

# *An Analysis of Desert Tourism Culture Translation — Taking Shapotou Scenic Spot as an Example*

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**Abstract:** Starting from the dissemination of desert culture and tourism English translation, we analyze and summarize the vital role of tourism English translation in promoting the dissemination of desert culture, and based on this, we further explore the strategy of tourism English translation, improve the translation of sign language in Shapotou Scenic Area as an example, maximize the role of tourism English translation, spread the desert culture to all over the world, and show the charm of traditional Chinese desert culture.

## **1. The Close Connection between Tourism English Translation and Desert Culture**

English translation for tourism belongs to usage English, which is used in the tourism industry and for providing tourism services, satisfying the purpose of promotion for tourism referees and access to information for tourists. With the continuous development of the tourism industry, there are more and more overseas tourists in China, a phenomenon that highlights the importance and necessity of English translation for tourism in the development of the tourism industry. As far as the result of desert culture is concerned, English translation for tourism is conducive to promoting and introducing China's desert cultural characteristics to overseas tourists, taking Ningxia Shapotou Scenic Area as an example, so that overseas tourists can better understand the cultural development of China's desert historical heritage. The core task of English translation for desert tourism is to introduce the local desert tourism information and guide the scenic tourists, enhance their enthusiasm for tourism with its exciting nature, and also meet the tourism needs of overseas tourists.

There are many studies and opinions about the close connection between tourism English translation and desert culture in the country: Wang Guiping[1] starts from cultural communication and tourism English translation, analyzes and summarizes the critical promotion role of tourism English translation to traditional culture communication, and based on this, further explores the tourism English translation strategies that help cultural transmission, to maximize the role of tourism translation and spread traditional culture to The purpose is to optimize the part of tourism translation, spread traditional culture to all over the world, and show the unique charm of Chinese culture. Zhao Zongfeng[2] Tourism English should focus on thoroughly and effectively dovetailing tourism English translation with local culture, improving the quality of foreign language talent training, providing high-quality foreign language talents for the tourism market, and promoting the

spread and development of civilization. From the perspective of cultural development, Rao Yanyan's[3] English translation for tourism is conducive to spreading the local culture of each region in China to overseas tourists, so that overseas tourists can have a better understanding of the historical and cultural development of China. The main task of tourism English translation is to introduce local tourism information to tourists, motivate them through interesting translation, and meet the needs of overseas tourists in the process of translation.

## **2. The Vital Role of Tourism English Translation for the Dissemination of Desert Culture**

### **2.1 Enriching the Dissemination Path of Desert Culture**

With the development of economic globalization, English translation for tourism has become a channel for cultural exchange between countries. With the increasing number of foreign tourists, more and more foreign tourists are especially fond of China's desert scenery, and they not only enjoy the historical sites, but also get to know more about the culture of different regions. English translation for tourism is a bridge for people from other countries to interact and communicate in tourism. It provides a good way for people to express their emotions and give feedback on their thoughts [4]. Taking Shapotou Scenic Area as an example, the most essential thing for tourism English translation is first to ensure that tourists can further understand the cultural characteristics and connotation of Shapotou Scenic Area through accurate tourism translation, to meet the tourists' demand for tourism. Therefore, tourism English translation requires adhering to the functional theory, systematically and comprehensively studying the desert culture and its connotation, in such a way as to promote the communication and dissemination of the desert culture, and lay a solid foundation for China's tourism industry to go out of the country and into the world. It can let overseas tourists enjoy the desert culture and truly understand the cultural connotation simultaneously, which is conducive to promoting cross-cultural communication. Thus it can be seen that tourism English translation is a vital channel for the dissemination of desert culture.

### **2.2 Enhance Cultural Exchange between China and the West to Attract Exotic Tourists**

Language is an essential and important part of human civilization and an essential vehicle for reflecting national culture. Because of the differences in historical language and culture, the diversity of languages of various ethnic groups has been formed as a result. Modern Chinese and English are by far the two most widely spoken and established official languages globally. In addition to the significant differences in phonology, vocabulary, and grammar, Chinese and English also have some remarkable differences in semantics. In China, tour guides use tour guide words with a large number of modifying works to explain the desert scenery, which can achieve the purpose of attracting tourists. However, the English translation of tourism is very different from the Chinese tour guide words. Due to the diverse cultures of other countries, tourism English translation must be carried out through lexical conversion, so that tourists can better understand the cultural connotation of the desert in Shapotou, and can provide more cultural information. In contrast, tourists appreciate and feel the beautiful scenery. good command of public English can predominantly lay the linguistic foundation of tourist English and achieve clarity and life in translating tourist English, both of which can better help tourists to understand and accept the local history and culture in a personal way[5]. In addition, the tour guide and related service personnel should fully integrate their feelings of love for desert culture to make the translation service more intimate, and use vivid and specific vocabulary phrases and sentences when translating to foreign tourists to bring a more comfortable and pleasant experience to foreign tourists. Based on the interest of overseas tourists in the desert, tourism interpreters should further strengthen the cultural

