standard. Only by improving the translation standards and norms of tourism resources can we better manage and guide relevant work. In addition, the working group should also hold regular seminars to provide timely feedback and actively seek solutions to various problems in the translation process. Experts and scholars from the translation team are hired regularly to train translators, guide the translation of tourism resources from a professional perspective, and take charge of proofreading.

In addition, the standardization of the translation of scenic spot tourism resources also requires the active cooperation of relevant translation labels and materials production units. After they finish the production of relevant translation signs and materials in the scenic spot, they should submit them to the scenic spot translation management agency for review, and only after the approval of the translation working group can they be used publicly, which can prevent translation chaos from happening at the source.

Finally, a long-term supervision and management system should be set up to allow the public to participate in the supervision of the translation of tourism resources. Public complaint departments should be set up to strengthen public supervision and urge relevant departments to correct wrong translations in time.

## 5. Conclusion

The translation of tourism resources is a kind of comprehensive language and cultural communication activities, covering all aspects of life, and the difficulty of translation is much greater than that of plain text translation, which has always been a weak link in the field of Chinese translation studies. Some mistranslations may seriously affect foreign tourists' understanding of China's cultural landscape and history. It may cause misunderstanding among foreign tourists and affect the quality of China's cultural communication. To understand the present situation of the Korean translation of the tourism in our country, related research papers in Chinese academic journals published online as a source of statistics, the thesis subject classification, the translation of the theoretical basis, Korean mistranslation category and the reason analysis, choice of Korean mistranslation of countermeasures, etc., tourism resources at home and abroad, Korean translation research achievements on carding, analysis points out that the shortcomings. It is expected to provide some reference for the development of Korean translation studies of tourism resources.

## Acknowledgements

Shaanxi Province Education Department 2018 special scientific research project: the present situation and Countermeasures of Xi'an's tourism resources translation: Taking the Dayan tower Datong Furong garden scenic area as an example, Project Number: 18JK0995

## reference

- [1] X.Q. Lou. The 15th China international symposium on Korean studies (Hangzhou, Zhejiang, 2014), 56 (2014) p.471
- [2] L. Liu. Journal of science and education. (2016) No. 9, p.164
- [3] F. Long, L. Iliu. Intelligence. (2019) No. 4, p.198
- [4] W.T.Cui. Journal of weinan normal university. Vol 34 2019(11) p.39
- [5] L. Chen. Shang, 2015(15) p.279
- [6] X. Ma, J. Zuo. Tourism overview (the second half of the month) 2017 (4) p.229
- [7] Z.Q.Lin. Modern communication 2018 (17) p.98
- [8] L.L.Xie. *Problems to be paid attention to in the translation practice of cultural tourism from Korean to Chinese -- a case study of the translation of comparative study report on the management system of cultural heritage tourism resources between China and South Korea* (master, Yantai university, China, 2013) p.20
- [9] M. Xiao. *A practical report on the translation of Korean-Chinese tourism vocabulary -- centered on Jeju island -- top travel guide* (master, Yantai university, China, 2013) p.15
- [10] Y. H. Zhang. Education modernization. Vol 33 2016 (11) p.250
- [11] X. Q. Luo. Tourism overview. Vol 34 (second half month) 2018 (11) p.96
- [12] T. Y. Xu. A study on text translation of tourism in China and South Korea from the perspective of language landscape -- with Beijing area tourist attractions as the object (master, Yantai university, China, 2018) p.13

- [13] P. Lin, M Xiao. Journal of Mudanjiang university of education. Vol 156. 2018 (02) p.35
- [14] G.X. Nan. Journal of Jiamusi vocational college, Vol 195. 2019 (02) p.225
- [15] H. Cao. Journal of Hefei university (comprehensive edition) Vol 34. 2017 (3) p.76