

Tourism English translation skills from the perspective of Chinese and Western culture

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Abstract: With the development of globalization, the tourism industry is flourishing. In the field of tourism, English has become an important language for communication. To better promote the development of the tourism industry, the application of tourism English translation skills has become increasingly important. When translating tourism English, in addition to linguistic accuracy, cultural differences need to be considered to convey information more effectively. This article will discuss tourism English translation techniques from a cultural perspective.

Key words: travel English; translation skills; cultural differences; oral expression; cultural background

1 Introduction

The tourism industry is a global enterprise, and with the development of globalization, the tourism sector is thriving. English, as one of the primary languages for international communication, plays a crucial role in the tourism industry. Tourism English translation, as a significant field in English application, is becoming increasingly widespread. When translating tourism English, accuracy and fluency are the most basic requirements, but that alone is not enough. Due to the involvement of tourists from different countries and cultural backgrounds in the tourism industry, cultural differences need to be considered in the translation process to better convey information and improve the quality and effectiveness of translation [1].

2 The importance of tourism cultural background

The tourism industry is one of the crucial domains for cross-cultural communication, making it essential to understand the cultural backgrounds of different countries and regions for English translations in tourism. Concepts, customs, and values from diverse cultures can profoundly impact the tourism industry, highlighting the necessity for cultural consideration in English translations for tourism [2].

The cultural differences in various countries and regions have a significant impact on the tourism industry. For example, Chinese culture emphasizes family, groups, and a sense of hospitality, while Western culture places a greater emphasis on individual freedom and independence. In the tourism industry, these cultural differences manifest as distinct tourist demands and expectations, which need to be reflected in translation. If cultural differences are not considered in tourism English translation, it may lead to misunderstandings and communication barriers, ultimately affecting the quality of tourism services and customer satisfaction.

3 The importance of cultural differences in tourism English translation

Cultural differences play a crucial role in tourism English translation. Various cultural backgrounds and traditional customs can influence the preferences and demands of tourists. Therefore, tourism English translation needs to be adjusted according to different cultural contexts to meet the needs and expectations of tourists.

Cultural differences can impact the preferences and desires of tourists. For instance, Chinese tourists may prefer choosing hotels and travel products that incorporate elements of Chinese culture, while Western tourists are more inclined to seek opportunities to experience local culture and life. In such cases, English translations for tourism need to consider the differences between cultures and appropriately highlight the features and services based on different cultural backgrounds [3].

In translating travel English, it's crucial to be mindful of cultural differences that may lead to misunderstandings and ambiguities. For instance, in some Western countries, polite expressions are often brief and direct, while in some Eastern countries, polite expressions may be more tactful and courteous. Therefore, adjustments should be made in translation based on different cultural backgrounds to ensure accuracy and accessibility in the translation.

4 On the translation techniques of tourism English from the perspective of Chinese and Western cultures

4.1 Free translation

Free translation is a major approach in tourism English translation, primarily emphasizing the consideration of cultural differences between the East and the West. It aims to preserve the underlying meaning of English phrases while not giving the highest priority to various factors such as structure in tourism English translation. For example, "I give you a knife" is literally translated as "I'll give you a knife," but the idiomatic translation is "I'll give you a knife" meaning "I give you a piece of my mind." Similarly, "break a leg" translated literally as "break one's leg" is idiomatically translated as "good luck to you" meaning "good luck." "Yellow dog" directly translates to "Yellow dog," but idiomatically it means "scumbag" or "despicable person." Therefore, in the process of elaborating on free translation, it is crucial to accurately grasp the underlying meaning of English sentences, find corresponding translated expressions within Chinese culture, and carry out tourism English translation work in a more concise, clear, and localized manner [4].

4.2 Innovate the use of modern information technology for creative inter-translation strategies

The application of strategies in translating tourism English is highly necessary, especially in crucial tourism translation scenarios. Translation methods often better meet the practical needs of tourism English translation. By applying translation strategies, the main guiding objectives of tourism English translation can be achieved in the shortest possible time, thereby enhancing the overall efficiency of tourism English translation work. Within the backdrop of English culture, the overall content of tourism English translation work can be optimized. During the practical research process of tourism English translation, translators can conduct comprehensive investigations into the background of tourism English translation through internet platforms. This enables them to present the meaning and connotation of the translation content more comprehensively, vividly, and imaginatively, utilizing the techniques of English expression in context for practical tourism English translation work. In the current context of the development of translation work, the approach to tourism English translation becomes crucial. It requires translation professionals to enhance their theoretical knowledge and development, establish awareness of lifelong learning in tourism English translation, and create a distinctive style for their own tourism English translation through the combination of basic theoretical knowledge and practical translation. This ensures the delivery of the best tourism English translation copy for clients. The internet has a significant impact on tourism English translation, and this influence, whether negative or positive, is something that tourism English translators need to acknowledge and confront. Translators in tourism English should actively explore more scientific and reasonable

ways to guide the direct impact of the internet on the development of tourism English translation. This, in turn, effectively promotes the innovative development of tourism English translation within certain limits. The impact of the internet on tourism English translation is evident and unavoidable. As professionals in tourism English translation, one should proactively and independently address this impact, bravely take on the challenges it brings, and strive to preserve the best internet-translated content.

4.3 Respect cultural facts and conduct cross-cultural analysis based on actual situations

Through extensive practice of mutual translation, it can be observed that in the actual conduct of English translation communication activities, most translation practitioners often communicate with others based on their existing theoretical knowledge and years of work experience, resulting in a meaningless process of communication and exchange. In such situations, it is required to organize training and communication activities for translation practitioners, providing them with sufficient opportunities to speak in communication activities and actively adopting high-quality English translation techniques, thereby effectively promoting the progress of English translation work. In addition, translation practitioners, when participating in communication activities and actual translation work, should no longer be constrained by previous professional theoretical knowledge that does not meet practical needs. This will effectively stimulate their own creativity and divergent thinking in English translation work, allowing them to have a sufficient platform for English translation expression. The application of strategies in English translation will remain consistent with the pace of social development, therefore, translation practitioners should not be complacent, but should actively face this meaningful English translation work, promoting the good development of English translation work.

4.4 Optimizing translation methodology

The origin and composition of English were formed in the context of cultural differences, so the approach of 'seeking common ground while preserving differences' should be applied to properly handle the similarities and differences in the translation of tourist English. Although there are certain differences between Chinese and Western cultures, they are also interconnected. Therefore, translators should combine the practical background of tourist English translation and choose the best English solution for the translation of tourist English. In this regard, there are various ways to combine translation and strategies in tourist English translation, but there are not many ways that truly suit the practical work of tourist English translation. Translators should, based on the actual situation of translation work, communicate with people from cross-cultural backgrounds, continuously summarize and optimize the ways and methods of tourist English translation, and use appropriate strategies to carry out tourist English translation.

5 Conclusion

Translation of travel English is a very important task because it directly influences the tourists' travel experience and communication. This article explores several important aspects of travel English translation, including the appropriate use of literal translation, emphasis on spoken expression, and avoiding cultural differences, etc. Understanding these techniques can help translators better grasp the original text and accurately express the needs and preferences of tourists. In travel English translation, although literal translation is a common method, it may not always effectively convey the meaning of the original text. Therefore, it is necessary to appropriately use synonyms and explanatory translation methods to ensure accurate information transmission. At the same time, emphasizing spoken expression is also very important. Using a simple and clear expression can help tourists better understand the translated content, enhancing the quality of translation.

Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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