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Translation of Jiuzhaigou Tourism Websites From the Perspective of Eco-translatology

LI Lijun[a],*; SHAO Wenxin[b]

[a]Associated Professor, Foreign Languages School, North China Electric Power University, Beijing, China.
[b]Postgraduate, Foreign Languages School, North China Electric Power University, Beijing, China.
* Corresponding author.

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Abstract

Taking Jiuzhaigou tourism website as an example and Eco-translatology as guidance theory, this paper analyzes the tourism text from language, cultural and communicative dimensions to obtain suggestions for tourism text translation. In translating tourism text, translator should simplify language and adjust sequence of text in language dimension, add supplementary information of culture elements in cultural dimension, and use more second person pronoun and interrogative sentences in communicative dimension. Thus, the translation can be more acceptable to target readers so as to achieve commercial purpose of tourism text.

Key words: Tourism text translation; Eco-translatology; Three dimensional transformation

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1. INTRODUCTION

Tourism website is one of the important resources for tourists to get information, it not only serves as a means to promote tourist attractions, but also a window to show the cultural construction of the city where the attractions are located. By browsing the website, tourists can conveniently find the information they need on accommodation, food arrangements, ticket information, shopping experiences, etc., so that they can better arrange their visit plans. At present, domestic tourism websites tend to be bilingual and multilingual to facilitate tourists from different countries to browse and get information. However, the immaturity of website translation has led to numerous problems in English websites, making it difficult to achieve the expected publicity effect.

Eco-translatology is an interdisciplinary approach to translation research introduced by Professor Hu Gengshen based on the theory of "adaption and selection". Studying translation from an ecological perspective, it views translation as a selective activity of translator to adapt to the ecological environment of translation. The translation method of Eco-translatology is defined as the multi-dimensional adaptation and adaptive selection: language, cultural and communicative dimensions. For the purpose of culture propaganda and tourists attraction, in the process of translating tourism text, attention should be paid to the characteristics of target language and transmission of cultural element, which is consistent with the requirement of Eco-translatology.

Thus, this paper will analyze the translation of the introduction of attractions in the official website of Jiuzhaigou tourism website from the perspective of Eco-translatology and discuss the strategies of tourism website translation to provide advice for tourism website translation so as to make it more acceptable to the target readers.

2. LITERATURE REVIEW

This paper will study the translation text of description of attractions selected from Jiuzhaigou Tourism Website with Eco-translatology. From the dimensions of language, culture and communication, translation strategies of the tourism text will be explored to contribute to the improvement of tourism website translation.

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2.1 Studies of Tourism Text Translation

Western scholars carried out researches on the translation of tourism texts based on certain linguistic and translation theory to explore the problems existing in translation and determine the main translation strategies.

Rosa Lores Sanz (2003) studied connectors in thematic position in the English translation of Spanish tourism texts. Having compared the English version and Spanish-English version with the original Spanish one, he concluded that people should choose a different genre according to different themes. Patrzia Pierini (2007) investigated a corpus of UK and Italian travel websites to explore transfer strategies and translation errors. She believes that, to gain users' trust, the solid, well-written, and properly grammatical content is essential. AdriánFuentes-Luque (2017) analyzed over one hundred translation texts of restaurant menus in southern Spanish regions of Andalusia to explore the main error types. He made a categorization framework of the errors and analyzed so as to offer proposals for better menu translations and a much desired improvement of quality tourist texts. Nadezhda and Stanislav (2018) carried out researches to show the informing and persuading function of tourism discourse. They analyzed official tourism websites of seventeen Autonomous Communities, based on a specialized synchronic corpus of Spanish and corresponding English texts to compare linguistic feature of the two texts.

China's tourism website translation work started late, and the research work only emerged in recent years. Based on certain theories, scholars conducted case studies on the translated texts of tourism websites, discussed problems in the texts from different aspects, and summarized the principles and strategies of translation of tourism websites to guide the translation work.

