

The Translation of Cultural Tourism Resources in Shandong Province under the Theory of Eco-Translation

Tao Yang

Department of Business Foreign Languages, Shandong Business Institute, Yantai, Shandong, China
290338486@qq.com

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Abstract: Shandong Province is rich in cultural tourism resources. But due to the lack of scientific and standardized translation of cultural tourism resources, the number of tourists to Shandong are less than expected, and the foreign tourists are even less. So it is particularly important to guide and standardize the translation and introduction of cultural tourism resources based on the theory of Eco-translatology, following the principles of adaptation and selection, and using the translation method of 3D transformation

1. The brief statement of the cultural tourism resources in Shandong Province

Shandong Province has a long history and splendid culture. It's rich in cultural tourism resources which are famous in the world, such as Baotu Spring, Sankong, Taishan, Penglai Pavilion and so on. So expanding the domestic cultural tourism market, creating the international ones, and doing a good job in the translation, introduction and external communication of Shandong cultural tourism resources, telling the stories and disseminating the voice here will play an important role in deepening the internationalization and opening up of Shandong Province, attracting Chinese and foreign tourists to Shandong for sightseeing and investment, promoting the transformation and development. The translation and introduction of cultural tourism resources in Shandong province directly affects the impression of foreign tourists on Shandong, and the understanding and evaluation of Shandong Cultural Connotation, so it is particularly important to standardize the translation and introduction of cultural tourism resources.

The researches on the translation of tourism resources, especially cultural tourism resources, are mostly limited to the language analysis at the translation level. Most of them stay in empty theoretical explanations and concepts in terms of translation strategies and methods, and there is often a gap between theory and practice. Therefore, the study of translation and introduction of tourism resources from the perspective of international communication of culture needs to be further deepened.

2. An summarize of Eco-translatology

In 2008, Professor Hu Gengshen of Tsinghua University put forward the concept of Eco-translatology, based on the concept of "harmony between man and nature" and "moderate harmony". He believes that Eco-translatology is "an approach to translation studies". Professor Hu believes that translators should follow the translation method of "three dimensions" (Language dimension, culture dimension and communication dimension). The "three-dimensional" transformation follows the principle of "multi-dimensional adaptive choice", focusing on the adaptive choice transformation of language dimension, culture dimension and communication dimension. Eco-translatology holds that "only when the translator truly adapts to the specific ecological environment of translation and at least makes the three-dimensional choice transformation, can he produce the appropriate translation." Eco-translatology emphasizes the orderly connection, three-dimensional or multi-dimensional transformation and overall interaction of various factors, and highlights the central position and conscious initiative of translators in order

to pursue the best translation effect.

3. Translation and introduction of cultural tourism resources in Shandong Province

3.1 The subject of translation and introduction

In a narrow sense, the subject of translation and introduction is the translator. But in a broad sense, the subjects of translation and introduction can refer to the individuals and organizations directly involved in translation and promotion activities besides the translator. The key to ensure the quality of translation and introduction is to give full functions and effects of the main body of translation and introduction. Previous studies have focused on the language and quality of translation, but seldom on other subjects. In fact, all the subjects are playing a role in the process of translation and introduction. Therefore, a thorough analysis and research on the subject of cultural tourism resources translation is of great significance to ensure the effect of translation. As far as the translation and introduction of cultural tourism resources in Shandong Province is concerned, the main body of translation and introduction is relatively complex, including government departments, travel agencies, tourist attractions management departments, as well as personnel directly involved in text translation and proofreading. In the process of translating and introducing cultural tourism resources in Shandong Province, the government departments should play a leading role, which requires the foreign publicity departments of Shandong Province, such as the publicity department, the information office, etc., and the competent departments of tourism resources-- the Department of culture and tourism should coordinate closely, formulate corresponding policies and norms, and invest appropriate funds to carry out systematic and normative management of cultural tourism resources translation and introduction activities in Shandong Province. Travel agencies, tourism companies and scenic spot management departments should actively participate in the translation and introduction of cultural tourism resources, improve the awareness of international communication. The interpreters and reviewers should strengthen the sense of responsibility and mission, and strictly grasp the language translation quality, so that the cultural connotation of tourism resources in Shandong Province can be accurately and effectively transmitted to foreign tourists.

3.2. The target audience of cultural tourism resources in Shandong Province

The target audiences refer to the target of the content and activities of translation and introduction, and they are the recipients of translation and introduction resources. The audiences of translation and introduction live in a specific language and cultural environment, which are different from the main body of translation and introduction in the life styles, living environment and values of the subject. The target audiences of tourism resources translation are special groups. They make value judgment on the content and effect of translation, based on their own experience through reading, watching and appreciating. To a certain extent, the success of translation depends on the target audiences' personal perception. In the process of translation and introduction, as the main body of translation and introduction, we should clearly grasp the group cultural identity characteristics and cultural psychology of the audience, find out the areas of interest of the audience, and respect their reading habits.

