Dali Ancient City Tourism Industry Culture and Tourism Publicity Text Translation Characteristics

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Abstract: *With the continuous development of tourism in Dali, more and more tourists are attracted to visit Dali, including a large number of overseas tourists. Therefore, in order to help overseas tourists better understand the local folk customs and promote the better development of tourism in Dali, this paper, from the perspective of tourism translation texts in Dali and the German functional theory, compares and analyzes the English Translation Materials of tourism texts in Dali. Based on the principles of English-Chinese translation, this paper summarizes the characteristics of tourism text translation in Dali Ancient City from three aspects: vocabulary, grammar and tense. The theoretical basis of this thesis is that the German functional theory can play a useful role in translation practice, especially in non-literary translation and tourism translation. On the one hand, it provides evidence for functional translation theory. On the other hand, it provides some constructive suggestions for English translation of tourism culture materials in Dali. Thus draw the distance between tourists and the propaganda text, so that tourists can not only enjoy the beautiful scenery, but also feel the charm of Dali culture.*

Keywords: Functional theory; Dali tourism; English translation.

1. INTRODUCTION

With the rapid development of China's economy, China's tourism industry has made great progress. With the booming development of domestic tourism, inbound tourism is getting hotter and hotter. More and more foreign tourists come to China to travel, and the translation work of scenic spots is becoming increasingly important. Because it not only shoulders the important responsibility of promoting the image of tourism products and expanding the international market, but also plays the role of promoting Chinese culture to the outside world. Dali has rich cultural and historical accumulation and beautiful natural scenery. As a hot tourist city in China, a large number of domestic and foreign tourists come to visit every year. However, the author found that the translation quality of many scenic spots is not good enough, which greatly reduces their role in promoting and attracting foreign tourists.

For example, there are some problems in tourism translation, such as non-standard language, inconsistent translation names, narrow translation scope and outdated information, which hinder the further development of tourism translation. Therefore, I think we should follow the principle of "reader first" and flexibly use various translation strategies according to readers' appreciation habits and psychological feelings, so as to achieve the desired text functions. For four words in the Chinese idioms, a large number of idioms, poems, and further describes the quotation in the history of the attractions and cultural landscape, in the union of the extended meanings, synonyms, etc. This paper summarizes the delete redundant, such as differences in Chinese and English are analyzed in terms of tourism, to better understand the communication habits of English speakers, and analyzes the tourism to the particularity of the text itself. Its unique literary value and its interdisciplinary nature make it necessary to have a deep understanding and specific analysis of its various aspects. Aiming at this problem, the author makes a field survey on the translation of some scenic spots in Dali Prefecture, and comments on the problems in the translation of scenic spots from the perspective of functional translation theory.

2. LITERATURE REVIEW

2.1 The guiding role of functional theory

Tourism materials include scenic introduction, advertising slogans, notice, sign, folk customs picture book, historical site couplets interpretation and so on. Especially the introduction of scenic spots is the most characteristic of tourism text, and it's also the focus and difficulty of translation. Generally speaking, tourism text has two basic functions: first, it transmits information；The second is to exert influence and induce action. The target audience of English translation of tourism text is mainly foreign tourists. Therefore, the translator should first consider communication and effect in translation, instead of sticking to the original expression, analyzing the expected

function and purpose of the text and adopting flexible translation strategies (Xiaohua Yan&Xiangqing Liu, 2022). To convey information in an appropriate form, the translation can not only express the information of the original text accurately, but also make it easy for readers to understand, and finally achieve the purpose of "persuading" readers to achieve tourism and cultural exchange.

Translation is a kind of cultural transformation and a purposeful communicative activity. Tourism translation is by no means easy. The translation of tourism materials is not a simple character substitution but a purposeful cross-cultural communication. The communication of the connotation of tourism cultural materials and the acceptability of readers directly affect the strategies of tourism translation. Functional translation theory holds that purpose is the criterion, which helps to guide translators to resolve language and cultural barriers. Therefore, when functional translation theory is applied to tourism translation, translators can adopt a variety of translation strategies and means to facilitate cross-cultural communication. Thus highlighting the charm of Chinese culture, so that foreign tourists can appreciate the profound cultural characteristics while appreciating China's famous mountains and great rivers, and improve China's external image is the significance of our translation of tourism materials. In the practice of tourism translation, functional translation can be regarded as a theory with profound reference and guiding significance.

