

# Research on Standardization System of Cultural Tourism Interpretation and Translation under the Background of Cultural and Tourism Integration

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## ABSTRACT

In the new era of social development and the change of people's ideas, the integration of culture and tourism has been formed. Tourism activities are no longer limited to play and entertainment, let alone simply eating and drinking, but pay more attention to experiencing and feeling different cultures, and are more inclined to appreciate the human history and natural landscape with rich historical and cultural heritage. The purpose of tourism has changed, the purpose of tourism is a cultural tour. Under the background of the integration of culture and tourism, this topic studies the translation standard system of cultural tourism interpretation, aiming to meet the needs of the booming cultural tourism in the new era, and cultural tourism is an important way and bridge to promote international exchanges, so that the excellent traditional Chinese culture can shine in the world through tourism.

*Keywords: Cultural tourism, Cultural translation, Tourism interpretation.*

## 1. INTRODUCTION

In the context of the integration of culture and tourism, the research significance of this topic is to promote the opening of the window of cultural tourism, so that more international friends can travel to China, enjoy the feast of Chinese excellent culture, and spread the excellent traditional Chinese culture to the world more widely and deeply. Secondly, to find the translation problems in tourism interpretation in time, and through the process of finding and solving the problems, to standardize the interpretation translation of cultural tourism, and to form a system of interpretation translation standards, to provide reference translation standards for tourism translation, and to improve the level and quality of tourism translation. At the same time, the research of this topic will help to correct the chaos of cultural tourism industry and promote the standardization and standardization of cultural tourism interpretation. Finally, the research of this subject will promote the exchanges between China and the world, build a strong cultural country, a strong province, a strong city and a strong people through cultural tourism,

and enhance the cultural self-confidence of the Chinese nation.

What is cultural tourism integration, what is cultural tourism. Cultural and tourism integration refers to the phenomenon and process in which culture, tourism industry and related factors penetrate each other, cross merge or integrate and recombine, gradually break through the original industrial boundaries or factor fields, and blend with each other to form a new symbiotic relationship. The general idea of promoting the development of cultural tourism is to adhere to the principle of integrating what is appropriate and can be integrated, and to promote the development of cultural tourism in an all-round, deep and wide range. 2018 is the first year of the integration of culture and tourism. The establishment of the Ministry of Culture and Tourism and the completion of the reform of cultural and tourism institutions in various regions have opened a new chapter in the integration and development of culture and tourism. Cultural tourism, referred to as cultural tourism, is defined as the behavior process of realizing the purpose of perceiving, understanding and appreciating the specific content

of human culture through tourism. It generally refers to the tourism for the purpose of appreciating the traditional culture of different countries, tracing the cultural celebrities or participating in various cultural activities held in the local area.

## **2. INTERPRETATION AND TRANSLATION OF CULTURAL TOURISM**

Compared with the traditional mode in the past, the way and purpose of people's tourism have undergone earth-shaking changes. The cultural elements and cultural connotations of cultural tourism destinations are important factors to attract tourists. Traditional tourism pursues a kind of food enjoyment, shopping, sightseeing and relaxation, pays attention to the visual experience, pays attention to the sightseeing of tourist attractions. Cultural tourism is a new way of tourism with traditional culture, historical culture and artistic culture as the core pursuit. Cultural tourism meets the cultural needs of tourists, while traditional tourism lacks the injection of cultural and historical connotation. Therefore, there is little need for interpretation and translation in the process of traditional tourism, or only a simple translation that can meet the needs of daily eating, living and traveling. This kind of casual tourism not only fails to leave a deep memory for tourists, but also fails to inherit and spread the local culture and history, and fails to retain more tourists. Under the background of cultural and tourist integration, cultural tourism has become the main purpose of people going out to play. The importance and necessity of interpretive translation is self-evident, but there are still shortcomings and problems in the current full-fledged interpretive translation. The lack of a standardized translation system leads to misunderstandings among foreign tourists, poor tourism experience for tourists, and negative impacts on local tourist attractions. The most serious and far-reaching negative impact is that foreign tourists will have a wrong understanding of Chinese culture and history, which will be a great loss to cultural tourism. Therefore, an objective and comprehensive analysis of the current problems in interpretive translation is an important and necessary step to establish a standard system of interpretive translation.

Through investigation and analysis of literature, the author has learned the shortcomings and problems in cultural tourism, for instance: first, there is a great influence of cultural differences

between China and the West on the interpretation and translation of cultural tourism. English interpreters correctly introduce scenic spots or cultural relics to foreign tourists, but foreign tourists' cognition and cultural thinking lead to a lack of understanding or misunderstanding of the explanation. This not only affects the impression of foreign tourists on Chinese culture and history, but also affects the spread of Chinese culture and history to the world. Second, some inconsistent terms and lack of connotation explanation for terminology cause certain misunderstanding of cultural tourism. When foreign tourists visit Chinese cultural and historical sites, they lack the background knowledge of cultural and historical terms, and they have little or no understanding of the cultural history behind the terms. Third, the improper strategy of translation leads to the poor effect of English interpretation. Fourth, the separation of scenic spots and scenic spots from their culture, the standard of interpretation and translation should be to correctly and completely introduce scenic spots to foreign tourists, and purposefully disseminate traditional Chinese culture and history, so that tourists can truly understand the past and present life of traditional Chinese history and culture. Therefore, it is imperative to establish a formal and correct cultural tourism interpretation and translation standard system.

## **3. STANDARDIZATION OF INTERPRETATION AND TRANSLATION OF CULTURAL TOURISM**

A standardized cultural tourism interpretation and translation system is very necessary, including: first, strict use of unified standard cultural tourism interpretation bilingual terms. For different scenic spots, signs and warning boards, functional facilities information, adopt unified standard terms, and strictly implement them to avoid misunderstandings; Second, English interpreters adopt appropriate translation strategies, such as additional translation, free translation, foreignization, etc., so that foreign tourists can fully understand them. Third, in the process of cultural tourism interpretation and translation, it should not only be a superficial translation, but should integrate Chinese history and culture into the interpretation translation, including the introduction of relevant background, origin and development, etc., in an all-round and three-dimensional translation, rather than a simple translation. Fourth,

strengthen the strict implementation of translation standards, regularly train English interpreters, English interpretation requires professionalism, improve professional quality, train interpreters to be disseminators of Chinese history and culture, strengthen the sense of national responsibility, improve the quality of English interpretation, and better spread traditional Chinese culture.

#### 4. CONCLUSION

In the context of the integration of culture and tourism, this paper compares the differences between traditional tourism and cultural tourism, analyzes the shortcomings and problems in interpretation translation of cultural tourism, as well as the reasons behind the problems and the negative impact, and proposes to establish a standard interpretation translation system of cultural tourism. Cultural interpretation translation should not be superficial, and foreign tourists should not just watch the fun. It should go from the form of cultural interpretation translation to the specific content of interpretation, and from the content of interpretation to the cultural connotation. Through the standardized interpretation and translation system of cultural tourism, the window of cultural tourism can be further opened, the traditional Chinese history and culture can be inherited and disseminated more deeply and widely, and the high-quality development of cultural tourism industry can be promoted.

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