

The Study of the Cultural Difference in Tourism Translation

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ABSTRACT

Tourism translation becomes one of the most typical means of intercultural communication. This paper discusses cultural differences in translation, making the translators grasp the cultural connotation, improving the quality of the translation, expecting to bridge the gap between different cultures, avoiding cultural difference, and finally successfully realizing the goal of intercultural communication.

Keywords: *Intercultural communication, Tourism translation, Cultural difference.*

1. INTRODUCTION

As is well known, the tourism industry has become an important industry after experiencing global growth, triggering the need for communication with people from various cultural backgrounds. Translation is an important means of achieving cross-cultural communication. A public opinion survey conducted by an official organization in China on the motivation of overseas tourists to travel to China shows that the majority of Chinese tourists are driven by the desire to integrate themselves into the Chinese way of life, customs, and moral positioning, indicating that rich cultural tourism is very popular among overseas tourists.

The tourism industry and culture are closely linked, and to some extent, the tourism industry itself is a large-scale cultural exchange. Therefore, it is necessary to enhance cross-cultural awareness in tourism translation in order to promote communication between different cultures. Hu Wenzhong pointed out in his book that "the connection between foreign tourists and us is cultural exchange. Therefore, translation is not limited by the field of language research, on the contrary, it is considered as cross-cultural communication.

2. THE CULTURAL CONFLICT BETWEEN THE EAST AND THE WEST - THE DIFFICULTY OF TRANSLATING TOURISM INTO ENGLISH

There are many cultural barriers between the East and the West, and different cultural backgrounds inevitably come into contact, collide, and even conflict with each other, resulting in a gap for foreign tourists. This is why the name is attractive and charming for Chinese people, but has no charm for Western tourists. Therefore, translators should strictly follow the literal meaning of the name. Different reactions to the same thing are caused by many factors, including aesthetic standards, psychology, etc. The translated version should cater to the tastes of foreign tourists in order to achieve the expected effect. In other words, translators should be guided by the goal of targeting passengers.

Cultural conflicts exist among people from different cultural backgrounds, and it is best to reduce knowledge and cultural factors, undergo transformation to eliminate cultural barriers, and successfully communicate and understand. Unfortunately, translators often interpret a cultural activity or object based on their own understanding of their own culture, which often constitutes the main difficulty in translating tourism materials.

3. CULTURAL DIFFERENCES IN ENGLISH TRANSLATION FOR TOURISM INDUSTRY

Due to significant differences in moral values, thinking patterns, aesthetic judgments, religious customs, language characteristics, etc., there are differences in cultural understanding between Eastern and Western countries. It is imperative for translators to understand the differences in order to improve their translation skills in the tourism industry.

3.1 Differences in Ethical Values

Chinese and Westerners share many moral standards and codes of conduct, but they also have their own unique ethical values. Among many comparisons, the contrast between collectivism and individualism is the most fundamental. In ancient China, many emperors used Confucianism to rule people's thoughts, thus influencing and shaping the deep-rooted price intuitive system of the Chinese people. Collectivism in this value system was highly valued. Collectivism views individuals as members of a group. Due to the fact that collectivist consciousness is a prerequisite in everything, individual interests are placed in a secondary position. When individual interests conflict with collective interests, it is necessary to give up individual interests and obey collective interests. Therefore, Chinese people place self-control, cooperation and solidarity in a very important position. For example, Confucianism regards benevolence and propriety as the primary principles for regulating relationships between people, and is also used by rulers to make their subjects abide by the law, obey, and be loyal. In order to establish a fair and harmonious society, they have entrusted every individual in society with responsibilities and obligations. We often see many tourist attractions rich in unique Chinese values, such as "Renai Hall" and "Xi Li Ting". Individualism, on the other hand, is the value system of Westerners, referring to certain political and social philosophies that emphasize individual freedom from external constraints and have some selfish implications. Therefore, Westerners have a very strong desire for self-improvement and independence. Individualism, liberalism, and in some extreme cases, even anarchism are often reflected in their words and actions. In addition, in terms of ethical norms,

although women and men in modern China enjoy equal social status, the status of women and men in ancient Chinese feudal society was unequal. They are oppressed and must abide by moral standards or implement principles. For example, ancient Chinese women demanded adherence to the Three Obediences and Four Virtues. San Cong refers to following one's father before marriage, following one's husband after marriage, and following one's son when widowed. The Four Virtues refer to women's virtues, women's appearance, women's words, and women's actions. However, for Westerners, it is difficult to understand the Three Obediences and Four Virtues if they do not fully understand Chinese culture, especially the fate of ancient Chinese women.

