

ON CHINESE-ENGLISH TOURISM TRANSLATION FROM THE PERSPECTIVE OF INTERCULTURAL COMMUNICATION

Zhiwei. Gu

College of Foreign Studies, Nanjing Agricultural University, Nanjing, China
Correspondence: Zhiwei. Gu, College of Foreign Studies, Nanjing Agricultural
University, Nanjing, Jiangsu Province, China. Tel: +86-188-5117-9259. E-mail:

ABSTRACT: *Our era is the one of globalization; intercultural communication has become a prominent feature of this era. Cross-cultural communication is between people of different cultural backgrounds of communication. Tourism is a comprehensive undertaking. It is a sunrise industry, because in China it is still a relatively young industry. When foreigners travel to China in the past, they are mainly for holiday entertainment. With the development of modernization, their purpose gradually turns to receiving education, getting the information, having a taste of a foreign country's interest, and increasing their knowledge and experience. It has been proved that foreign tourists, especially groups of tourists, get the knowledge and information of the places of interest mainly through the translation and conversations between the guide interpreters and them. To meet this need, our guide interpreters should have wide knowledge with reasonable structure, and it should be with reasonable content of scientific knowledge. Translation Guide to Cross-Cultural Awareness comprehensive language, History and culture, policies and regulations, psychology, aesthetics, economy and society, travel, international, and many other areas a wide range of knowledge. Tourism is a typical intercultural communication, and the intercultural awareness plays a very important role in the tourism translation. To achieve the perfect effect and atmosphere, the translators' cross-cultural awareness plays a vital role. Tourism English has a very rich content, involving history, geography, law and religion, folk art, fashion and literary, such aspects and what more. Therefore, to master the tourism translation method is very important for us.*

KEYWORDS: tourism translation cross-cultural awareness specialization.

INTRODUCTION

"Cross-cultural communication refers to the communication between people of different cultures (information producer and the information receiver). From a psychological point of view, intercultural communication is the communication carried out in which the encoding and decoding of information by people from different cultures." (Jia Yuxin, 1997, 23). We use "intercultural communication" to replace "translate" the term, and even "intercultural cooperation" to replace "translation." International cultural tourism is a cross-cultural communication. The nature and characteristics of employed translators required to have cross-cultural awareness of this important quality. Translators under the guidance of the cross-cultural awareness. The work of a professional attitude and professional working methods, an accurate grasp of the nature and characteristics of tourism translation, translation theory and method of updating, enriching the cultural connotation of tourism text translation, text translation travel to play a practical function, and Solving the process of translation in the tourist highlights The real

problem to the world truly understand the urgent need.

Being intercultural is one of the main characters in international tourism today. During the reception of foreign tourists, the occurring interpretation is quick and urgent, difficult and varying. This requires the guide interpreters not only should have adaptability, but also specifically with the ability to cross-cultural translation. As the guide interpreters work in a variety of cultural differences, even at the national, regional and cultural collision, so intercultural awareness, knowledge, thinking and ability are essential to the guided interpretation staffs, it's the necessary quality and also guided them into a successful intercultural communication.

In the era of globalization, China is a tourism power, we Chinese people should not only master the culture of the whole world, but also should do our best to introduce Chinese culture to the world. In fact, tourism is a very typical cross-cultural communication activity, so tourism English translation is not only translation between linguistic signs, but also a cultural pattern of transformation. Therefore, in the process of tourism translation, intercultural awareness is very important. Tourism English has a very rich content, involving history, geography, law and religion, folk art, fashion and literary aspects and what more. It can be divided into psychological and aesthetic differences, between ethics and customs differences, etc.

The Method for Tourism Translation

Translation is a kind of practice to make one language form redemonstrated in a new language. Being identical with translation in other occupations, tourism translation should also be faithful to the original requirements, but not the words converted "seat to number", i.e. not to be rigid and inflexible. It requires the translator with a keen cross-cultural awareness, to our country's long history and beautiful mountains and rivers showing to the world.

Cross-cultural awareness and the translation in place and landscape names

Cultural differences exist in any stage of human civilization, each nation, and the nation's culture is different from another one. The difference between Chinese and foreign cultures is obvious, and it is the obstacles and challenges in their translation. The different ethnic backgrounds of Chinese and English cultures make their respective styles of tourism materials readers loved the language of the form. The Chinese nation has a unique concentration of aesthetics, social history, and cultural tradition, the Chinese classical literature is always emphasizing on charm and style.

