

# **A Study on the Translation of the Tourism Text Based on Eco-Translatology—A Case Study of E-C Translation of Go Yunnan APP**

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**Abstract:** Tourism is the vital pillar industries in Yunnan. It not only is crucial to the economy but also has the responsibility of showcasing the diversity of culture. As an official software, *Go Yunnan* aims to help foreign tourists in Yunnan. This paper treats the introductions of nine scenic spots in Kunming as the research object. From the three dimensions - linguistic, cultural, and communicative dimension in ecological translation studies, it explores effective ways to optimize the translation of the tourism text as the target text could be promoted to enhance the international dissemination efficiency of Chinese culture.

**Keywords:** Eco-Translatology; Tourism Text; Minority Ethnic Group

## **1. Introduction**

The world is moving towards multipolarity as economic globalization is developing in depth. The international influence of Chinese culture is increasing day by day. With the continuous promotion of visa-free policy, the number of foreign tourists visiting domestic tourism has been rising rapidly. Yunnan, due to its unique geographical location, pleasant climate, and ethnic minority culture, is favored by foreign tourists. To meet the needs of foreign tourists, the local government launched *Go Yunnan* which is an all-round platform jointly launched by the Yunnan Provincial Government and Tencent. This covers the entire chain of life - eating, staying, traveling, sightseeing, shopping, and entertainment. It launched an English version in 2019 and has successively updated its functions.

Based on the textual function theory which is put forward by translation theorist Peter Newmark, tourism text has the characteristics of both informational and appealing texts. In the process of translation, translators need to consider the influence of language, culture and

communication on readers simultaneously. Hu Gengshen (2011) believes that ecological translation studies systematically guide translation practice from the three dimensions of language, culture and communication, emphasizing that translators adaptively select in a multi-dimensional ecological environment to achieve the cross-cultural transplantation and ecological balance of the text.<sup>[1]</sup> Therefore, applying ecological translation theory to guide the English translation of tourism texts is of great significance.

## **2. Eco-Translatological Theory**

Due to the differences between Chinese and English languages and the functions of different texts, how the translation can better convey the cultural content of the source text has always been a question that translators have been discussing. Therefore, Hu Gengshen proposed eco-translatology.

Eco-translatology (Ecological Translation Theory) is a cross-disciplinary translation theory proposed by Professor Hu Gengshen from Tsinghua University. Professor Hu (2013) pointed out that translation is an activity that is led by the translator, based on the text, and aimed at the conversion of cross-cultural information. The translator adapts to the translation environment and selectively transplants the text.<sup>[2]</sup> Therefore, as Professor Hu (2017) summarized, eco-translatology is an overall study of the translation ecosystem, focusing on the relationships among various elements within the translation ecosystem, including the coordination relationships between translation activities and language, culture, human society, and even the natural world<sup>[3]</sup>.

The research of eco-translatology mainly focuses on three dimensions - the language dimension, the cultural dimension, and the communicative dimension. Professor Hu (2008) summarized the translation principles of eco-translatology as 'multi-dimensional adaptation and adaptive

selection'. A successful translation is the result of the translator's successful multi-dimensional adaptation and adaptive selection. That is to say, in the translation process, only when the translator truly achieves 'multi-dimensional' adaptation and at least three-dimensional selection, can an appropriate translation be produced<sup>[4]</sup>.

### **3. Introduction to Some Scenic Spots in Kunming**

As the capital of Yunnan Province, Kunming is a transportation link for tourism in Yunnan and a concentrated representation of the colorful ethnic minority cultures. It is also the preferred tourist destination for most foreign visitors.

This article mainly focuses on the C-E translations and introductions of nine popular tourist attractions in Kunming (Stone Forest, Expo Park, Daguan Tower, Xishan Scenic Area, Ethnic Village, Yunnan Wildlife Park, Qinglonggai, Laoxi River Wetland Park and Jiuxiang Scenic Area). From the perspective of ecological translation theory, in the introduction of the scenic spots, the translator needs to consider the reading difficulties that readers may encounter due to language differences, handle cultural-loaded words, and reflect the characteristics of informative texts and persuasive texts to achieve the three-dimensional goals.

#### **3.1 Adaptive Selection of the Linguistic Dimension**

Example 1:

Stone Forest is typical karst landscape formed about 300 million years ago. A great variety of Karst landscape is widely distributed in Shilin County, with a total area of 350 square kilometers.

Chinese is used to placing attributives before the object they modify, and adding "的" between the attributive and the noun. However, in English, when there are more than three attributives, they are usually treated as postpositional attributives or attributive clauses.

The first phrase in the original text, intends to emphasize that this scenic area of Stone Forest is a typical karst landscape and was formed 300 million years ago. The translator transforms the structure of sentence by placing the noun 'Stone Forest' at the beginning of the sentence, the attributive 'typical karst landscape' at the end,

and the time information at the very end. This follows the English language convention and accurately conveys the information, achieving a conversion in the language dimension.

Example 2:

Brothers and sisters of 26 ethnic groups greet guests from both home and abroad every day with happy dances and ancient songs.

