

Cultural Differences in Chinese-English Translation in Tourism

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Abstract: *With the continuous enhancement of China's influence in the world, more and more foreign tourists come to various regions of China for tourism, but due to the differences between Chinese and Western cultures, there are still some problems in Chinese-English translation in tourism that need to be effectively handled. The cultural differences in Chinese-English translation in tourism are analyzed, and the impact of these cultural differences on translation is discussed, and then the treatment of in Chinese-English translation in tourism is proposed for the reference of relevant personnel.*

Keywords: Cultural difference; Chinese-English translation; Tourism.

1. INTRODUCTION

Since entering the 21st century, China's comprehensive strength in economy, society and science and technology has been continuously enhanced, especially in the past decade, the world's center of gravity has gradually shifted to Asian countries dominated by China. At the same time, China has thousands of years of history and traditional culture, and its attraction to foreigners is constantly increasing, and a large number of foreign tourists come to China every year. However, there is a huge difference between Chinese culture and Western culture, which makes it difficult to translate from Chinese to English in tourism. Therefore, it is necessary to analyze the culture difference and adopt reasonable handling methods to facilitate the majority of foreign tourists to fully understand Chinese culture.

2. CULTURAL DIFFERENCES IN CHINESE-ENGLISH TRANSLATION IN TOURISM

2.1 Differences in ideology and culture

China and Western countries have significant cultural differences, from daily clothing, food, housing and transportation to ideological values and other aspects, so in the actual tourism exchange process, we must attach great importance to these cultural differences, so as to avoid conflicts due to cultural differences. For example, "dragon" is a word that appears frequently in China. People in Chinese believe that the Chinese nation is the descendant of the dragon, and in Chinese society, the dragon represents nobility and majesty. Many tourist attractions in China have paintings and carved images of various dragons, such as dragon chairs in the Forbidden City in Beijing. But in the minds of people in Western society, "dragon" is a symbol of the devil. If foreigners do not know much about traditional Chinese culture, they will definitely find it difficult to understand when they see various images of dragons in China.

Chinese culture is vast and profound, and there are many things that other countries do not have, and it is difficult to translate them in more appropriate English. For example, the "Yinyang Bagua" doctrine in traditional Chinese Taoist culture, even Chinese people have difficulty understanding its true meaning, and it is not something that can be explained clearly in just a few sentences, let alone translated into English. For example, "Chunjie" is an important festival that Chinese people around the world attach great importance to, and if it is directly translated into English, it often makes foreigners only understand the surface meaning of the words, resulting in most foreign tourists traveling to China during the Spring Festival being surprised by the different customs and habits of various regions in China. In addition, every year during the Dragon Boat Festival, Chinese people will wrap and eat "zongzi", but the English translation of "zongzi" is very controversial, some people translate it as "steamed glutinous rice wrapped in bamboo leaves", and some people literally translate it as "rice dumpling", the first translation is more protracted, the second translation is more abrupt, and it is not closely related to the culture associated with "zongzi".

2.2 Differences in linguistic vocabulary

People in Western society mostly pursue freedom, emphasize rationality, and have a more direct personality, and their focus is usually on the intellectual and scientific aspects of things. Most of the Chinese attach importance to emotions, their personalities are generally more subtle and introverted, the connotation and artistic conception of things are their focus, and the influence of traditional culture on the Chinese people is more far-reaching, and the principle of collective interests is more emphasized. Cultural differences in these aspects are often fully reflected in the vocabulary of language, such as in the tourist introduction to "Huashan", Chinese prefer to use exaggerated and analogous rhetorical devices to express the characteristics of tourist attractions, such as rock ridges, wall standing thousands of battles, and ink paintings. In traditional Chinese culture, such words will make the Chinese people feel more literate, and if accompanied by some stories and legends and classic ancient poems, they will be even more fascinating. However, when introducing tourist attractions to foreigners, if these flowery words are used, it is likely to make them think that the introduction behavior has been detained from the focus and appears more procrastinating, especially for some ancient poems and related allusions, foreigners are unable to understand. Therefore, due to the difference in language vocabulary and way of thinking, in the process of introducing tourist attractions to foreign tourists, the language style and introduction methods will be very different.

