

Research on the Current Situation and Strategies of Japanese Translation of Cultural Tourism Attractions in Yilong County

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Abstract

Yilong County has abundant cultural and tourism resources, with numerous famous cultural and tourism attractions such as the Former Residence Memorial Hall of Comrade Zhu De and the Zhang Side Memorial Hall. At the same time, the Yilong County government continues to promote the “comprehensive tourism” strategy and strive to become a famous tourist county in Tianfu. However, there are many problems in the Japanese translation and promotion of cultural and tourist attractions in Yilong County, which will greatly restrict the healthy development of the tourism industry in Yilong County. Therefore, this article focuses on studying the current situation of Japanese translation of famous cultural and tourist attractions in Yilong County, including both the Japanese translation gaps of the attractions and the problems of mistranslation and omission of some attractions. Based on this, targeted translation strategies are proposed for the Japanese translation gaps and the expression of Chinese Japanese in Japanese translation texts of cultural and tourist attractions in Yilong County.

Keywords

Yilong County; Cultural tourism; Japanese translation; Translation Strategies.

1. Introduction

The proposal of the new economic strategy of the “the Belt and Road” has provided a new opportunity for the further development and expansion of China's tourism industry. Therefore, doing a good job in translating the text of tourist attractions plays an important role in promoting culture and attracting tourists.

According to literature search, there is currently relatively little research on the Japanese translation of tourist attractions in China. Most studies mainly focus on the translation of public signs for tourist attractions, and related research objects mainly cover traditional words, sentences, paragraphs, and discourse research. For example, Zhang Guofeng (2021) pointed out that there are errors in the Japanese translation of the public signs in the Mindong Scenic Area, including “hard” and “soft” translations, and proposed corresponding solutions such as requiring translators of public signs to have a high level of Japanese language proficiency and strict proofreading processes. Zhang Guo (2022) discussed relevant papers on the translation of public signs into Japanese, pointing out the problems of single research methods and narrow research scope. He also proposed prospects for gradually expanding the research scope and further improving the research depth. Chen Xu (2023) conducted a study on the Japanese translated texts of public signs in the Qianhu Miao Village Scenic Area in Xijiang, Guizhou Province, and found that according to Rice's text type theory, they can be divided into three categories: informational, expressive, and infectious. He proposed that informational public signs often use foreignization strategies, while the other two types of public signs often use domestication strategies. In addition, Luo Xianqian's (2018) study on hot spring tourist attractions in China and Japan found that under the same communicative purpose, the discourse step characteristics may vary due to cultural background, thinking patterns, and

other factors. Zhang Yi et al. (2020) conducted a survey on the current situation of Japanese translation of Changsha's red tourism resource external promotion website, pointing out that the website has problems in website construction and Japanese translation. They proposed countermeasures such as strengthening the construction of Japanese web pages and formulating translation rules to address these issues. Ma Feng (2021) examined the current situation of Japanese translation of tourism external propaganda texts in Xi'an from the perspective of cultural confidence, pointing out the problems of incomplete or missing Japanese version construction in external propaganda websites, and proposing strategies such as accurate use of literal translation and adding appropriate explanations. Feng Qing (2023) found in his research on the Qixingyan Scenic Area that there are problems such as a small number of Japanese translations and Chinese style Japanese. He proposed a functionalist translation theory based on the principles of purposefulness, coherence, and fidelity, which is helpful for the translation of tourism texts.

Reviewing the literature, it is found that there is currently little research on the Japanese translation of tourist attractions in Nanchong City, and the focus of relevant studies is only limited to the Japanese translation of tourist attraction signs. Liu Ziyang (2015) conducted a mistranslation analysis of the public signs of the scenic spots in Langzhong Ancient City from the perspective of cross-cultural communication, and revised the Japanese translation that was not accurate and standardized enough. Ge Huiling (2019) conducted a study on the Japanese translation of public signs collected on-site at the Wanjuan Tower scenic spot in Nanchong. She pointed out that there are problems with the low popularity and lengthy translation of public signs in the scenic spot. She proposed that the government, scenic area managers, and translators should make efforts to improve the translation.

In summary, there is not much research on the Japanese translation of tourist attractions both inside and outside the city. The research on daily translation of tourist attractions outside the city has focused on the translation of public signs for attractions. In recent years, the research perspective has also extended to discourse genres, foreign propaganda websites, and so on. There are only two studies in the city on the daily translation of public signs for tourist attractions. Therefore, this article intends to summarize the current situation of Japanese translation of cultural tourism attractions in Yilong County based on existing research results, and further conduct corresponding translation strategy research to make up for the shortcomings of existing research results.

