

# *On the Problems Existing in the Japanese Translation of Tourist Attractions*

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**Keywords:** Tourist attractions, Japanese translation, Human environment

**Abstract:** In order to provide tourists with better services, the translation of Scenic spots into Japanese must start from the aspects of language ontology, thinking and humanities, etc., and carry out multi-dimensional interpretation of scenic spots' culture. Based on this, the paper analyzes the causes of the problems in the Japanese-translated materials of tourist attractions, and studies the ways to improve the translation quality of Japanese.

## **1. Introduction**

With the arrival of the new normal of the economy, it provides an effective path for international development and exchanges between countries. It is not limited to the original commercial industrial economy, but gradually realizes the high-efficiency information interaction based on the humanistic culture, and further provides a platform for the transmission of local culture. From the perspective of tourism, China has a 5,000-year cultural history, which provides diversified resources for the export of Chinese culture to the outside world. In particular, some representative scenic spots and historical sites have become important carriers for China's internationalization development. China's tourism scenic spots to recruit more foreign tourists to visit, it not only plays the important role of economic circulation, but also can be resource platform to guide, to convey the Chinese civilization view, values and history, let people from all over the world to know more Chinese culture, to further improve China's competitiveness in the international market. When the tourists of different countries to visit the scenic spot, by language differences, cultural differences, the influence of ethnic differences cannot places zone has the characteristics of the value of culture carrier in-depth analysis, if emotional level difference is large, is inevitably produce certain misunderstanding problem, does not favor the scenic area opening to the outside world values. This paper starts with the Japanese translation of tourist attractions in China, and makes an in-depth analysis of the problems existing in the current Japanese translation of tourist attractions for reference only.

## 2. Problem of Daily Translation Materials of Tourist Attractions

Scenic spots set Japanese translation, language is given priority to, mainly through comparing data that visitors see understand the situation of scenic spot, at the same time with the language as the carrier, can undertake cultural depth of scenic spots to the understanding of the emotional level, ensure the people in the process of tour to learn about the cultural essence of the scenic area, in this way can effectively guarantee, scenic Tours is implemented based on the emotional concept, and thus enhance the customer visit.

However, from the actual situation of the tourist attractions translation, most of the scenic spots translation data just to literally translation, not from the view of cultural viewpoint and emotional level of multi-dimensional vocabulary, which part of the language translation is not standard phenomenon, even some language exist mistranslation phenomenon. Once a certain deviation is formed in the Chinese-Japanese translation, it will be difficult for tourists to meet their own tourism demands when interpreting the scenic spot, and at the same time, the scenic spot fails to penetrate into tourists' culture through language carrier when conveying cultural concepts, thus weakening the value of the scenic spot's opening to the outside world.

## 3. Reasons for the Problems in the Daily Translation Materials of Tourist Attractions

### (1) Cultural differences

Cultural difference is the essential cause of the problems in chinese-Japanese translation. Although China and Japan are adjacent, but by the state system, social development level, the influence of such factors as Chinese and Japanese in the cultural level and emotional input level there is a big difference, especially on the basis of the language culture oriented in the aspect of connotation and significance of the output, often there will be a language vocabulary on behalf of a number of different situations, the language itself and the current social situation has strong affinity. If the words themselves are read in a hard way, it will inevitably lead to the phenomenon of literariness in the process of Literature and art in China and Japan, that is, to establish an objective identity consciousness in people's subjective thinking guided by the common vocabulary, and then to produce the problem of inarticulate words.

### (2) Thinking and feeling

China has a 5,000-year cultural history. In the process of continuous evolution, traditional culture has gradually been deeply integrated into people's value system. Then, through people's continuous interpretation and verification of things, it has gradually changed into a difference attribute with its own subjective consciousness as the subject. China and Japan itself between the two countries have differences of thinking, is a significant impediment to mutual translation of Chinese and Japanese, especially for some regional vocabulary in setting related information of scenic spots, with regional characteristics as the main body, to show the entire content of the scenic spot, if Japanese tourists during the visit, the understanding of one type of vocabulary not founded upon their own subjective consciousness, inevitably cause reading level and produce certain error message level, causing the cultural conflict phenomenon seriously affected the overall quality of translation.