3. THE IMPACT OF CULTURAL DIFFERENCES BETWEEN CHINA AND FOREIGN COUNTRIES ON CHINESE-ENGLISH TRANSLATION IN TOURISM

3.1 Vocabulary Vacancies

The reason for the vacancy of vocabulary is generally that in the translation process, the cultural information contained in the original words is not deeply reflected, and there are certain deviations in the corresponding language. Vocabulary gaps are specifically manifested in two aspects: word meaning gaps and word vacancies. For example, the cultural information contained in words such as "Qixi Jie" and "Qingming Jie" in China is unique to Chinese culture. The English translation of "Qingming Jie" is Qingming Festival, which is the simplest way to translate, but it ignores many traditional cultural information such as tomb sweeping and ancestor worship Chinese "Qingming Jie". It can be seen that the cultural gap formed based on cultural differences will definitely lead to vocabulary deviations in the English translation process, making it difficult to fully convey Chinese cultural information to foreign tourists.

3.2 The emergence of Chinese English

The so-called Chinese English usually refers to certain language words that are not English and non-Chinese after Chinese and English are mixed, and are often referred to as English with Chinese characteristics. Chinese English is a language expression that has errors in grammar and spelling, often with Chinese habits. The emergence of Chinese English stems from the fact that many English learners in China cannot get rid of the influence of Chinese when learning English specifically, and gradually produce improper expressions of English grammar. For example, many Chinese often translate "buyongxie" directly into "No thanks", while in English culture "No thanks" expresses polite refusal, that is, "no, thanks". The correct English translation of "buyongxie" should be "It's nothing", and in the face of these Chinese English, it is difficult for not only foreigners to understand and accept, but also difficult for us to truly understand the meaning.

4. EFFECTIVE MEANS OF DEALING WITH CULTURAL DIFFERENCES IN CHINESE-ENGLISH TRANSLATION IN TOURISM

4.1 Analogy

The factors that influence the communication of different cultures are not only social and cultural differences, but also the values and work attitude of the translators. In the process of tourism translation, especially in the translation of tourist attractions with obvious Chinese cultural characteristics, it is inevitable to translate some relevant historical figures and official grades of the corresponding dynasty. If you simply introduce specific characters to foreign tourists, it is easy for them to feel confused, so tourism translators can use analogy to select the commonly known characters of foreigners for comparative introduction, so that foreign tourists can easily understand the Chinese and resonate. For example, the story of Liang Shanbo and Zhu Yingtai in China can be compared to the widely spread "Romeo and Juliet" in Western countries, and the Chinese "Qixi Jie" can be compared to "Valentine's Day" in Western countries.

4.2 Paraphrase

In the process of translating some tourist materials, you will often encounter folk expressions and translation parts of traditional dish names, which are mostly common sense for Chinese people, but foreign tourists cannot understand. Therefore, translators can fully grasp the characteristics of foreigners' thinking methods in the specific translation process, and directly use the interpretation method to translate this part of the content. For example, the name "hongshao shizitou" translates to "Stewed Pork Ball in Brown Sauce"; The saying "Buru huxie, yande huzi." can be translated as "Nothing ventured, nothing gained" and so on. Translators use this way of directly explaining the meaning of things to make it clear to foreign tourists at a glance.

4.3 Supplement

For some religious tourist attractions, in the process of introducing them to foreign tourists, the corresponding place names, personal names and corresponding historical and cultural backgrounds must be explained in detail, especially in some religious historical allusions, which must be elaborated from the corresponding historical development stage, so that foreign tourists can have a deeper understanding and cognition. For example, in the process of introducing the Terracotta Army of Qin Shi Huang's mausoleum, the introduction staff must first let foreign tourists understand the character profile of Qin Shi Huang, and can take "The first emperor to reunite the whole nation in Chinese history" as the core to tell foreign tourists about Qin Shi Huang's life trajectory and historical achievements, and on this basis, foreign tourists can understand Qin Shi Huang's desire for immortality to a certain extent.

5. CONCLUSION

In short, cultural differences in tourism English translation will greatly affect the accuracy of tourism English translation results, and also hinder foreign tourists from understanding Chinese culture. Therefore, tourism English translators must fully understand the various cultural differences in Chinese-English translation in tourism, and deeply grasp the impact of these cultural differences on translation, and then adopt a variety of flexible translation methods such as literal translation, analogy and paraphrasing to introduce attractions and things containing Chinese cultural connotations to foreign tourists.

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