2.2 The intercultural translation of functional theory

Functionalism holds that in order to achieve the desired goals and functions, the translator's treatment of the source text, the application of translation strategies and the form of expression of the target text all depend on the expectations and requirements of the client and the target text receiver. According to the analysis of the stylistic features of the tourist text,the tourist text belongs to the information type and the operation type.

According to Nods, "The main function of an informative text is to provide the reader with the objective facts and phenomena of the real world. The choice of language and style should be subject to this function." Call on the reader "To act, to think, to feel." Therefore, tourism translation should focus on the function realization of tourism information, not only to achieve the goal of publicity, but also to convey the content and significance of tourism texts.

The treatment of cultural factors is a difficult problem in all cross-cultural communication activities. Translation is not to smooth out language and culture differences, but to promote understanding, communication and learning between different languages and cultures (Weixiong Wu, 1997). Whether it is domestication or foreignization, literal translation or free translation, we can't ignore the specific requirements of translation, the purpose of translation, the expectation of the target text recipient and the degree of acceptance, two basic principles are determined to convey information accurately in clear and concise language, with emphasis on expressing the content of the original text to change the content of the original text to achieve the equivalent effect, with emphasis on eliciting the desired response. These two basic principles are of guiding significance to tourism translation, but they can't solve all the specific problems. It has been proved that there are many factors that determine the method of translation, and the text type is only one of them.

The author believes that most foreign tourists read the tourism publicity materials in order to understand the local conditions and customs of China and enjoy the pleasure of tourism, rather than carrying out archaeological or folk studies, so they do not have to provide them with overly detailed professional knowledge. In view of the differences of thinking between English and Chinese, the differences of expressing habit and receiving psychology, it is necessary to adjust the information in the original text according to the request of the client and the aim of translation, so as to enhance the readability and interest to attract tourists and realize good operation.

3. THEORETICAL BASIS

3.1 The core point of functional theory

Functionalist skopos theory of translation was formed in Germany in the 1970s. The emergence, development and maturity of this theory have gone through four stages, including Functionalist translation criticism theory by Katharina Reiss, Teleology theory by Hans Vermeer, translation behavior theory by Justa Holtz Manttari and function plus loyalty theory by Christiane Nord. The systematic framework of translation theory was finally formed, which became a very forward-looking and representative theory of functional school at that time. According to functionalists, every human act has a purpose, and translation is a manifestation of human behavior.

This paper analyses skopos theory from the perspective of functionalism, points out some defects and shortcomings in the theory in guiding translation practice, and puts forwards some suggestions for improvement. Translation theory focuses on the process and means of translation according to the intended purpose of the target language. The purpose of translation theory is to provide the translator with an outline of how to translate and what purpose to achieve. Therefore, translation purpose occupies a supreme position in skopos theory, which determines the relationship between principles and texts.

3.2 The translation principles of functional theory

Functionalist skopos theory no longer requires translation to be absolutely equivalent to the original text, but emphasizes that the translator should choose the best translation method based on the analysis of the original text and its expected function in different contexts. Functionalist skopos theory focuses on three principles: purpose, coherence principle, and loyalty. The principle of purpose means that translation should play a certain role in the context of the target language and have a proper impact on the user. Consistency means that a translation should be uniform, readable, and accepted by the target language reader. Therefore, in both English and Chinese, the translator must first follow the principle of faithfulness to achieve the accuracy and acceptability of the translation; secondly, we should take into account the differences between different cultures, so as to achieve the purpose of cross-cultural communication. The principle of faithfulness is that the translation should be consistent with the original, that is, faithful to the original. The principle of purpose is the most important principle that determines the translation process and method. The principle of loyalty is subordinate to the principle of consistency, and both are subordinate to the principle of purpose. Functionalist translation theory cultivates the translator's sense of service purpose, emphasizes the communicative function of translation, breaks away from the shackles of reciprocal translation, and greatly improves the translator's status.