However, the Western nations in this respect are quite different. Traditional Western philosophy emphasizes on abstract analytical thinking, in the relationship between subjective and objective images, they emphasize more on the imitation and reproduction. In contrast, we Chinese have a unique social history and cultural traditions. In the process of introducing the tourist attractions, we mostly use descriptive language, gorgeous words, elegant phrases, concise terms, and implicit expressions, etc. We make more use of four parallel alignment and dual structure, with a view to drafting neat, Sound antithesis, contrast context, to make sound, form, and meaning all excellent scenes, making the spirit and the scene melt together.

Chinese tend to focus on the linguistic meaning correspondence, while with a fragmented form of language, and an implicit grammar. The following is an introduction on the Chengde Summer Resort :

避暑山庄分宫殿区、湖泊区、平原区、山峦区四大部分8 个小岛屿, 将湖面分割成大小不同的区域, 层次分明, 洲岛错落, 碧波荡漾, 富有江南鱼米之乡的特色。东北角有清泉, 即著名的热河泉。平原区在湖区北面的山脚下, 地势开

阔，有万树园和试马埭，是一片碧草茵茵，林木茂盛，茫茫草原风光。山峦区在山庄的西北部，这里山峦起伏，沟壑纵横，众多楼堂殿阁、寺庙点缀其间。

As it can be seen, in the Chinese introduction, the words of subjective intent are frequently used, which aims to give the immersive feelings to the tourists, but if this section is directly translated into English for foreign tourists to read, it may make people feel a sense of being tedious and meaningless, because the western aesthetic point of view focuses on knowledge and science, and it has a distinctive quality of cognitive, reasoning and logic. Tourism translation is totally different from literary translation, it is only a popular reading material for the mass, its readers are generally foreigners. And its intention is to make the foreign tourists understand it, enjoy it, and get relative information of natural, geographical, cultural and customary aspects. So we should make the tourism translation practical and specialized.

The Grand Canyon is more than a great chasm carved over millennia through the rocks of the Colorado plateau. It is more than an awe-inspiring view. It is more than a pleasure ground for those who explore the roads, hike the trails, or float the currents of the turbulent Colorado River. This canyon is a gift that transcends what we experience. Its beauty and size humble us. Its timelessness provokes a comparison to our short existence. In its vast spaces we may find solace from our hectic lives. The Grand Canyon we visit today is a gift from past generations. Take time to enjoy this gift. Sit and watch the changing play of light and shadows. Wander along a trail and feel the sunshine and wind on your face. Attend a ranger program. Follow the antics of ravens soaring above the rim. Listen for the roar of the rapids far below. Savor a sunrise or sunset. This article which describes the Grand Canyon is inter-related from the start. By the use of "It is more than ..." it arouses the reader a strong desire to read. This English article of introduction has a simple writing style, it is logically coherent, and easy to understand. Such as "Sit and watch ... Wander along ... Attend a ... Follow ... Listen for ... Savor ...", these words are intuitive and bright, warm and real. However, from our Chinese perspective, we will find the choices of the English words are too simple for no reason, they lack literary grace, but it is actually a Chinese thinking from a psychological illusion. According to our Chinese habits, gorgeous items will be much used.

For example, here is a bilingual introduction for Wulingyuan : "Here, 3000 peaks going up, of various shapes, some like jade circulars and magic whips, site heaven; some like iron wall, stand tall; some, such as Akira board base eggs, crumbling; some if bonsai antiques, exquisitely carved amazing but true, blurred but it is not worth a pound of artistic creation artistic creation, amazing. "

“3000 crags rise in various shapes. They are like whips or pillars propping up the sky; or huge walls, solid and sound; or immense eggs piled on an unsteady boarder; or miniature rocky or curios ... Fantastic but actual, dreamy but real! They are not artistic works, but more exquisite than artistic works. One can not help marveling at the acme of perfection of Nature's creation -- "Wulingyuan" In the Chinese source text, the words and items are graceful, fantastic imagery, and scenes to paint a portrait of the typical Chinese works. But look at its English translation, it is drafted in clear language software, the phrases are wordy piled up, meaningless, scene depicting is unclear, although it is in English as we can see, but it just like in Chinese in essence.