Wang Lili (2010) studied the translation of a tourism website from the perspective of Skopos Theory, and proposed that tourism text in Chinese and English should be different and the translation strategies need to be applied to fully realize the 'information transmission' and 'calling' functions of the translated text, so as to promote the development of China's tourism"(Wang,2010). Lin Fei (2015) compared the linguistic differences between Chines and English texts in the tourism websites from the perspective of the New Rhetoric, and proposed that translators should first grasp the rhetorical differences between Chinese and English language, and adapt to the language habits of the target readers. Thus, the translated version can be more acceptable to the target readers. Bai Guifen (2020) pointed out that the translation of tourism website as a foreign propaganda text should follow the "three close principles of foreign propaganda": be close to the actual development of China, the needs of target readers for Chinese information, the thinking habits of target readers. Bai suggests that "the translator should focus on the reader, convey the necessary information, and avoid redundancy and word-for-word translation"(Bai, 2020). Zhu Shufang (2020) discussed the translation of Fujian tourism websites in the context of "One Belt, One Road" from the perspective of Venuti's Foreignization Strategy, and pointed out the problems in the translation of websites and gives suggestions to modify them.

2.2 Studies of Eco-translatology

Before Eco-translatology put forward by Hu Gengshen, there have been many western scholars carrying out translation studies from ecological perspective. D. Katan (1999) proposed the specific content of ecological environment in translation: physical environment, political environment and working environment. He argued that translation between two languages is like migration of animals or transplantation of plants and that translators must make the translated works "adapt" to the new ecological environment so that the translated works could continue to survive. Robert Phillipson (2006) argued that scholars should pay close attention at the category of translation ecology, and it is of great significance for translators to keep a balance between different languages in the process of translation. Scott (2015) carried out research to study the translation of poetry from the perspective of Eco-translatology and pointed out that Eco-translation is not to translate some eco-texts, but to focus on improving the ecologic awareness of readers when translating any texts. Cronin discussed (2017) translation from the perspective of ecology in his book *Eco-Translation:Translation and Ecology in the Age of the Anthropocene*. His book enriches the connotation of "ecological translation" and expands the research scope of "ecological translation". He advocated the study of translation from the perspective of human history, making people have a new understanding to the translation.

As the introducer of this translation theory in China, Professor Hu Gengshen has published numerous articles in the past 20 years to enrich the construction of the theory and apply the concepts in analyzing translation texts. Following his researches, many scholars carried out studies to analyze translation texts of different genres from different perspectives with concepts of Eco-tanslatology to explore the translation methods.

In the study of translation of practical writing, Shu Huijuan (2010) reveals that the translation of slogan in the Shanghai World Expo from the perspective of Eco-translatology is a manifestation of the result multidimensional adaptation. Wang Chunfeng (2010) believes that translating trademark is an intercultural communication activity and the translator should make a multi-dimensional adaptive selection from the language, communicative and cultural dimension dimensions in this process to achieve the commercial purpose of trademark. In the study of translation of film and TV drama texts, Ding Lan (2011) believes that for the translation of film titles, Eco-translatology can both explain the existing translations and guide the translation of titles.

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In the study of literary text translation, Jiao Weihong (2010) compared and analyzed two translations of Yan Fu's Evolution and Ethics in the light of Eco-translatology. Jiao proposed that to interpret and evaluate translation, translation ecology of both source and target language should be considered. From the perspective of "domestication" and "foreignization" , Hang Jianqin (2014) explored how to exert subjectivity to maintain the balance of the entire translation ecosystem, with Ge Haowen's English translation of *Life and Death Are Wearing Me Out* as an example. Hang proposed that the translator should take into account the diversity of culture and language and the acceptability of the target readers, and apply "domestication" and "foreignization" to maintain the harmony and coexistence of the translation ecosystem.

3. THEORETICAL FOUNDATION

The translation method of Eco-translatology is defined as the multi-dimensional adaptation and adaptive selection:language, cultural, and communicative dimensions (Hu, 2013).

The adaptive selection of the language dimension is the translator's adaptive transformation of language forms in the translation process, English and Chinese are from different language families, and there are huge differences in the vocabulary and language forms, which are a key point of language conversion in the translation process.