integration with tourists to enhance the infection of the desert culture. At the same time, tourists have a strong interest in Chinese history and culture during their tourist visits, which to a certain extent also promotes the purpose of passing on the history and culture of our country. Therefore, when we work on tourism English translation, we must constantly strengthen and learn the traditional historical and cultural differential sublimation knowledge of different language countries, and pay attention to the direct influence of the differences in the traditional culture of each country on the other language systems in translation. It is thus concluded that tourism English translation can form a more systematic system of inter-country cultural communication to promote cultural exchange and integration among various nationalities.

### **2.3 Promote the Development of Local Desert Culture**

Tourism translation should highlight the historical and cultural deposits and characteristics of the desert. Shapotou scenic spot can also show its unique cultural connotation in terms of the attributes of B&B and food, and tourism translation can also focus on this, using local features and explaining to overseas tourists with advanced vocabulary, so that overseas tourists can understand the historical significance and parts of the spot itself. Special terms with Chinese cultural connotations often appear desert tourism and cultural communication, which to a certain extent reflects the long history of Chinese culture. English translation for tourism provides mutual communication between tourists from different countries with different cultural backgrounds. Because different cultures will be involved, tourism English translators need to explore the characteristics of tourism English in-depth, learn and accumulate knowledge through practice, and integrate the concept of cultural exchange into their translation work. [6]Relevant personnel should be encouraged to combine language learning and cultural content to promote the foreign development of China's tourism industry. [7]Tourism translation can encourage the development of local culture in each tourism region of China, thus realizing the spread of local culture.

## **3. Analytical Study of Translation Methods**

### **3.1 Grammatical Errors**

The most common error in English translation is a grammatical error. The two languages differ significantly in their structural forms: English focuses on morphological conformity, while Chinese focuses on the meaningful accord. [8]English sentences are generally long and complex, while Chinese sentences are concise and straightforward in design. English has singular-plural and tense-verb changes, but Chinese does not. In Ningxia's Shapotou scenic spot, you can see a sign that reads "open water room." For native Chinese speakers, this is easy to understand and is in line with Chinese language conventions. Still, the English translation of 'between water' is inappropriate and grammatically incorrect, causing difficulties for foreign visitors to understand. In addition, one of the signs for public toilets in this scenic spot translates "public toilets" as "Public toilets." "The plural form of "toilets" should not be used here, as there is only one public toilet, and the correct translation should be "Public toilet." There are many different translations of the phrase "Slip Carefully," for example, some translate it as "Slip Carefully" and others as "Caution Slip." "However, the correct translation would be "Wet Floor."

### **3.2 Word usage and Spelling Errors**

In the process of translating English for tourism, word use errors are common, not only for the translation of signage, but also for the translation of English words with various meanings or nouns

in the plural leading to multiple meanings of words, all of which may lead to improper use of a single word. The translator often fails to consider the appropriateness of the word chosen, and merely stops at the surface meaning of the word, without exploring the multiple layers of the importance of the word and its appropriate usage. On the directional signage for the 'Ningxia Shapotou Scenic Area,' 'Parking Place' is translated as 'Parking Place.' However, in countries where English is the first language, "parking lot" is usually translated as "Parking lot." "While 'Place' means a place, 'lot' is more of a place, more in line with the nature of a 'car park,' and is more concise and clear. There are also spelling errors, for example, in the introduction to the Shapotou Nature Reserve: "Shapotou nature reserev," where the word reserev" should be "reserve." [9]

### **3.3 Cultural Differences**

#### **3.3.1 Differences in Traditional Customs and Practices**

For example, the Western view of desert culture is a link between the economic and cultural thinking of the West and China, while the Chinese idea of desert culture is that it is unique to China and is worthy of being passed on and carried forward.