2. The Current Situation and Translation Strategies of Japanese Translation of Cultural Tourism Attractions in Yilong County

When investigating the current situation of Japanese translation issues in cultural tourism attractions in Yilong County, the author found that there are a large number of various signs inside the attractions, which play an important role in providing tourists with scenic guidance, scenery introduction, public service information, and other aspects. These signs are roughly translated into four foreign languages: English, Japanese, Korean, and French. More than 90% of the signs have corresponding English translations. On the other hand, the Japanese translation corresponding to the signs is only about 30%, and it is mainly focused on some scenic spot guides and introductions of scenery names. There is almost no Japanese translation of public service information such as safety warnings. For example, some necessary public service facilities such as "ticket office" and "restroom" do not have relevant Japanese translations. The lack of Japanese translation for these signs will inevitably have a certain impact on Japanese tourists' sightseeing and sightseeing, such as their experience of scenic services and understanding of local culture.

Moreover, there are problems with the Japanese translation of some signs in various cultural tourism attractions. Some expressions are incorrect, and some translations are not standardized enough. In response, following the translation principle of “focusing on Yilong culture and translation”, the following translation strategies are proposed to facilitate tourists’ understanding and acceptance, and to enable tourists to obtain more tourism cultural value.

Example 1: 朱德诞生地

Original translation: 朱德誕生地

Modified translation: 朱德生誕地

Example 2: 观光车游览路线

Original translation: 観光バス路線

Modified translation: 観光バス遊覧コース

Example 3: 朱德同志故居纪念馆

Original translation: 朱徳の旧居の記念館

Modified translation: 朱徳同志旧居記念館

Example 4: 朱德故里景区概况

Original translation: 朱徳故郷の観光地概況

Modified translation: 朱徳故里観光地概況

Example 5: 整体用暖色的木纹进行搭配

Original translation: 暖色を使用し

Modified translation: 全体に暖色の木目を使用し

Example 6: 朱德故里景区导游全景图

Original translation: 朱徳故郷観光地ガイド図

Modified translation: 朱徳故里観光地ガイド全景図

Example 7: 客家民宿博览园旅游导览全景图

Original translation: 客家民宿博覧園観光地図

Modified translation: 客家民宿博覧園観光ガイド全景図

Example 8: 琳琅山位于景区中央。

Original translation: 観光地の中央部に位置しています。

Modified translation: 琳琅山は観光地の中央に位置しています。

Example 9: 酷似党徽的锤镰石

Original translation: 共産党のエンブレムのような形をしている鍛錬石

Modified translation: 中国共産党の党徽章のような形をしている錘鎌石

Example 10: 2006年被公布为全国重点文物保护单位。

Original translation: ここは2006年に全国重点文物保護単位に登録された。

Modified translation: 2006年に全国重点文物保護単位に入録された。

Example 11: 是川北民居与客家建筑融合的经典之作。

Original translation: 四川西部の民居と客家建築の合わせた典型的な建物です。

Modified translation: 四川西部の民居と客家建築を合わせた典型的な建物です。

Example 12: 堂屋门楣上方“人民之光”的匾额

Original translation: 真ん中の部屋のドアの上に「人民の光」と買ったある横額

Modified translation: 真ん中の部屋のドアの上にある「人民の光」の横額

Example 13: 同时，也提供干果、鲜果及商务、家庭小厨。

Original translation: また、ドライフルーツ、果物、家庭料理も提供しています。

Modified translation: また、ドライフルーツ、果物、ビジネス、家庭料理も提供しています。

Example 14: 2007年四川省人民政府公布为文物保护单位。

Original translation: 2007年四川省人民政府は文物保护单位に入録されました。

Modified translation: 2007年に四川省人民政府によって文物保护单位に入録されました。

Example 15: 朱德故里景区位于四川省南充市仪陇县马鞍镇。

Original translation: 朱徳故里的観光地は四川省南充市の儀隴県馬鞍鎮にいちいております。

Modified translation: 朱徳故里的観光地は四川省南充市の儀隴県馬鞍鎮に位置しています。

3. Summary

This article takes the cultural and tourist attractions in Yilong County as the research object, analyzes and summarizes the current situation of Japanese translation, including the Japanese translation gap of famous cultural and tourist attractions in the county, as well as some cultural mistranslations and omissions involved in cultural and tourist attractions. Based on this, following the translation principle of “focusing on Yilong culture and translation”, practical and feasible translation strategies are proposed for famous cultural and tourist attractions in Yilong County to make up for the shortcomings of existing achievements, enrich relevant theories, promote the accuracy, appropriateness and completeness of Yilong County’s cultural and tourist attractions’ external promotion, and provide certain reference data for future research in this field.

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