Communication is a mental process in communication coding and decoding, its main purpose is to be meaningful. In some tourist information and publicity material introduced abroad, some names of the translation is not well unified.

For example: "太湖", somebody translated it into Tai Lake, while others translated as Taihu Lake; "泰山" is translated into Taishan Mountain, while others translated as "Tai Mountain" or "Mountain Tai".

In general, if the name of a tourist spot is in the case of Chinese "single name" section,

and in order to take care of the foreigners' customary rhyme and reading habits, we should better make the items like "Lake", "Mountain" and "Garden" and what more also transliterated out. And if the destination name is the "double name", such as “峨眉山”, “太白山” can be translated as Emei Mountain, Taibai Mountain.

China is an ancient country, where many places were named with rich meanings, so we can not simply use transliteration for the place names. For example, the famous classic gardens in Suzhou, “拙政园”, when translated as "Humble Administrator's Garden", should be much better than the Zhuozheng Garden. Because the "Humble Administrator's Garden" was built by Wang Xianchen, who was a censor in Jiajing years of Ming Dynasty, in his hometown after his resignation, and the garden was built on the former Dahong Temple of Yuan Dynasty, and he used the current poem "A humble administrator can also govern orderly" in "Homebound Fu" to name this park. If you were the guide interpreter, you can explain the historical background, and it would be more attractive, so that tourists are not only attracted by the beautiful scenery and steeped into the far-reaching Affectional history.

Another example is the "中山陵", it was translated into Dr Sun Yatsen 's mausoleum, the "颐和园" is translated as The Summer Palace, it would enable the tourists to combine the immediate landscape and historical figure or historical stories better. In this case, if we ignore the cross-cultural awareness, instead just simply deal with the names by transliteration, then the effect would be far different. When I visited the famous tourist spots in Xi'an, the "大慈恩寺"(Great Mercy Temple), when seen its English translation “The Da Ci 'en Temple” I do not agree with such a simple transliteration, because it did not reflect its significant historical background.

However, we should notice it that we can not use free translation for the names of some individual tourism spots. For example, Suzhou's "寒山寺" can not be translated as "cold hill temple", because it is based on the ancient monastery monk Han Shan was named. Of course, the translation of tourism landscapes can both be a free translation and transliteration. But the name translations of some attractions are more appropriate to be a combination of transliteration and free translation. Such as "太和殿" in Beijing Palace Museum, not only with Chinese pinyin“ Tai he Dian”, but they also use free translation The Throne Hall of Supreme Harmony. We have two ways to deal with it: one is Taihe Dian italics, with “The Throne Hall of Supreme Harmony” in brackets on the back, like this: Taihe Dian (The Throne Hall of Supreme Harmony); the other one is between the use of "or" link, which Taihe Dian or The Throne Hall of Supreme Harmony . Such approach of transliteration and free translation combination is very popular in both domestic and international tourism industry than the popular translation method.

Cultural awareness and the translation of names of historical figures, historical events.

China has a long history and shining ancient culture. When introducing the heritages, we will always be link to the large number of historical events and the dynastic name. The foreign tourists to China are not familiar with our history or dynasties, so we should better add a BC or AD year to the dynasties involved.

For example: “清朝乾隆年间”, which can be translated as :during the reign of emperor Qianlong (1736 - 1795) of the Qing Dynasty (1644 -1911).

In the translation of those historic celebrities, with whom the foreign tourists are not familiar at all, the history of celebrity, you can add relevant background information such as stories, achievements and so on, to supply the person's identity, position in the history. Such as "秦始皇" can be translated as Qin Shihuang, the first emperor in Chinese history who united China in 221 BC "林则徐" can be translated as Lin Zexu, Government official of the Qing Dynasty (1636 -1911) and key figure in the

Opium War ... this translation to make foreign tourists a better understanding of the historical figures and dynasties of China, rather than to be at a loss.