The verb phrases in the source text are translated as "with happy dances and ancient songs." In Chinese, there is no restriction on the number of predicates in a sentence, and a sentence can have multiple predicates. However, in English, a sentence can only have one predicate. The translator did not treat all the verbs in the sentence as predicates and use "and" to connect verb phrases. Instead, 'with' is used to integrate dancing and singing into the action of welcoming tourists, which indirectly indicating the characteristic of the local ethnic group's warmth and hospitality. When translating, one needs to go beyond literal translation, deeply understand the unique language features and cultural heritage of the two languages, and maintain the ecological balance between the two languages<sup>[5]</sup>. The word – 'with' not only completes the processing in the language dimension but also conveys the cultural characteristics of the ethnic minority, better reflecting the characteristics of the exhortative text.

#### **3.2 Adaptive Selection at the Cultural Dimension**

Example 3:

Three-string traditional Chinese guitar dance

As the unique plucked string instrument of the Yi ethnic group, the guitar mentioned in this sentence showcases the diversity of Yi culture. The instrument is larger than other string instrument in size and has a rich, deep sound. Due to its strong emotional appeal, it is often used for accompaniment by folk songs and dances. Because its sound principle is similar to that of a guitar and it has only three strings, the translator translated it as "three-string guitar". At the same time, to highlight that it is a traditional instrument frequently used by ethnic minorities in the past, the prepositional phrase "traditional Chinese" is added before "guitar". The supplementary translation not only explains the instrument - Three-string traditional Chinese guitar to foreign tourists, but also emphasizes its cultural recognition as a traditional musical

instrument of ethnic minorities in China, reflecting the cultural transformation.

Example 4:

From a far distance, those peaks look like a huge sleeping Buddha, or a lying girl on her back, so it is also called Wofo Mountain ( means lying Buddha ), or 'Sleeping Beauty'.

The name 'Wofo' is very vivid and descriptive for domestic tourists. Tourists can understand from the literal meaning that the shape of this mountain resembles a lying Buddha statue. However, for foreign tourists, the image of Buddha is usually that of someone in meditation, and there is no equivalent word in English for "lying Buddha". If translated literally, it would disrupt the musical beauty achieved by the rhyming of the Chinese noun. The translator adopted the method of adding annotations, adding "means 'lying Buddha'" after the scenic area name, so that visitors could understand clearly and achieve the conversion of communicative function.

### **3.3 Adaptive Selection of the Communicative Dimension**

Example 5:

Composed of 5 venues, 7 special parks, 34 domestic parks and 33 international parks, it ranks the top in all A1 category World Horticultural Expositions.

There is a unique term created by Chinese which usually refers to a cultural park or scenic area that showcases a specific theme. It might be a park or scenic spot established by a city or region to display its natural scenery, historical culture, artworks, or local characteristics. The translator chose the word 'park' to summarize the connotation of this unique term in the text. Although this word is specific to Chinese, since it does not have any particular cultural or historical meanings, there is no need for transliteration or annotation. From the perspective of communication dimension, this translation is concise, the information is conveyed clearly, and readers can clearly obtain the same reading experience as the original readers, which meets the requirements of the communication dimension.

Example 6:

There are ancient trees that blot out the sky and the sun as well romantic mountain flowers and fragrant wild fruits with paradise-like mountains, beautiful and peaceful countryside.

The phrase encompasses two cultural images –

mountains and idyllic place which is full of serenity. The idyllic concept refers to an ideal state of life that is isolated from the real society and is peaceful and contented. While mountains refer to the towering peaks, in culture, it has the metaphorical meaning of separation from external interactions. Both of these cultural images simultaneously emphasize the isolation from society and the real world. However, the translator did not directly translate or add any words. Instead, they adopted the image of "paradise" in Western culture. "Paradise" in English is a symbol of a good life and is often used in Western culture to describe scenic spots to attract tourists. This translation effectively conveys the message, helps tourists understand the connotation, and ensures the effective transmission of the communicative intention.

### **4. Conclusion**

The software 'Go Yunan' is an important way for foreign tourists to learn about Yunnan culture under the visa-free policy. It is also a means to attract foreign tourists and promote the unique ethnic minority culture of our country, thereby establishing cultural confidence. Kunming, as the capital of Yunnan Province, its scenic spots embody the essence of the culture throughout the Yunnan Province's tourist attractions. Among the nine scenic spots discussed by the translator, they not only include natural landscapes (Stone Forest, Jiuxiang), ethnic minority culture (Ethnic villages) and humanistic history (Xishan, Daguopark).

Based on this, this article, from the perspective of translation ecology theory, emphasizes the central position of the translator and explores the practical strategies for the translation of tourism texts. In actual translation, the translator should, based on the particularity and differences of the translation ecological environment of the source language and the target language, make choices and adaptations in the language dimension, cultural dimension and communicative dimension, and adopt translation methods such as annotation, free translation, transliteration, and conversion of word classes, so that the translation has a high "overall adaptation selectivity", ensuring readability and accuracy, and attracting more foreign tourists to visit Yunnan, promoting Chinese culture to better reach the world.

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