3.3 The scope of application of functional theory

The supreme principle of functional translation is to achieve the translation goal while taking into account the communicative function of the language and the receptivity of the target audience. On the basis of a brief introduction to German functional theory, this paper proposes three translation strategies for Chinese-English advertisements based on this criterion: literal translation, paraphrase and naturalization. This is a theoretical model which is close to the reality and can be operated effectively. It is especially suitable for the translation of non-literary texts such as advertising, tourism and news.

4. CHARACTERISTICS OF TOURISM TEXT TRANSLATION

4.1 The characteristics of the words

Vocabulary features have unique and special meaning in professional style. It plays an important role in people's communication in different situations. Nowadays, as the most direct and effective means of communicating information, vocabulary has become one of the main marks that distinguishes the tourism industry from other industries. Use specific words to separate a genre from other professional genres and common languages. In order to realize tourism promotion, the words in tourism text should reflect the artistic conception of tourism promotion and match the features of tourism text function. Feng Wu and the others note: tourism vocabulary covers many fields. Chinese tourist textbooks are more literary, often using hyperbole, while British tourist textbooks use oral style, cultural terminology and a large number of descriptive words to embody artistic and aesthetic feelings, often using the adjective elegant and literary. The propaganda and persuasion functions of tourism language make it an easily accepted language. However, tourism language has its unique advantages in keyword selection, use of foreign words, interdisciplinary nature of special words and lexical structure.

4.1.1 Highly descriptive words

There is a commonality between the Chinese and English tourism texts, that is, the publicity effect is strong. The aim is to promote tourist attractions or service tourism and persuade readers to consume. As a result, tourism texts in both languages use some very descriptive words (Peng Ping, 2010: 30). With the increasing interest of Chinese in the beauty of language, such highly descriptive words are more easily used in translation. Literal translation or additive translation can be used to translate colorful adjectives or four-character words in Chinese, so that the translation is more in line with the expectations of Chinese target language readers. While in Chinese-English translation of primitive Chinese description words especially four words describe the words tend to be discounted,

because English is the feature of attention type close, exquisite and concise, so try to adopt in the translation of some description class adjective or a verb (Meifang Zhang, 2005). Therefore, too much description and repetition in Chinese should betaken to merge or delete the translation method, in order to conform to the English target language readers aesthetic point of view.

Example 1:
The original text: "大理州，一个举世无双的迷人之地。这里风和日丽、气候适宜，全年温度20℃至25℃。一年四季气候温和，四季分明。春天万物复苏，草木发芽；秋天红叶如丹，层林尽染；冬季白雪皑皑，银装素裹。四季如春，春光明媚。夏微温，冬微凉，却天天有着好天气。"

The translation text: The most beautiful place in the world--Dali White Autonomous Prefecture. The weather is nice and sunny, with temperatures in the 20-25℃ range throughout the year. Everything revives and plants sprout in spring; Red leaves all dyed in autumn; winter is covered with snow. Four seasons like spring, and it's beautiful. The summers are warm and the winters are cool, but the weather is good every day.

Example 2:
The original text: "大理古城坐落在风景秀丽的苍山脚下，为古南诏国、大理国首都。城内有一条古老而繁华的大街，叫东关街。街上店铺林立，街面上车水马龙，人头攒动。这条街道上到处可见老人小孩在一起玩耍嬉戏的场面。这是一个宜居之地，当地居民朝夕相处，闲暇时养花晒草，再加上阳光灿烂气温适宜，引来了数不清的游人。"

The translation text: The ancient city of Dali is located at the foot of the scenic Cang Shan and it was the capital of the ancient Nanzhao and Dali countries. There is an old and bustling street in the city called Dongguan Street. The streets are crowded with shops and cars and full of old people and children playing together. It's a habitable place, where residents spend their evenings together, spend their spare time growing flowers and grass, and when the sun is shining and the temperature is right, it attracts countless visitors.