In the cultural dimension, the translator's attention is put to the transmission and interpretation of bilingual cultural connotations in the translation process, and the translation work converts not only the language but also the cultural content of the language.

In the process of translation, the translator should handle the culturally relevant contents of the source text appropriately to prevent misunderstanding by the readers of the target language when they read it. This is the communicative intention of the author, and the translator must guess the communicative intent of the author of the original text and convey it to the reader in the target language to complete the communicative task.

Based on text characteristics and commercial purpose of tourism text, translator should comprehensively consider the language feature, cultural differences and publicity when translating tourism text and attaching importance to cultural propaganda. Meanwhile, adaptive transformation of language, cultural and communicative dimensions is exactly what Eco-translatology focuses on. Thus, this paper takes Eco-translatology as guidance to analyze tourism translation of Jiuzhaigou tourism website from these three dimensions.

4. APPLICATION OF ECO-TRANSLATOLOGY IN TRANSLATION OF TOURISM TEXT

The Jiuzhaigou Tourism website is rich in content and illustrations. Containing various contents such as introduction of scenic spots, news in the scenic area, tourism products and services in the scenic area, it systematically introduces tourists to various local tourism issues. The website is available in several languages, including Chinese, English, German, French and Italian, so that visitors from other countries can obtain relevant tourism information on the website. This part focuses on the Chinese text about the introduction of tourist attractions and the translated text in English. From the perspective of Eco-translatology, it analyzes the three-dimensional adaptive transformation of the translated texts and discusses the guiding significance of "three-dimensional adaptive transformation" to the translation of tourism website texts.

4.1 Adaptive Transformation of Language Dimension

Chinese texts stress meaningfulness and sentences tend to present linear extensions. In Chinese tourism texts, four-character frames are used to enhance the rhythm and literary techniques such as exaggerations, metaphor and personification are to render descriptions of attractions; while English texts focus on formality, simple and concise sentences, and emphasize the logic and connection between sentences. Therefore, when translating tourism texts, it is necessary to grasp the differences between English and Chinese languages. On the basic of getting the way of thinking of the target language readers, adjust, select and convert the phrases to ensure that they can be accepted by the target language readers, so as to achieve the promotion purpose of tourism website texts.

E.g.(1) :

ST: "…海中芦苇丛生，水鸟飞翔，清溪碧流，漾绿摇翠，蜿蜒空行，好一派泽国风光. . . 鹅绒绒的芦花，搔首弄姿，扭捏作态，掀起层层絮潮，引来队队鹭鸶，双双野鸭。"（芦苇海）

TT: "...with thick reeds throughout, where the blue and green 'Jade Ribbon' stream runs through the reed stems down towards the valley entrance...Soft reed flakes float in the air, attracting herons and wild swans to the water side." (Reed Lake)

Adaptive transformation of language dimension requires translator to make appropriate adjustment of vocabulary and language form in the process of translation. In describing the scenery of the Reed Lake, a lot of four-character words such as "芦苇丛生", "水鸟飞翔", "清溪碧流", "漾绿摇翠" etc. are used in the original Chinese text. The language is neat and gorgeous, and the rhetorical technique of personification is used to portray the posture of the reeds swaying in the wind, rendering artistic beauty. In the process of translation, translator chose to simplify these words and focus on the real and objective reflection, which makes the translation in line with the writing characteristics of the English text. In this way, the translator realize the adaptive transformation of language dimension.

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E.g. (2):

ST: "盆景滩的钙化滩坡度舒缓，杜鹃、杨柳、松树、柏树、高山柳，和各种灌木丛矗立水中形成了千姿百态的自然盆景，这些盆景浑然天成，没有人为的造作与雕饰，但却以其无与伦比的协和与自然之美展示了更高层次的神美意境。"（盆景滩）

TT: "The Bonsai Shoal (Pen Jing Tan) is a stretch of travertine beaches, on which slow water blankets sweep through weeds, poplar, azaleas, pines, cypresses, willows and other shrubs. The water runs through woods that stand in various poses. It is believed that the mountain God placed a wonderful bonsai collection here that exceeds the best of human art works".(Bonsai Shoal)

In the process of translation, adjustment of description order is also the requirement of adaptive transformation of language dimension. In Chinese text, details of various aspects are introduced first and summary is usually in the end; while in English text, the most important, vivid and eye-catching information is put at the beginning of the paragraph, followed by the specific description. However, in the example above, the translator did not follow the description order in English text.