In addition, from a cross-cultural point of view, if we make a flexible and appropriate use of analogy to translate the Chinese dynastic history or historical figures, it would be better. Such as the Butterfly Lovers“梁山伯与祝英台” to Romeo and Juliet in western culture; and Confucius, to Aristotle, the famous Greek philosopher; China's Monkey King“孙悟空” and the funny Pig“猪八戒” can be compared with Mickey Mouse and Donald Duck. For example, in a material on the information of the National Palace Museum, in Chinese it said: 故宫耗时 14 年, 整个工程于 1420 年结束。

If this travel information is issued for the North American market, it can be translated as: The construction of the Forbidden City took 14 years, and was finished in 1420, 72 years before Christopher Columbus discovered the New World. And if the material of the target market is Europe, maybe in the "in 1420" we may add "14 years before Shakespeare was born". Cross-cultural analogy to this approach will give the foreign tourists a better understanding with the history of China because it is linked with their familiar history or celebrities.

In Jigong memorial, which is located in Lanxi, Zhejiang province, there is a Chinese sentence which goes: 济公劫富济贫, 深受贫苦人民的爱戴。 And with the translation: Jigong, Robin Hood in China, robbed the rich and helped the poor. In the translation, Jigong is compared to Robin Hood, who is extraordinarily well known in the west so that foreign tourists feel more intimate and familiar, and it is not hard for them to understand Why Chinese people love and admire Jigong so much.

Intercultural Awareness and the translation for ancient Chinese poems and idioms

The Chinese culture has a long history, and most famous tourist attractions have ancient masterpieces, which are elegantly written, cultural, and highly lyrical. Especially in the use of classic idioms, most of which are composed of four Chinese characters, the strengths and characteristics of Chinese are reflected better. In fact, not only in the ancient poems, but also modern Chinese literature works and introductions for Tourism Attractions, idioms are more and more frequently used. Generally there are two types of idioms, one is Chinese Idioms Words with four Chinese characters, and the other one is of ordinary words. ,about 97 percent of the Chinese idioms are composed of four Chinese characters, and this is absolutely out of the advantages of four-character idioms. Generally speaking, idioms with four characters have three major advantages: from the content perspective, it is concise; from the form perspective, it is neat and ordered; and from the pronunciation aspect, it is fluent and nice hearing. But the translation for ancient poems and four-character idioms is not easy. In order to make it not only be faithful translation of the original, but also reflect the literacy of the works, we need a strong foundation in English and a keen intercultural awareness.

For example, “上有天堂, 下有苏杭”, can be translated as“ In the sky, the best is heaven, and on the earth, the best are Suzhou and Hangzhou”. Another example: “路左有一巨石, 石上原有苏东坡手书云外流春四个大字。”The translation is: To its left is a huge rock formerly engraved with four big Chinese characters“Yun Wai L liu Chun” (Beyond clouds flows spring) written by Su Dongpo (1037 - 1101), the most versatile poet of the Northern Song Dynasty (960 - 1127).

In the translation, the author combine the uses of literal translation and free translation, helping readers to get a better understanding of the "云外流春", and experience its wonderful mood. In the brief introduction for Zhangjiajie scenic spot in Hunan province, there is a sentence which goes like: 境内怪峰林立, 溶洞群布, 古木参天,

珍禽竞翅,山泉潺潺,云雾缭绕。In one sentence, six four-word phrases are successively used, which becomes concise, elegantly written, and fascinating. And here is the translation for it: There are countless strange peaks, clusters of lime stone caves, ancient trees as high as the sky, rare and precious birds, flowing mountain - springs, and cloud - like mists floating above you. The four- character phrases for landscape descriptions are of highly scalability, with the sentences short or long. For example,“移步换景”、“曲径通幽”、“诗情画意”、“九天飞瀑” can be respectively translated as: a different view with every step (rather than“seat to number” translation like:“take a step and the scenery will change”) a winding path leading to a secluded place, poetic lyricism and picturesque concept. But we can just translate “九天飞瀑” into heavenly falls, pretty good, do you think so? We describe the product’s“琳琅满目”, we can just translate it as a super collection of beautiful things. However, under certain circumstances, it could be translated as “wide choice”.