In the two examples above, the tourism text always uses descriptive adjectives such as"beautiful, nice, sunny, cool, habitable and shining" . So the translator should use a descriptor or four-character descriptor when converting Chinese text to English. Such translation meets the aesthetic expectations of English-speaking readers and thus achieves the promotional purpose of the tourism text.

4.1.2 Simple words

Tourism texts belong to the propaganda class, so it is necessary to use some simple words in the expression of information, so that readers of different levels of education can grasp the information accurately, so as to achieve publicity of tourism text in the general audience, get more readers to visit the scenic spots of propaganda or promotion of tourism service (Jinneng Cheng&Hefa Lv, 2008). The feature allows translators to try simple words that are common and adopt literal translation in the process of translation, no matter it is from Chinese to English.

Example 3:
The original text: "大理位于云南省的西部，面积1815平方公里，人口70多万，是国内外旅游胜地之一。"

The translation text: Located in western Yunnan Province, Dali is a famous tourist attraction at home and abroad, with an area of 1815 square kilometers and a population of more than 700,000.

Example 4:
The original text: "下午的时候可以骑自行车游览城市，成人和儿童可以免费租赁自行车，这会使旅行更加有趣！骑自行车是很多人的选择。蝴蝶泉旁边的酒店提供全年自行车租赁服务。6月至9月，游客还可以在喜洲、双廊和鸡足山外租赁自行车。"

The translation text: In the afternoon you can bike around the city, adults and children can rent bikes for free, which makes the trip even more fun! Cycling is the choice of many people. The hotel next to Butterfly Spring offers year-round bike rentals. From June to September, tourists can also rent bikes outside Xizhou, Shuanglang and Jizu Mountain.

In the above two examples, the original text mainly introduces some substantive information about the tourism destination and the tourism service, and needs to provide the reader with detailed and clear content, so that the reader can understand the information about the tourism service and the destination, therefore, the vocabulary used is relatively simple, while the method of literal translation is used to keep the original as simple as possible, so that the text is simple and easy to understand, so as to achieve the goal of tourism text publicity.

4.1.3 Second person pronouns

The use of the second person pronoun in the tourist text and its translation in the advertising style can close the distance with the readers and make them feel close to each other, thus better promoting the promotion of products or services (Zhonglian Huang, 2000). Tourism text belongs to propaganda style, the use of the second person pronoun is very important. Both Chinese and English have second-person pronouns, which in many cases refer not to a particular person but to a person in general. In Chinese-English translation, the second personal pronoun can be translated in a literal way, which not only reflects respect for the reader, but also shortens the distance between the readers.

Example 5:
The original text: "如果沿洱海继续下游，即从入口潜向北岸，观察水下地形时您将看到许多大的空隙及缺口。是许多鱼儿和水鸟的藏身之地，您甚至还会发现有那么一两只正瞪大眼睛看着您！"

The translation text: If you go down the Erhai Lake River, that is, from the entrance to the north shore, you'll see a lot of big voids and breaches when you look under the water. It is a hiding place for many fish and waterfowl, and you may even find one or two staring at you!

The use of "您" in the original text gives Chinese readers a feeling of respect as well as a feeling of friendliness, thus stimulating their desire to travel to the region. Therefore, the translation uses five "YOU" to close the distance with the reader, which makes the reader feel that the author of the travel text is having a dialogue with himself, and realizes a kind of intimacy.

4.1.4 Comparative and superlative degrees of adjectives

Advertising texts tend to use adjectives at the comparative or superlative level. "To show that the advertised product or service is superior to the like" (Peng Ping, 2008:144). The comparative degree and the superlative degree of adjectives are often used. Generally speaking, these comparative degrees can be translated literally. Sometimes the translation from English comparative to Chinese superlative is more compact, concise, smooth and propagandistic.

