

# *A Study of Tourism English Translation Based on Cross-cultural Awareness in the New Period*

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**Keywords:** cross-cultural; awareness of tourism; English translation

**Abstract:** With the deepening of global economy, China's tourism industry has developed rapidly under this background, and the communication between different cultures has become more and more close. The continuous improvement of the tourism industry has attracted more foreign tourists. However, the way of thinking and cultural connotations of foreign tourists are different from those of Chinese culture. Therefore, tourism English translation major needs to be combined with local culture to train relevant talents on the basis of intercultural communication theory. This paper focuses on the interpretation of cross-cultural awareness and tourism English translation skills, and explores the application of cross-cultural awareness in tourism English translation skills, with the aim of enhancing the operational efficiency of cross-cultural awareness in tourism English translation.

## **1. Respect for cross-cultural differences is a prerequisite for English translation**

It is very important to promote the development of cross-cultural exchanges between the two countries. In order to achieve cultural exchange under different cultural backgrounds, there are much cross-cultural knowledge in English translation of tourist attractions in China. Through English translation, it can accurately convey information, attract tourists, stimulate foreign tourists' interest, deepen the mastery and understanding of cultural knowledge content with the help of English, and boldly promote people by means of English translation in tourist attractions in China. There are differences among different cultures. In different stages and periods, people in the West regard red as bloody, while in China, red is regarded as a festival. There are many cultural connotations in tourist attractions in China. Foreign visitors need guides to translate reasonably in English, respect cultural differences in different regions, help people understand knowledge and content through English, and promote the development of tourism.

## **2. The Application of Cross-cultural Awareness in Tourism English Translation Skills**

Translators should be good at summarizing different translation methods. Foreign countries have formulated different methods for cross-cultural translation, such as "Probing into Translation Problems" and "Language Culture and Translation". Yan Fu in China has also put forward the theory of faithfulness, expressiveness and elegance, which translates tourist attractions from different levels and aspects. No matter what kind of translation is, it should be carried out in a

cross-cultural sense, respecting the differences between different cultures. The specific methods are as follows:

## **2.1 Combination of Transliteration and Free Translation**

The translation of scenic spots is the most basic content in tourism English. Foreign friends can master and understand the traditional culture and content of our country according to the translation of scenic spots. Scenic spot translation is to translate various places. Its main feature is that it is based on transliteration and contains less general cultural content. For example, Haikou and Sanya can be translated directly into Haikou and Sanya in English. There are also some place names of scenic spots. It is impossible to translate using transliteration. To combine English transliteration with free translation, for example, Haiyue Square needs to be translated into Sea-moon Square, while Yalong Bay needs to be translated into Yalong Square. There are many similar scenic spot translations in China that need to combine transliteration with free translation. Free translation can be used in the translation of scenic spots, but this form makes all the contents become English and can not effectively convey the information content of place names to foreign friends, so there are differences between the translation of place names and ordinary place names, mainly in terms of elegant words, unique style, profound implication, etc., many of which are from historical allusions and myths and legends. It has more cultural connotations.

## **2.2 Combination of proper name and name**

Tourist attractions are formed by proper names and names. Proper names refer to the main physical parts of the place names of scenic spots, while generic names refer to the categories of scenic spots and landscapes. Tourist attractions can generally be divided into natural and human ones. What is the difference between generic names of different regions? It has its own characteristics. For example, Jingshan Temple, a cultural landscape in China, can be translated into Nan\_shan Temple, in which Nanshan is good at its proper name, while Temple is a generic name. Natural landscape is mainly the natural landscape formed by mountains, rivers, stones and so on. Wuzhi Mountain, for example, is a form of effective translation combining proper names and names. Through translation, we can see the classification of tourist attractions in China, and show the actual situation and essential difference between natural landscape and human landscape.

## **2.3 Appropriate Abridgement of Translation**

There are great differences between Chinese and foreign cultures. Many cultures with Chinese characteristics will be very provocative and complicated in English translation. Therefore, in the process of English translation, the original content can be appropriately deleted and changed, some unnecessary parts can be deleted, and the subject of Chinese translation after the same attribution deletion is clearer and the content is more intuitive. And simple, foreign friends understand more easily. For example, when describing the legend of Luhuitou from generation to generation, the whole article contains a lot of content, and the use of English translation will be very complicated and provocative. Therefore, some decorative and gorgeous words in the text can be omitted directly, and the main content of the refined text can be narrated directly for people. Flexible for the translation of articles, three sentences of different lengths can be adjusted into one sentence, the theme can be translated into the moving legend, simple and clear words can help people grasp the theme of the story content, and impressive, do not need to translate the whole specific. The English translation of English scenic spots, which is deleted and changed, will reflect the cultural characteristics and retain the essence of the original text. It is not trivial and complicated, making

people more willing to accept it. Chinese foreign-related tourism has developed rapidly in recent years. For its practitioners, it is not only to provide tourism translation for foreign tourists, but also to have the ability of cross-cultural communication. This requires that intercultural communicators should have a comprehensive understanding of foreign cultures and languages, and be able to apply intercultural communicative competence to tourism English translation. Therefore, in the process of training talents for cross-cultural communication, it is necessary to strengthen their cross-cultural awareness, to enable them to establish a sense of responsibility to protect traditional culture, and to eliminate the obstacles caused by cultural differences between China and foreign countries through cross-cultural communication competence.

### 3 Conclusion

Cross-culture has a certain influence and value in tourism English translation in China. It has accumulated more cultural knowledge for tourism industry. It enables people to grasp the history and culture of our country in the basic line of translation, and to have a profound understanding of our traditional cultural literacy and content. However, in the process of translation, we should pay attention to translation skills, such as transliteration, free translation, combination of proper names and names, and appropriate deletion of content, so as to deepen the understanding and mastery of foreign friends, realize cross-cultural communication and communication, and promote the stable development of China's tourism industry.

### References

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