TT 2:"The scenery on the Bonsai Shoal (Pen Jing Tan) is so natural that its unparalleled harmony and natural beauty shows a higher level of beauty, which seems like mountain God placed a wonderful bonsai collection here that exceeds the best of human art works. The gentle slope of the calcified beach here, with azalea, willow, pine, cypress, alpine willow, and various bushes standing in the water form a thousand natural bonsai, which are all in perfect harmony."

This paper provides another translation version, in which the general description is put at the beginning and the introduction of the details follows. In this way, transformation of language dimension is made so that the translated version can be more acceptable.

4.2 Adaptive Transformation of Cultural Dimension

Chinese tourism texts often carry a lot of information containing regional characteristics and cultural overtones, which can be not only used as a major means of attracting tourists, but also as a way of culture propaganda. Chinese readers take this for granted, but due to the cultural differences between the East and the West, English readers lack relevant information, which makes it difficult to achieve the expected effect. Therefore, it is necessary to add cultural content when making translations.

E.g.(3) :

ST: " 农历每月十五日的转山朝拜以及三月十五日麻智节，都在这里举行。信徒们成群结队，有的骑马，有的步行，沿着逆时针的方向绕神山转动，祈求神佛赐福"（扎依扎嘎圣山）

TT: "On the 15th day of every month of the lunar calendar or during Tibetan festivals, it may be possible to observe locals performing an ancient religious mountain and water worship ceremony here."(Jia Wu Sacred Mountain)

Adaptive transformation of cultural dimension requires translator to put attention to the transmission and interpretation of cultural connotations in source text. In the translation of the festive customs at the foot of the "Jia Wu Sacred Mountain", the translator did not translate the specific rituals such as "worshiping on the mountain", "riding a horse", "walking", "going around the sacred mountain in a counterclockwise direction", etc., but omitted all these contents and just translated them directly into "performing an ancient religious mountain and water worship ceremony" in summary. Although this can avoid readers' confusion about these ceremonies and enhance readers' acceptance of the information, it destroys the expected results of the original text and weakens the effectiveness of cultural propaganda.

TT 2:"The pilgrimage to the mountain on the 15th of every month in the lunar calendar and the Ma-ji Festival (a religious Festival)on the 15th of March are held here. In these days, locals form groups and perform an ancient religious mountain and water ceremony by going around the mountain in a counterclockwise direction on horseback or foot to pray for the blessing."

In the TT2 given above, the cultural elements are translated with adding supplementary information, for example, "Ma-ji Festival (a religious Festival)". By translating the cultural elements with adding supplementary information, adaptive transformation of cultural dimension is made to achieve the purpose of cultural propaganda, reducing the conflict between source and target culture and enhancing the acceptability of the translation.

4.3 Adaptive Transformation of the Communicative Dimension

In the communicative dimension, the realization of interpersonal intentions is emphasized. The purpose of translated tourism texts is to disseminate tourism information, making international friends better know and understand tourism resources so as to induce tourists to visit the sites. Therefore, in addition to the delivery of basic information, the translated tourism text should have a clear inducement effect.

E.g.(4):

ST: " 春夏季节，一片翠绿；秋风起时，便满堤秋色，红叶绿树倒影于湖光山色之中，美不胜收。特别是中间那一大片蓝得让人心醉的湖面，不仅让游客流连忘返，也成为摄影家和画家眼里最具魅力的地方。"（芦苇海）

TT: "In spring and summer the dense woods and grasses are a lush green followed by autumn where the red, brown and green colors provide a stunning reflection in the lake's surface." (Reed Lake)

Transformation of communicative dimension requires the translator to convey author's communicative intention

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to the readers in target language, thus, the translator should not only pay attention to the transmission of content, but also the formation of language form. In English tourism texts, colloquial expression is used more and the second person pronoun "you" is used to create a sense of direct conversation and enhance the allure for readers. In the translation of the Jiuzhaigou Tourism Website, however, most introduction of the scenery of sites are in the third person and the evaluative language is mostly omitted directly as in the introduction of Reed Lake above.