The professional intercultural qualities required in tourism translation

Readability in tourism interpretation created by intercultural awareness

Tourism English are "message text" (informative text), it is their responsibility to disseminate Chinese culture, and to understand Chinese culture is an important objective for tourists to China. Foreign tourists are very interested in the country's traditional festivals, but they know little about the folk festivals in China, which requires us to add some explanation for the propaganda for them. For example, the most important traditional festival "春节", can be translated in an interpretative manner: Spring Festival (a three - day celebration of the traditional Chinese New Year, which falls in January or February according to cycles in the Chinese lunar calendar). Look at the example below:作为炎黄子孙,还可以去拜谒离西安不远的黄帝陵。And the translation for it: If you are of Chinese descent, you may pay tribute to the tomb of Huangdi (Yellow Emperor), the first Chinese emperor. Actually it is a concise and smooth translation, but we can find its shortcoming if more attention is paid. Because in Chinese legend, Huangdi and Yandi are both leaders (chief) in ancient times, rather than the emperor. Emperor is the name for the head of a monarchy state. In 221 BC, Ying Zheng, the King of Qin unified the whole China, then he was firstly called the emperor. Since then China's feudal rulers called themselves Emperor. Therefore, the translation of “the Yellow Emperor” or “the First Chinese Emperor” are not very appropriate. Only comprehend and translate it from cross-cultural perspective can we be both faithful to the source text, and make foreigners clear. Thus the "炎黄子孙" should be translated as the descents of Yan Di and Huang Di (All the Chinese people are supposed to be descents of Huang Di and Yan Di, two chiefs of famous ancient tribes in the Huanghe River Valley).

We human beings live in a physical world, so definitely we will touch a variety of substances, from the basic necessities of daily life involving goods to the vast projects. But the same articles may be differently used in different regions, due to the different living environment and habits, or the different materials may be used for the same purpose. Like "Zongzi", "Yin Yang", "Spring Festival" and so on are unique in Chinese, has a profound cultural connotation, for which we can not find their corresponding English words,

When explaining knowledge of this respect to foreign tourists, if the "粽子" were translated as a pyramid shaped dumpling made of glutinous rice wrapped in bamboo or reed leaves (eat during the Dragon Boat Festival), it not only seems tediously long and burdensome, but critically the original culture meaning is lost, foreign friends have got the idea what the "zongzi" is, but they do not know the great patriotic poet Qu Yuan, or rather why Chinese people hold dragon boat races and eat zongzi on May 5th of Lunar calendar. On the other hand,

Between Chinese and English, the same materials have different meanings and implied meaning associations. And the most significant representative is the "龙" the difference between Chinese and Western culture, one is a symbol of imperial power and elegance, while the other is the representative of evil, when our tour guides are explaining the content of "龙", they should introduce the Chinese cultural background, otherwise we Chinese people, the "龙" 's successor would be comprehended by the foreign visitors as "the devil's successor", and when they see the winding dragon on the curriculums in the Forbidden City , they would think that the Chinese emperor are the same as the demon of terror. This kind of lexical gap and vocabulary conflict caused inconvenience, is difficult for us to solve it by transliteration, now many experts have advocated the sound and meaning annotated method, then it is not only guaranteed to be not misunderstood by the tourists, but also make the cultural information and content be delivered. With the accelerating pace of reformation and opening up, Chinese culture's influence is increasing rapidly in the international market, we can translate many words directly by transliteration, we even do not need to add annotations, such as "jiaozi" " kungfu" " taiji " . Appropriate translation strategies can make a minimum extent of losing the information but it can not reach full identity of the other.

Let us discuss the treatment strategy for cultural differences in translation. Our purpose in tourism translation is to expand the influence of Chinese culture, to attract foreign tourists, and to promote the development of tourism in China, and to build China into a "worldwide tourism power," so it is essential to take the appropriate strategies and methods of translation to deal with cultural differences in tourism English . Its purpose is to make the translation conform to the aesthetic ideas and ways of thinking in the west by showing them brief phrases and simple grammar, so that it would leave the western readers a deep impression. (A) Of the spots both transliteration and free translation are completely suitable for the names' translation, such translation involves less cultural content.

It is not going to cause the obstacles in visitors' understanding, such as Beijing, Badaling, Nanjing, Shenyang, etc. In translation, the means of transliteration plus free translation is most frequently used, and it is mainly applied to the translation of the attractions and scenic areas, like the Badaling Great wall, Chengde Summer Resort and so on., such similar translations. At present, most people advocate to use the method of transliteration plus free translation for the sites and scenic spots, on one hand, it contributes to the Western tourists' understanding, and the other it helps delivering the information of the Chinese names of the places, and virtually promote the communication between the tourists and our Chinese culture . (B) It is essential to take treatments of cutting and adding on the tour ism translation, When we Chinese people are introducing the tourist attractions, we are more likely to introduce some personal feelings when adding some subjective and ideological content, often talking about the historical background of the attractions at the beginning, making links between celebrities and attractions, all-embracingly coherent. This kind of description is consistent with our Chinese tastes; it makes people think the attraction has a rich cultural heritage, so it attracted a large number of ancient men of letters, so it would be tantamount to an increase of travel fun. But the descriptions in English often make people feel tediously long and off the point.