#### **3.3.2 Differences in Chinese and Western Modes of Thinking**

There is a big difference between the thinking patterns of Chinese and Western cultural systems; in Chinese thinking, more emphasis is placed on the quality of humility; when faced with a compliment from the other party, usually say "I dare not," while the Western thinking is generally more frank, will consider the other party's complement is a kind of affirmation of their ability, usually will directly accept, such as "Thank for your compliment." When facing the translation of tourist attractions, we should fully consider the translation habits of western countries[10].

## **4. Suggestions for the English Translation of Scenic Tourism**

### **4.1 The Principle of Conciseness**

For the translation of scenic spots, whether English to Chinese or Chinese to English, the principle that should be observed is the principle of conciseness, that is, to express the translation of sign language and public signs in simple and concise language, to reduce the use of words without real meaning in the expression, and to be precise and appropriate in the choice of words. The meaning of the original text is expressed briefly in various ways appropriate to the idiom of the translated language. From the perspective of Chinese to English translation, its simplicity is mainly reflected in rhetorical simplicity, the sorting out of information, the possibility of omitting words with little meaning, and constantly using English blocks to translate Chinese sentences. The English to Chinese translation, on the other hand, omits the long sentences and various dummy words, relational words, and formal subjects of English, while retaining only those parts with real meaning and expressing them fluently in Chinese, and also directly quoting some English nouns, especially professional abbreviations, into the Chinese translation, while paying attention to the principle of simplicity not to operate under the condition of affecting the original meaning[11].

### **4.2 Principle of Normativity**

For the translation of scenic tourism, the principle of normativity should be followed as far as possible. [12] To adopt a unified translation method, the general terminology translation method mainly has phonetic translation, direct translation, and meaning translation. Each of the three

methods has its advantages and disadvantages. The phonetic translation is easy to operate and helps to maintain the characteristics of the desert culture of the scenic area, but it is not conducive to the understanding of foreign readers; the direct translation has a simple and straightforward meaning, which helps readers to understand the meaning of words but may cause cultural conflicts; the translation of the Italian translation is accurate, which helps readers to understand the meaning of words but is likely to cause cultural loss. In the translation of English for tourism, translators need to maintain the principles and attitudes of rigor and standardization in translation. Due to the broad scope of tourism English, the phenomenon of multiple meanings of words often occurs, which can also be applied to different locations, thus forming a unique scenic term. Therefore, it is necessary for the translator to constantly improve their mastery of professional knowledge and understand the professional meaning of commonly used words, to improve the rigor and standardization of the translation. The scenic spots are not only limited to China, but also open to the whole world, and there will be foreign tourists from all over the world, introducing the scenic spots and representing the image of Chinese tourism in English translation. Therefore, the translator needs to be careful when translating, understand the specific application of the vocabulary, and avoid errors that may lead to ambiguity.

### 4.3 The Principle of Cultural Differences

In the process of scenic area translation for place names, scenic area names, signage, etc. need to adopt specialized terms, using proper nouns for translation; scenic area translation should follow the principle of local cultural differences; in the actual interpretation, the translation process, especially needs to pay attention to the interpretation link, such as the guide and foreign tourists in the exchange between each other encounter differences in cultural concepts, through appropriate modification of translation can effectively avoid the differences due to Cultural differences can effectively avoid communication barriers or misunderstandings. Based on the principle of cultural differences, in the actual process of the English translation of scenic spots, translators should fully understand the values, religious beliefs, and customs of the regions where different attractions are located, to enhance mutual understanding and optimize the communication atmosphere in the translation process[13].

### 5. Summary

To sum up, with the economic development of the times, transnational tourism is developing rapidly nowadays. Under the background of people's spiritual demand enhancement, the tourism industry is a new industry nowadays, and English translation for tourism is becoming more and more important in the tourism industry. Take Ningxia Zhongwei Shapotou scenic spot as an example; the English introduction materials involved in the scenic spot are far from satisfying the needs of foreign tourists, for which the translators should not only enrich the English introduction of the scenic spot, but also fully consider the cultural differences between China and the West and the market demand, and continuously improve their ability level. Reduce the translation errors applied to scenic spots signage and other locations. In the process of tourism English translation, overseas tourists can express their affirmation of the way of translation of the content involved in the desert culture through in-depth knowledge of the desert culture, thus further improving the development of tourism English translation in the tourism industry, while also highlighting the heritage of China's traditional desert culture, allowing foreign tourists to understand Chinese history better and promoting the spread of the desert culture.

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