TT 2: "When you come here in spring and summer, all around you are a lush green; and when the autumn comes, it will be full of golden colors. The red leaves and green trees are reflected in the lake and mountains and such beautiful scenery will make you linger. Do you like photography or painting? Then the large blue lake in the middle will definitely become the most charming place in your eyes."

In order to better realize the function of attracting the target audience, the second person pronoun and interrogative sentences are used to in TT2 to show a form of dialogue, shortening the distance between the text and the reader and complying with the reader's reading habits so as to realize the adaptive transformation of the communicative dimension.

E.g. (5):

ST: "五彩池虽在九寨沟众海中最小巧玲珑，然而它的色彩却是最为斑斓，与五花海不相上下。"（五彩池）

TT: "Five Coloured Pond

... area 5,645 sq.m

The Five Coloured Pond (Wu Cai Chi) is one of Jiuzhai Valley's smallest but most impressive lakes. Its colors are a result of travertine sedimentation on the uneven lake bed, as well as various algae. (Five Coloured Pond)

According to Eco-tanslatolagy, to complete the communication between author and readers in target language, translator should make sure that the expression of the fits readers' reading habits so as to convey author's thoughts to readers. Authority is highlighted in Chinese culture. Chinese tourism texts are used to give official grades, such as "the widest", "the first in the world", "the earliest" and other words to attract readers' attention. However, English tourism texts emphasize the transmission of key information from the audience's point of view and focus on the truthfulness and credibility of the descriptions. Therefore, when translating such expressions, it is necessary to increase the credibility by adding clear data such as length and age or making comparisons of relevant data, so as to achieve the desired communicative effect. When introducing the Five Coloured Pond, the word "smallest" is used to modify its area, and "most impressive" is used to describe its color. In the translation text, the altitude, depth, area and other data of the site are firstly introduced, so as to increase the credibility of the contrast. When describing the color feature, the principle of color formation is illustrated, thus making the description more profound and realistic, and making it conform to the reading habits of the target language readers. In this way, the adaptive transformation of the communicative dimension is achieved.

5. CONCLUSION

The translation of tourism website text introduces China's scenic spots to foreign tourists, which is of great significance for the development of China's tourism industry. In the translation of tourism texts, according to the "three-dimensional transformation" perspective of Eco-Translatology, the translator should realize the three-dimensional adaptive transformation of language dimension, cultural dimension and communicative dimension in the target language:

In terms of language dimension, Chinese texts tend to describe details first in gorgeous language like four-character words and rhetorical technique of simile and metaphor and finally summarize the whole characteristics. While in English texts, the overall characteristics are pointed out first, and then details are portrayed in simple words with more emphasis on real and objective reflection. Therefore, in the process of translation, necessary ellipsis should be used to simplify expressions, and adjust sequence of text to make it conform to the way of thinking and reading habits of English readers.

In terms of cultural dimension, cultural factors are mostly used in Chinese tourism texts to enhance attraction. In translating tourism texts, the purpose of cultural propaganda should be taken into account. Following this, amplification should be used to add supplementary information based on the translation of the basic information so as to achieve both the purpose of reducing conflict, attracting readers and cultural propaganda.

In terms of communicative dimension, Chinese texts usually use the third person pronoun "it" and "they" to directly describe the characteristics of the attractions, official grades, such as "the earliest" and "the first in the world" to add authority. While English texts prefer the second person pronoun "you" and interrogative sentences to shorten the distance between the text and reader, and use clear data to increase the objectivity. Therefore, considering the characteristics of English tourism texts, the translation should use more second person pronoun and interrogative sentences to shorten the distance with target readers, and add relevant data to enhance the credibility of information and realize the communicative purpose of tourism texts.

Thus, the acceptance of the translated tourism text among the target language readers can be improved and the commercial purpose will be achieved.

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