There are four parts to the summer resort—the palace itself and a scenic area. It is made up of the Front Palace, the Pine Crane Temple, the Pine-Soughing Valleys. and the East Palace. The scenic area includes a Lake District, a District of Plains and a Mountainous District. The Lake District reflects the landscape of the fish-and-rice villages in southern Jiangsu Province. The Rehe Springs are located in the northeast corner. The western part of the Plain District illustrates a grassland scene from Inner Mongolia while in the eastern part there are ancient trees like the forests of Greater Xingan Mountain. The densely forested mountainous area is on an undulating

landscape. It shows that there is no word for word translation of the Chinese description in English translation, but in many places the use of a flexible approach are applied to remove the Chinese description of the words with stronger subjective intention, instead we focus on an objective description, so the translation would conform to the western readers' taste. Adding is primarily to facilitate the understanding of foreign tourists, adding to the unique historical figures, events, introducing the background can contribute to their understanding of Chinese culture.

Quality Optimization of the tourism interpretation

In the process of cultural information handling, we should pay attention to some sensitive words for the tourists. Because the readers of Travel information (including the English-speaking tourists, Hong Kong, Macao and Taiwan compatriots and overseas Chinese) live in different cultures and different social systems, their own political beliefs and way of thinking were naturally formed. This requires us to pay attention to were naturally formed in the process of translation of certain sensitive words with measured master in translation. Such as the "soldiers Remonstrance Pavilion" in Lishan Mountain, Xi'an, was formerly known as "catch Chiang Pavilion", to defuse the intension situation of cross-strait relationships,

Authorities changed its name. But last year, when we visited Lishan Mountain, the guide not only stated its historical background in detail, but also took pains to introduce to the visitors of the change of its name. For mainland tourists, nothing wrong with this practice, but if faced with Taiwan tourists, is bound to have a negative impact in their hearts, thus affecting their traveling interests.

Let's look at the promotion material of a Tibetan Tourism Product(Chinese edition):

八月，雪顿节的召唤

千千万万的佛教徒从全世界涌向拉萨，以最虔诚的心、一步一个顶礼膜拜，朝圣道至高无上的佛祖。最隆重的晒佛仪式、最欢腾的藏戏表演，还有赛牦牛、歌舞表演，神秘的西藏风情尽在眼下。.....

The following is the author's more readable translation under the guidance of the cross-cultural awareness:

August, the Charm of Yoghurt Festival Every year, on the 4th day of the 8th month in the Tibetan calendar is Shelton Festival. or Yoghurt festival. the most important festival of the year in Tibet, Tens of thousands of Buddhists across the world come to Lhasa, prostrating themselves at each step, worsh, Lopping their sacred Buddha with utmost piety.

The grand "Sunning Buddha" ceremony, the festive performances of Tibetan operas, and the fascinating horse-race-everything is to feast your eyes with the mysterious customs of Tibet.

Note: Legends have it that in spring when everything in nature is budding and reviving everywhere, Tibetan monks choose to stay in the monastery to avoid trampling on any tender lives outside.

These monks will stay inside until Yoghurt Festvial when the local people treat them with yoghurt and the best food they have; the local people also perform Tibetan operas while the monks take out a gigantic Buddha image so the local people can worship.

Considering different cultural backgrounds of foreign visitors, following the English language of expression, first of all provide the basic background knowledge Shoton Festival. Designed to fill information gaps caused by cultural differences; and then after filling in the translation. Aimed at promoting foreign visitors to Tibet's unique understanding of local cultural practices, better translation of data to attract tourists to play tourist, the promotion of tourism products function; In addition, the title selection

"Yoghurt Festival", each paragraph around a point, to simple to understand and rationalize the idea of reading to avoid fatigue.

In addition to all translators are familiar with stylistic features and flexibility in the use of language for translation methods. But also understand the etiquette of different cultures and customs. Full account of translation at the cultural level and psychological acceptability of "the reader's cultural habits first, everything for the sake of the reader" (He Xuegen, 2006:58), with appropriately asked to make communication smooth.