For Western tourists, these huge differences between Chinese and Western cultures must make them puzzled about the Chinese values hidden behind the names of tourist attractions. Therefore, when introducing tourist attractions to Western tourists, it is best to add some promotion that emphasizes the Western value system. For example, if there are some physical training programs that challenge the physical limits or courage of tourists, we can suggest that they have the courage to challenge themselves, overcome difficulties, and become heroes. Due to its consistency with Western individualism, this will arouse their great interest.

3.2 Differences in Thinking Patterns

The thinking pattern usually refers to the simple and natural thought process that exists in the human brain. Generally speaking, people's thinking and expression patterns are completely different in different cultural backgrounds. The thinking mode of Eastern ethnic groups is circular, while that of Western ethnic groups is linear.

The difference in ideology between Eastern and Western ethnic groups is due to differences in philosophy. The circular thinking mode is deeply influenced by Eastern ideas such as Confucianism and Taoism, emphasizing the dialectical nature of thinking and the combination of subject and object. Linear thinking uses Platonic and Aristotelian ways of thinking as a means, emphasizing binary opposition and rational analysis of objects. In the circular thinking mode, people understand a phenomenon by observing its connection with other

things, while in the linear thinking mode, people perceive the connection between things by understanding a specific phenomenon. Therefore, differences in thinking patterns lead to differences in behavior and expression patterns. The circular thinking mode emphasizes the importance of the whole. Relatively speaking, linear thinking emphasizes singularity, that is, individuality. In addition, the Chinese tend to use a large number of gorgeous, implicit and hazy words to highlight the objectivity contained in the subjective emotions. Easterners describe scenery with the characteristic of arousing infinite imagination among tourists. The tourism industry in the UK, on the other hand, focuses on objectivity, coherence, and not too much additional logical narrative.

As for tourist attractions, Chinese people usually focus on the integration of human and nature, and pursue the harmonious beauty of human and nature. When their views are quoted by the external world, they usually choose words to outline a picture that expresses their inner thoughts and emotions, rather than just objectively describing objects. In addition, the Chinese tend to be nostalgic and influenced by power. This perceptual mode of thinking makes the Chinese tend to think in a comprehensive and holistic way, advocating the combination of scenery and emotion. However, Westerners prefer to express and convey natural emotions and recreate objective facts in a clear and realistic way. They emphasize analysis and logic, striving to imitate and recreate the objective world. Moreover, they are more concerned with the present and the objective facts obtained through their rational analysis. This rational way of thinking makes Westerners more willing to think and express themselves in a direct way. They appreciate a more direct way to hit the key points. Therefore, in order to handle the generation gap between cultures, translators should share some common connections and expectations with them when translating.

3.3 Differences in Aesthetic Perspectives

Natural environment, social situation, politics, economy, religion and other factors will greatly affect a person's values. Food that is very attractive to Chinese people does not necessarily attract Westerners. In Chinese writing, we tend to use expressions such as imagination, modification,

parallelism, and idioms. However, translating such an article directly into English may be considered radical and meaningless. For example, a person would like to introduce a tourist attraction to a Westerner as follows: "The sound of frogs is constant for ten miles, and the meandering streams of the nine streams are murmuring. For the Chinese, he described a very beautiful, quiet and desirable place, while Westerners have different reactions to this. In their eyes, this is such a noisy place that they may lose interest because of it. Only when we notice that different readers have different aesthetic views can we make English more effective and attractive.

