

English Translation and Promotion of Eastern Fujian Tourism—Taking Fujian Revolutionary History Memorial Hall as an Example

Zhang Qu^{1,a,*}, Liu Feng^{1,b}

¹*School of Foreign Languages, Fuzhou University of International Studies and Trade, Fuzhou, China*

^a2078589757@qq.com, ^b2022089025@qq.com

*Corresponding author

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Abstract: In this era of globalization, a wide variety of cultures are colliding and merging with each other, bringing diversity to the world today. In the international arena, China has also made many contributions to cultural export, not only letting friends in foreign countries understand the beauty of Chinese culture, but also making them want to come to China to experience a different and beautiful culture for themselves. In the long history of China's rich culture, tourism culture has always been an important carrier of China's culture, contributing to the cultural export of no small amount of power. As one of the old bases of China's Revolution, the Eastern Fujian region should adopt an open attitude to the outside world and take active measures to promote its historical and tourism characteristics through correct and relevant English translations of foreign propaganda texts, with the aim of promoting the tourism culture of Eastern Fujian in China.

1. Introduction

The tourism culture is not only a powerful means of opening up a diverse window to make our culture more internationally known, but also helps friends from all over the world to better understand our historical background and great revolutionary spirit. In particular, the English translation and promotion of tourism can attract foreign tourists and contribute to the flourishing of tourism in China. The Fujian Provincial Revolutionary History Memorial Hall is not only a national patriotic education base and a classic tourism site, but also an important window for the construction of spiritual civilization and reform and opening up of Fujian Province. It is the only provincial-level and the largest revolutionary history museum in Fujian. Its rich exhibition content and profound cultural connotations are worth promoting the tourism culture of eastern Fujian out of Fujian and into the international arena by means of English translation and promotion of tourism.

2. The importance of tourism culture in eastern Fujian

As the mainstream culture of contemporary China, culture radiates a brilliant light and vigorous vitality. It is an important part of socialist culture with Chinese characteristics and has important

political, historical, cultural, economic and educational values. As the international community continues to interact with each other and integrate multiple cultures, tourism culture has become a hot new star in China. As an important component of culture with distinctive features and a long history in Fujian, tourism culture in eastern Fujian not only plays a role in promoting development, but also means the inheritance and continuation of the spirit of Chinese culture. The development of tourism culture in eastern Fujian will not only promote revolutionary traditions and patriotic education, but will also contribute positively to the creation of a tourism brand in eastern Fujian and to the enhancement of the competitiveness of eastern Fujian tourism. ^[1]The promotion of the tourism culture of Mindong is not only intended to promote the development of tourism in China, but also to promote its historical characteristics and spiritual connotations out of China and the world.

The Fujian Revolutionary History Memorial Hall, located at the foot of Gushan Mountain, a famous scenic spot in Fuzhou, is a national patriotic education demonstration base, a national tourism classic scenic spot, a national defence education base in Fujian Province, and an advanced unit of patriotic education base in the province, as well as an important window for the construction of spiritual civilization and reform and opening up of Fujian Province. ^[2]For such a culture strong, patriotic education awareness of the tourism culture of eastern Fujian representative venues, improve and promote its foreign English translation of the text, is not only beneficial to foreign tourists to visit, to promote the development of tourism, but also to promote China's culture and patriotic spirit.

The Fujian Revolutionary History Memorial Hall is one of the key projects of the 8th Five-Year Plan of Fujian Province. Since its opening, it has received millions of visitors from home and abroad, and has received wide attention from many mainstream media. The various exhibitions held in the museum show visitors a vivid image of Fujian's 100-year history from the Opium War in 1840 to the founding of China in 1949, the rise of the Chinese Soviet Movement, the great revolutionary deeds of old comrades, old Army soldiers and cadres, and other significant history of the eastern Fujian region.

3. Analysis of the English translation strategy of tourism in eastern Fujian

After a field study of the Fujian Provincial Revolutionary History Memorial Hall, we can find that the hall has a certain awareness of foreign propaganda and English translation means. Most of the 800 revolutionary arts and 800 historical photographs on display in the museum are bilingual. However, after a careful survey, the following problems were evident and need to be rectified:

In many of the introductory pages, the fonts in the English translation are too small, and in some cases the fonts have been blur or even fallen off over time, making it difficult for visitors to understand the information clearly and unambiguously.

Lack of translated texts: In the museum, many pages containing important information are not taken into account, such as a panel with a comparison table of land possessions, which only has descriptions and graphics in Chinese and no explanation in English, and a panel with "The Ten Heroes of Fuzhou among the Martyrs of Huanghuagang" and some other important revolutionary figures, which is not marked with a special English translation. The inadequacy of the translated text will inevitably have a greater impact on foreign visitors and make for a poorer viewing experience.

Although the museum has set up many convenient and clear ways to promote itself, such as setting up a public number, launching an online exhibition, explaining the story of the centenary of the founding of the party, and other modern and efficient means of promotion, the audience is limited to domestic visitors, and when foreign visitors visit the museum, the only way to learn about the local history and culture is through the translation of the pages and a small amount of information on the internet. When foreign visitors visit the museum, the only way to learn about local history and culture is through translations of the pages and a small amount of information on the internet, which is too limited.