Flexibility in tourism interpretation created by intercultural awareness

In the translation for public signs, we should pay particular attention to the Appropriateness of language. So in public occasions, a text message translator should first handle the implementation of the "target scenarios that needs analysis" (Hutchinson & Waters, 2001:12), i.e. a clear conception of social behavior and psychological demands of the foreign tourists on different occasions.

For example, “游客止步” should be translated into “Staff Only”; “请勿在草坪上行走” into “Please give me a chance to grow” or “Please Keep Off the Grass”; and “小心台阶” into "Please mind the step". The target text shows intimate warmth, enthusiasm, courtesy and friendly manner everywhere, to convey a sense of thoughtful and meticulous professional services, but also through the details reflect the translator's translation theory and translation experience and wisdom of translation. Appropriate Translation Travel essentially reflects the translator of the two cultures pragmatic principles of perception and control capabilities, is the direct embodiment of cross-cultural awareness

If we want to successfully realize the three functions of language i.e. expressive function, information function, vocative function in tourism interpretation, we should make great efforts to accumulate the essential knowledge and skills steadily.

Cross-cultural awareness and professional concept in the tourism interaction translation in the trend of globalization on China's tourism industry will undoubtedly mean more room. Tourism Translators shoulder the important task of cross-cultural communication. As a tool in the hands Speaks Louder. Cut out a cross-cultural communication channel. They use their talents, wisdom and professionalism of the various elements of tourist and cultural cross-cultural interpretation, to help visitors to China through the international language of English that transcend cultural barriers, a better understanding of Chinese culture. In short, to look at from a macro point of view,

Cross-cultural awareness to promote tourism translator specialized practical significance implied in the language is to create a good environment for the international tourist destination: perspective from the micro-observation. Cross-cultural awareness urged tourism in translating theory and practice of continuing to pursue the exploration of professional upgrading.

CONCLUSION

As globalization continues to develop, beyond temporal and spatial relationships different cultures can communicate successfully. Here the tourist information plays a very good role of external mass communication. However, cultural differences exist extensively in the translation of the tourism materials. In order to make the translation be faithful to the source text, when increasing the interests of the foreign tourists, we need to make effective translation via intercultural awareness, so that we can make up the difference between different cultures. In addition to the above mentioned

strategies, there are a lot of ways and means, such as adaptation, interpretation and so on. The aim is to reduce the difference and collision between Chinese and Western cultures and to enable the development of tourism translation correspondent with tourism better. In the publicity or translation process of tourism chapter, we should consciously note the difference in the way of thinking between China and the western world, the use of appropriate treatment, is the prerequisite for successful tourism activities. The rational treatment of this cultural difference can not only give foreign tourists good enjoyment when traveling in China, but can also benefit the expansion of the international influence of the Chinese culture, in order to lay a solid foundation build China into a "worldwide tourism power"

REFERENCES

- Brown, Gillian & Yule, George. Discourse Analysis [M]. Beijing: Foreign Language Teaching and Research Press, 2000.
- Hatim, Basil. Communication Across Cultures [M]. Shanghai: Shanghai Foreign Language Education Press, 2001.
- Longman Dictionary of Contemporary English [Z]. Beijing The Commercial Press & LONGMAN, 1998.
- Thomas, J. "Cross-cultural Pragmatic Failure" [J]. Applied Linguistics, 4.2. 1983.
- Zhang Cancan & Zhang Lili, A Study of Cultural Turn in Translation Studies. Journal of Hunan University of Arts and Science, 2008, (4)
- Zhu Lin, Who translates? - On the Translator's Subjectivity beyond Rationality. China Translation of Science and Technology Journal, 2009, (3)。
- Zhang Peiji, 2007, Selected Modern Chinese Essays Rendered into English by Zhang Peiji(Annotated Bilingual Edition), Shanghai: Shanghai Foreign Language Education Press.
- Zhu Qixin & Zhang Xiugui, A Practical Manual for Tourist Interpreters [M]. Beijing: Tourism Education Press, 2000.
- Ouyang Li, On English Tourism Translation from The Perspective of Intercultural Communication, Science, Economy, Market12(2006):265+286.
- Chen Xiao, Tourism Translation from the Perspective of Translation Ethics, Journal of Hunan University of Science and Technology, 36.11(2015):165-167.