3.4 Differences in Religion and Customs

Through human history, religion has had a lasting impact, and the differences in religious beliefs between Easterners and Westerners are partly due to their respective cultural differences. For foreign tourists, Buddhism, Confucianism, and Taoism are both unfamiliar and mysterious. The impact of differences in religion and customs is very common. For example, in Chinese culture, bamboo, pine, and plum are often referred to as the "Three Friends of Winter". When Chinese tourists travel to Mount Huangshan and see all kinds of elegant pines, they will naturally associate themselves with the noble character of pines. They are firm, resolute and unyielding. However, when foreign tourists visit Mount Huangshan and see the same pine trees, it is impossible to make them have the same association as the Chinese. To take another example, in Chinese culture, the dragon is appreciated and respected by Chinese people, and it has positive significance. In Western culture, however, dragon is a word with negative connotations, meaning evil. Therefore, when translating tourism related to dragons, it is necessary to add some cultural meanings about dragons in Chinese.

Church means the same thing to westerners and dragons to orientals. Church means a lot to them, but almost nothing to most Chinese. Therefore, if we want Westerners to have the same association when they see pine trees as we do, we can add some background information about pine trees in Chinese, so that foreigners can better understand the feelings of Chinese people and avoid unnecessary misunderstanding.

3.5 Differences in Language Characteristics

In providing tourism industry services, language is a tool for conveying viewpoints and exchanging opinions to better understand each other. Chinese and Western cultures belong to different cultural systems. In terms of expression, Chinese writing is more about parallel structures and ornate language, pursuing the effects of neatness, parallelism, and rhyme. However, English writing is more direct and rational. It is characterized by neat sentence structures, organized thinking and organization, concise and natural language, and direct perception of its description. There are some typical language features in the tourism industry, namely, increasingly concise constructions; Narrative in form and elegant and generalized in style. Compared to Chinese, English emphasizes a lot of structure, formal narrative, and factual and concrete simplicity in style. In terms of structure, due to the unique way of thinking and expression of Chinese people, they tend to combine their personal thoughts and feelings with the natural scenery, so there is little specific information in the description, which is usually weak, subjective and emotional. For example, the Yellow River surges endlessly, moving forward bravely. Suddenly, the waves crash against the shore, unstoppable and moving the mountains. Suddenly, it is as calm as a virgin's head, with calm winds and waves, shimmering waves, and a myriad of wonders. In the original Chinese version, the Yellow River is personified and integrated with the author's emotions and aspirations. However, in English, having a wealth of information is one of the main characteristics, for example: Brighton is the largest town and most famous seaside destination in the south of England. Its building reaches 31/2 in the southern town. It is called the London Sea, which implies the prosperity of the town and the colorful seaside charm. This is an introduction to the seaside resort of Brighton. The author provides future travelers with various information about this famous town, including population, geographical location, and scenic features. In terms of form and style, the Chinese version, in order to vividly describe the beautiful

Tourist attractions use a large number of idioms and rhetorical devices, such as metaphors, personification, and exaggeration. Due to the tone, smooth sound, and harmonious rhythm of idioms,

they are often used in writing. By using this method, readers can use their minds while reading

Generate infinite imagination. For example, Jiushui Gallery refers to the North Jiushui Scenic Area of Laoshan Mountain, with many mountains and valleys, fresh air, gurgling streams, and spring water flowing downstream along the mountains, known as the "Nine Curves and Eighteen Bends". The stream water and rocks form the famous "Jiushui Gallery", with beautiful scenery, forming a sharp contrast with the masculine beauty of Laoshan on the southeast coast. Some typical Chinese expressions in the examples above, such as "gurgling streams" and "fresh air in mountain valleys", are used to create a calm atmosphere and

Environments such as "murmuring streams", "secluded valleys", and "fresh air" are often used in China's tourism industry. However, foreign tourists attach great importance to simplicity and conciseness in the tourism industry, to the extent that they almost do not value language.

4. CONCLUSION

In short, it can be confirmed that tourism promotional materials written in Chinese are different from the English version of promotional materials. Having a comprehensive understanding of the translated materials is of great practical significance in the translation of tourism materials between Chinese and English. Translators should have an understanding of the structural and cultural differences between different languages. In the process of translation, cross-cultural awareness can provide a guide for translators to establish a bridge not only between language but also between cultural differences. Under the guidance of Chinese culture, emphasizing the target text, translators should consider the different cultural factors between the West and China, which affect their cross-cultural awareness. Translators can help target readers learn cultural information from another culture and easily achieve the goal of translating tourism materials.

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