Example 6:
The original text: "这是庆祝大理夏季结束的最精彩的方式了。"

The translation text: This is no more wonderful way to celebrate the end of Dali Summer.

In the translation, the most advanced level in the original text is translated into the comparative level, so that readers can feel the tone of the text is more suitable with the features of the English language, read more smoothly.

4.2 The translation characteristics of syntactic features

Chinese and English tourism texts have different characteristics, but there is one thing in common, that is, simple sentences, they are short and concise, easy to understand. Such a sentence can play a better role in tourism text, and it can attract more readers (Liu, 2008). In addition, the calling function of tourism text requires the use of imperative sentences when necessary to increase the calling tone, for such features, literal translation can be used in Chinese-English translation.

Example 7:
The original text: "齐来参与，一起爱护苍山，保护苍山。" The translation text: Let's all cherish and protect Cang Shan.

Literal translation is a translation method or translation method on the premise of preserving the content and form of the original text. Sometimes only literal translation can better achieve the expression effect of the target language. Literal translation can help foreign tourists know Oriental culture, spread Chinese national culture and let westerners know China. Literal translation helps readers to understand the information and ideas conveyed in the propaganda text.

4.3 The translation characteristics of temporal features

In English tourist texts, the general present tense is used, the past tense is used when dealing with subjects such as history, allusions and legends, and the future tense is used when referring to the future tense (Xinqi Yi, 2021). In Chinese, the verb has no inflection of tenses. Sometimes the concept of time is expressed by the word of time. Sometimes it needs the reader to comprehend the time interval of the action through the context. In the process of translating English tourist texts into Chinese, the tenses usually do not cause any obstacles, but only need to be dealt with according to the mood of the original text. The translator should judge and comprehend the time period of events in the Chinese tourism text according to the original text, and translate it into English tourism text in accordance with English grammar and tense.

Example 8:
The original text: "洱海位于云南省大理白族自治州大理市北部。1981年，洱海经云南省人民政府批准公布为云南省级自然保护区。1994年，经中华人民共和国国务院批准，设立苍山洱海国家级自然保护区。"

The translation text: Erhai Lake lies in the northern part of the Dali White Autonomous Prefecture Dali. In 1981, Erhai Lake was declared a provincial nature reserve by the Government of the People's Republic of China of Yunnan Province. In 1994, the State Council of the People's Republic of China approved the establishment of Cangshan Erhai Lake National Nature Reserve.

In this case, the present position of Erhai Lake is introduced, and the past of Erhai Lake is introduced. Therefore, the translation of the first sentence into the simple present tense and the second into the simple past tense is in accordance with English grammar and tenses.

The English and Chinese tourism texts have some similarities in language, both of them use descriptive words, and they use simple words when they express substantive content. Such as the use of second person pronouns, as well as the comparative degree and superlative degree of adjectives or adverbs, as for such common features, literal translation can be adopted in translation, which is simple and can maintain the linguistic features of the original text (Kanghui Jin, 2007). Nevertheless, there are also great linguistic differences between English and Chinese tourist texts because of the differences between the two languages: Chinese emphasizes paraphrase but English emphasizes metamorphosis; English Stresses Conciseness and Chinese emphasizes flowery languages, with emphasis on description and rendering, often sparing no effort to repeat words and expressions. These characteristics require translators to adopt different methods in translation, in the process of Chinese-English translation, we should adopt the method of addition and repetition, and in the process of Chinese-English translation, we should adopt the method of omission more often, and delete some words in Chinese to render them. The descriptive words or repetitions of the original text can also be combined to simplify some of the repetitions in the original text and make the translation more acceptable to the intended readers so as to achieve the purpose of the tourism text promotion and call.