For the translation and introduction of cultural tourism resources in Shandong Province, the direct audiences are the foreigners who come to Shandong. According to the statistics of Shandong Provincial Bureau of culture and tourism, the majority of foreigners in Shandong are from South Korea, Japan, Europe and America. The identities and purposes of coming are complex. In addition, we can't ignore the indirect audiences of the translation and introduction of cultural tourism resources, that is, those foreign groups who will come to Shandong in the future, but have learned something through the network or other channels. In a certain sense, they are "potential tourists". Translation and introduction of cultural tourism resources must be oriented to foreign audiences, not to us.

3.3. Translation and introduction strategies of cultural tourism resources in Shandong

Province

One of the content of this study is to explore the translation strategy of cultural tourism resources in Shandong Province from the perspective of international communication. We believe that the translation and introduction of cultural tourism resources in Shandong Province is a systematic project, which should be led by government departments and give full opportunities to other translation and introduction subjects. In the process of translation and introduction, the cultural charm of cultural tourism resources in Shandong Province should be highlighted firstly, and cultural equivalence should be maximized. At the same time, we must highlight the communication function of information, attract the attention of foreign tourists, arouse their interest and gain their trust. In addition, we should pay attention to the systematization of translation and introduction contents, the normalization of translation and introduction work and the diversification of translation and introduction methods.

In the process of cultural tourism resources translation and introduction in Shandong Province, the government, as the leading translator, should set up a competent department to build a platform for translation and introduction, issue relevant policies, and establish an overall planning system of reasonable layout, division of labor and cooperation. At the same time, travel agencies, tourism companies, scenic area management departments and other departments should actively cooperate in the selection of translation content, translation methods, and give advice to the government. In terms of the selection of translators, the competent authorities should strictly check and make full use of the resources of universities and colleges, and cooperate with the translation companies with strength to ensure the ability and quality of the staff involved in the translation and introduction of tourism resources. The translator is the key to ensure the quality of translation. In a word, we should systematize the contents, standardize the work, diversity the ways and standardize the quality of cultural tourism resources translation in Shandong Province.

Facing and centering on the target audiences. As mentioned above, the target audiences of tourism resources in Shandong Province are mainly tourists and readers from Japan, South Korea, Europe and the United States. The target languages are mainly English, Japanese and Korean. At the same time, due to the special relationship between Shandong and Germany in history, German tourists to Shandong are also the main group of the target audiences, and German should also be used as one of the target languages. Most Germans can speak English. However, due to the different cultural and ecological environments of the above audiences, the value judgments of the translated contents are also different. Therefore, the above differences must be taken into account in the process of translation and introduction, and the contents and methods of translation and introduction should be selected for the audiences of different countries and target languages. Taking the target audiences as the center is to fully consider their cognitive habits, cultural background, reading psychology and aesthetic taste, etc., then to add, subtract, modify, edit, merge, shrink and describe the translated content so that the target audiences can understand and accept it.

Highlight the communication function of cultural information. The central work of highlight the cultural charm of tourism resources in Shandong Province are the essence of translation and the communication between people of different cultures and languages. The cultural tourism resources in Shandong Province mainly include historical and cultural tourism resources, marine cultural tourism resources, folk festivals cultural tourism resources and Confucian cultural tourism resources with a long history. During the process of translation and introduction, highlighting the communicative function of cultural information can make the target audiences understand, accept and appreciate the cultural information and connotation in the original language to the maximum extent.

Establishing the evaluation mechanism of translation and introduction effect. The success of translation work depends on the evaluation mechanism of translation effect. The establishment of an effective evaluation mechanism plays an important role in improving the quality of translation. The translation and introduction of cultural tourism resources in Shandong Province is from native language to foreign languages (mainly including English, Japanese, Korean and German). The evaluation of translation effect should be based on the feelings and reactions of foreign audiences.

However, the current situation of the translation and introduction is not optimistic. There are many errors in English in public places, tourism websites and Tourism Publications. The English expressions are too hard and obscure to be understood and accepted by foreign audiences, and the contents of the translation and introduction are also lack of update. One of the reasons for this is the lack of evaluation mechanism of translation effect. When the translated text is produced, it should be reviewed by the evaluation group composed of English experts and foreign experts in Shandong Province, and then published in the media. Another function of the evaluation mechanism is to regularly evaluate the published translation content, which can be used to solicit the suggestions and requirements of foreign audiences (Readers) by means of questionnaires. On this basis, the content of translation and introduction can be constantly improved and updated.

4. Conclusion

The translation and introduction of cultural tourism resources, as an important window to show the profound cultural background, is more and more important in the cultural exchange between China and the West. The standardization of translation and introduction is related to the image of cultural tourism resources in the hearts of tourists. The translation and introduction of cultural tourism resources in Shandong Province plays an irreplaceable role in foreign readers understanding of the culture, customs and people of Shandong, promoting Shandong, attracting foreign tourism investment, promoting the economic and social development, especially the rapid development of Shandong tourism industry.

Based on the theory of Eco-translatology, following the principles of adaptation and selection, this project intends to make a further analysis of the problems existing in the translation and introduction of cultural tourism resources in Shandong Province by using the three-dimensional translation method, which will play a guiding role in the translation and introduction of cultural tourism resources. To realize the standardization and unification of the translation and introduction of cultural tourism resources in Shandong Province, it is need the translators to do a good job in the translation and introduction of cultural tourism from the perspective of ecological translation, to follow the principles of adaptation and selection, to use the Three-dimensional translation methods.

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