When dealing with the English translation of foreign propaganda texts, it is particularly important to explore the cultural core, analyse the textual characteristics of the foreign propaganda materials

and clarify the purpose of the translation. When translating, translators should strive for excellence in vocabulary, syntax, chapter and rhetoric, and reconstruct cross-cultural texts from poor or mistranslated original translations. ^[3]After careful research and extensive information review, the following issues should be avoided in the translation and combined with translation techniques to achieve a better translation, in addition to the most easily solved and obvious spelling errors in the English translation available in the library:

In the translation of the phrase “the initiator of democratic thought”, the translation of the word “initiator” is “initiators”. The English-English definition of “the person who starts sth” tells us that its basic meaning is the initiator, the founder of something, while what needs to be translated in the exhibition board is “enlighteners”. The word “enlighten” is used to derive the English translation of the word “enlightener”.

The prerequisite for omission is that the omitted words already have the meaning of the original text in the translation or are self-explanatory, and some words need not be translated in order to avoid repetition and verbosity. The purpose of the omission is to make the translation more fluent and in line with translation conventions, and it should be noted that the omission does not remove certain ideological content from the original text; the omission cannot change the meaning of the original text. The translation of “Fujian Shipbuilding was established” can be interpreted as “Fujian Shipbuilding was established”. However, the modifier “the use of Western learning in China” should not be omitted from the translation.

The logical relationship between the Chinese and the Chinese is relatively implicit and does not rely on related words but on semantic coherence, while the English language emphasises the form and relies more on articulation to highlight the clear logical relationship and focus on The English language, on the other hand, is more formal, relying on articulation to highlight the clarity of logical relationships and focus on formal consistency. Therefore, English sentences focus on explicit cohesion and on sentence form, reflecting the characteristic of form reveals meaning. In layman’s terms, English places more emphasis on logic and the use of conjunctions than Chinese, so in order to be more relevant to foreign visitors' browsing habits and reading styles, we should show the logic of the original text as much as possible when translating. For example, if the logical order is not clearly reflected in the translation of the exhibition panels such as “Xinhai Revolution in Fujian” and “Agrarian Revolution, Creation of the Soviet Union”, we can add conjunctions such as but, although and before to the translation.

Correct use of punctuation is important. In the English translation of the text, there are many errors of inaccurate punctuation, such as “with a series of unequal treaties. The foreign powers economically plunde”. A comma should be used after the prepositional phrase “with...” instead of a full stop. In addition, two complete sentences should be separated from each other by a conjunction or a full stop. Incorrect use of punctuation not only leads to confusion and confusion of meaning, but may also result in grammatical errors and create reading difficulties for visitors.

4. Promotion of tourism translation in Eastern Fujian

4.1 Status of tourism promotion in Eastern Fujian

The development of tourism in eastern Fujian will not only promote the revolutionary tradition and patriotic education, but will also play a positive role in creating a tourism brand in eastern Fujian and enhancing the competitiveness of eastern Fujian tourism. However, there were only a few relevant documents. The development of tourism in eastern Fujian is still in its infancy and has not formed its own brand, most people do not understand the history of development in eastern Fujian, and the products are not fully developed and appear simple and boring. Most are simple explanations of the revolutionary history in terms of attractions, or are attached to natural landscape development and marketed as incidental attractions.

4.2 Status of promotion of revolutionary history memorials in Fujian Province

After much research in the field and online consultation, we can tell that the Fujian Revolutionary History Museum has a public website, which includes a lot of information about the museum, such as basic displays, important historical background, and volunteer explanations. However, these means of communication do not include English translations or foreign texts, and are not well targeted at foreign visitors.

4.3 Promoting tourism culture in eastern Fujian through the medium of the Internet

In the age of information technology, most people will learn more about the site through their mobile phones and other online means, especially for foreign visitors who are not fluent in Chinese. Culture media communication has many advantages. It is both effective and timely, widening the path of culture dissemination and improving its efficiency and effectiveness. It has deconstructed and subverted the traditional media communication model, making the dissemination of culture more widespread, faster and more efficient. It has broken the limitations of information dissemination in time and space, transforming the dissemination and exchange of culture from text and pictures into digital symbols, achieving real-time and simultaneous dissemination effects in global space and time, making symbiotic integration between different countries, nationalities and cultures around the world a real possibility, and making cultural dissemination take on global characteristics.

5. Conclusion

With the collision of multiple cultures and the development of globalization, more and more foreign tourists are coming to China to learn about the culture and history of China and to explore the spiritual and cultural heritage of China. In particular, culture, which represents the core spirit of our country, is full of ideas such as hard work, cooperation and mutual assistance, solidarity and collaboration, which can be spread internationally and effectively integrated with local cultures. Culture contains the concept of holistic cooperation and mutual assistance, which allows it to interact with different cultures, to gather the greatest number of interests and effectively respond to global challenges; to stimulate the initiative and enthusiasm of other countries to participate in solving international problems, and to strengthen the belief of all countries in building a community of human destiny. Promoting the foreign dissemination of culture is also conducive to stimulating the spiritual impetus for building a community of human destiny. As an effective medium for promoting cultural exchange and excellence in culture, foreign propaganda should be honed to a stricter and higher standard and the text should be refined. Not only do the texts need to be translated accurately, they also need to be promoted in a reasonable manner in order to promote culture and make the world see tourism culture.

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