5. CONCLUSION

5.1 Suggestions

There are still many errors in the translation of scenic spots, which shows that the scenic spots and the Tourism Bureau and other relevant departments do not pay enough attention to the translation of scenic spots. The translation of scenic spots is directly related to the image of scenic spots and cities, and affects the interest of tourists. In addition, the translation versions of some common public signs in different scenic spots vary in quality, which also means that the government should set up a special translation quality supervision agency to be responsible for the review of foreign translations in scenic spots and public places, make sure the translation is correct, then let the relevant units to set up signs, so as to completely change the confusion of the sign translation. In addition, when the relevant units are looking for translators, they should carry out strict screening and select

those with relevant professional qualifications, so as to ensure the quality of the translations from the source. And finally, "In terms of the English translation of the signage, the function it is intended to achieve, whether its mission is accomplished or not, the tourists who use it will have the final say. Therefore, a feedback box should be set up at a prominent position in each scenic spot so that tourists can provide their views on the English translation of these signs and establish an open management system to absorb correct opinions and make corrections in a timely manner." (Xinhong Zhang&Ziran He, 2001).

Enlightenment to Translation Teaching: From the translation and language problems above, the translator's translation ability and language ability need to be improved. In the process of training translation talents, colleges and universities should pay attention to the training of students' basic language skills and translation skills.

Enlightenment to the translator: The translator should constantly consolidate his business foundation and lay a good foundation in language and culture. In addition, translators should strictly abide by the professional ethics of translation. "In order to ensure first-class service to clients, it is necessary for interpreters to be familiar with the ethical rules concerning translation in order to develop their own sense of professional ethics and enhance their ability to deal with various ethical issues." (Gang Chen, 2006). After receiving the translation task, the translators should take the work seriously and guarantee the translation quality. Finally, the professional ethics education of translators should be included in translation teaching in colleges and universities.

5.2 Research implications

Dali ancient City has a long and profound cultural development history, which poses great challenges to translators who devote themselves to the ancient city culture and requires translators to have good comprehensive ability and accomplishment. First of all, the translator must have solid bilingual basic skills, be familiar with the differences and connections between different languages, and have a certain degree of research on various translation theories. Secondly, the translator is diligent in translation practice and has a strong ability of translation expression. He is able to convey the meaning of the original text in a true and natural way, and to translate the "second creation" on the basis of his fidelity to the original text. Translation work is rigorous and prudent, which plays an important role in the output of culture, and requires the staff engaged in this work not to be careless. Therefore, translators need to have a certain "craftsman spirit" before they can devote themselves to translation work.

Build a We-media platform for external communication. In combination with the power of modern science and technology, we should have a macro grasp of the situation of cultural exchange between China and foreign countries, formulate feasible external publicity policies and programs, invest appropriate funds and coordinate and cooperate closely, so as to ensure the effective external communication of Dali ancient city culture. By using the network platform and the function of Wechat scanning code, the tourism text related to ceramic folk culture can be formed into two-dimensional code, so that tourists can learn about the ancient city culture through the network platform anytime and anywhere. Meanwhile, they can make comments on the network platform, so as to collect public opinions and better improve the cultural communication effect of the ancient city.

To sum up, we will use the translation of Dali Ancient City's publicity as the media to have a dialogue with the world, and not only attract foreign tourists to visit the beautiful old city, but also boost the culture of the ancient city to go abroad. Ancient city tourism English text plays an important role in the dissemination of Chinese culture, and also plays an important role of cultural communication bridge with foreign readers (Qian Du, 2021). In order to be better accepted by western readers, it is necessary to understand and master the concepts and features of ancient city English texts and find out relevant translation methods and strategies, which is undoubtedly of decisive significance to ensure the quality of translation.

Chinese tourism texts are characterized by large amount of information and strong culture, while in practical communication. Tourism English pays attention to concise writing and getting to the topic directly. Tourism text, therefore, the translator in the translation of tourism text, should be the purpose of the law by functional theory as the instruction, earnestly studies the cultural connotation, choose the most appropriate translation methods and techniques, pass information fully and appropriately to the target language readers, to make them feel a rich Chinese culture, appreciate the beauty of China famous mountains and great rivers, in order to promote the great development of China's tourism industry.