### (3) Supervision system

The translation between Chinese and Japanese with language as the carrier not only needs to proofread the original meaning, but also needs to be based on the culture of both sides. The whole translation work should be more targeted through the cognition at the emotional level and the thinking level. The main body to do this kind of work well is the translator. Only the translator according to the

corresponding specification, parsing of language and translation, to further standardize the whole process of translation, but from the current translation in terms of form, the scenic area lack of supervision mechanism, cause no one to check after text translation, in the long term, must weaken the importance of translation work, make its produce certain negative effects.

#### **4. Measures to Solve the Translation Errors of Scenic Spots in Japan**

##### **(1) Increase the recruitment and training of professionals**

Considering the influence of Chinese and Japanese cultural factors, thinking factors and other factors, in order to further enhance the translation quality of tourism scenic spots, it is necessary to hire high-end application-oriented translators as the starting point and enhance the timeliness of translation work with the assistance of computer software. In addition, from the aspects of personnel training to meet the demand of social development at present stage, the foreign language translation personnel demand is gradually increasing in the social system, it will need to accept the higher education system of talent education, must construct a more complete teaching structure, to ensure that students in the learning process can be on the depth of knowledge to understand, to further provide the foundation for subsequent interpreters of supply security. At the same time, tourism scenic spots can employ translators with efficient and professional teaching team as the center to interpret the cultural thinking of tourism scenic spots, so as to ensure that the translation work can be carried out on the basis of tourists' cognitive demands and further enhance users' sense of experience.

##### **(2) Improving the quality of translation**

The resources of different tourist attractions are different from each other, which are affected by geographical environment and cultural environment, and have diversified characteristics when propagating culture. However, from the perspective of service nature, most tourist attractions present similar service functions. For this, different landscape areas can be compared between Chinese and Japanese translation, through the form of choosing the best, the high-quality Chinese and Japanese translation as a reference, and then through continuous dissemination, make it a kind of macro level of translation norms. In addition, in some aspects, cultural values can be guided and cultural differences as the entry point to establish a symbiotic translation mechanism based on cultural thinking and emotional thinking. At the same time, can also be based on a qualitative objects in literal translation, for example, recyclable garbage do not recycle, etc., these have a fixed meaning of vocabulary, can directly effect to the resource in the display board.

#### **5. Improving the Supervision System**

On translation in terms of supervision mechanism, should first establish the corresponding specification system, constraints and control the work behavior of the translator, at the same time should be the regulation of the professional team, in the Japanese translation in detail, analyze the cultural differences, such as thinking, language differences caused by the translation problems, provide basic guarantee for subsequent translation work. Secondly, the translator must delimit different language formats, and the translation of the same thing must follow the same standard, so as to avoid the substitution of Chinese mood elements in the translation process. Finally, the Chinese-Japanese translation bulletin board should be repaired regularly to prevent incorrect translation caused by character damage. Through the construction of supervision mechanism, the whole process of tourism scenic spot translation can be supervised, so that language translation is no longer limited to literal

translation, but through the cultural level and the level of thinking, the multi-dimensional analysis of vocabulary, enhance the actual translation effect, and provide tourists with better scenic spot services.

## 6. Conclusion

To sum up, under the development trend of internationalization, the tourism industry shows a straight upward trend. In order to further enhance the operation quality of scenic spots, it is necessary to enhance the actual service ability of scenic spots, provide diversified services for tourists and enhance their sense of belonging. In terms of Japanese translation, it is necessary to base on culture, thinking and emotion, and improve the actual translation quality and tourists' understanding of the scenic spot through processing in different dimensions, so as to further provide basic guarantee for the promotion of regional culture.

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