

# Research on Translation Problems and Countermeasures of Jiaxing Red Tourism Culture

SHEN Huijia<sup>1</sup>, LI Ting<sup>2</sup>

*Zhejiang University of Finance & Economics Dongfang College, School of Foreign Languages, No.2 Yangshan Road, Haining City, 314408, China*

*Zhejiang University of Finance & Economics Dongfang College, School of Foreign Languages, No.2 Yangshan Road, Haining City, 314408, China*

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**Abstract:** On the occasion of the centenary of the Chinese Communist Party, the importance of Jiaying's historical significance is more concerned, and will become an important window for showing China to the world. However, at present, some English translations of Nanhu and Nanhu Revolutionary Memorial Museum in Jiaying are still non-standard, which is easy to affect the image of China's foreign publicity. From the perspective of "Chinese culture going out", this study takes the current situation of red culture translation in red tourist attractions in Jiaying as the research object, and uses the methods of investigation, big data duplication check and reader interview to analyze the translation problems, that is, the inconsistency between translation names and translation methods, spelling and grammatical errors, political and cultural differences, mistranslation of proper nouns and poor acceptability of translation. At the same time, through visiting the red scenic spot management department and relevant government departments to study the red culture translation supervision policies, and put forward countermeasures and suggestions from the levels of translators, red scenic spots and tourism and culture authorities.

**Keywords:** red tourism; Jiaying; culture; Chinese-English translation; translation problems; countermeasures and suggestions

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## 1. Introduction

2021 marks the 100th anniversary of the founding of the Communist Party of China. As a special tourism and cultural product, red tourism has distinctive Chinese and cultural characteristics. As the birthplace of the Communist Party of China, the city of Jiaying is an important revolutionary memorial. Nowadays, the importance of Jiaying's status and historical significance has attracted more attention. There will be more large-scale events held in Nanhu, Jiaying and Nanhu Revolutionary Memorial Museum, which will surely attract many friends from home and abroad to visit, and become an important window to show China to the world. The translation of relevant red scenic spots will naturally become the focus of foreign friends. As an important carrier of Chinese red culture, translation promotes the cultural exchange between China and the West, enhances the acceptability of red culture in the minds of foreign readers, reduces the obstacles in the process of

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cross-cultural communication, improves the standardization of red tourism culture translation, and enhances the international influence of Chinese red culture and national cultural soft power.

## **2. The Importance of Jiaying Red Tourism Cultural Translation**

“Red tourism” mainly refers to organize tourists to visit the revolutionary memorial sites formed by the Chinese Communist Party’s leadership of the people throughout the country. As a special tourism and cultural product, red tourism has distinct Chinese characteristics and cultural features.

Jiaying is the birthplace of the Communist Party of China and the source of China’s red culture. Nanhu, a national red tourism scenic spot, creates a new situation of China’s red tourism. On the evening of July 30, 1921, the first National Congress of the Communist Party of China held in Shanghai was harassed by the patrol of the French concession, so this meeting was forced to move to a small boat in Nanhu to continue the meeting and complete the agenda of the Congress here. Since then, this ordinary red boat has been recorded in the annals of the Chinese revolution. A great Party was born on a small boat. The Communist Party of China has been leading the boat of the revolution, splashing waves and making epochs, so that the features of the Chinese revolution took on a brand new look. What the red boat represents and reveals are the height of the times, the direction of development and the light of progress, establishing a spiritual monument in the heart of the Chinese people, which will never fade.

Jiaying’s red tourism started early. In 1959, the relevant departments of Jiaying City initiated and approved by the Central Committee to establish the Nanhu Revolutionary memorial Museum, and copied the Nanhu boat according to its original appearance for people to visit. Since then, Nanhu has become an important base for patriotic education in China. On the occasion of commemorating the 70th anniversary of the Communist Party of China, some people donated money to build a new revolutionary memorial Museum, which has deeply expanded the patriotic education in Jiaying. On July, 2021, Jiaying held a large-scale red tourism activity in the square of Nanhu Revolutionary Memorial Museum. Since the establishment of Nanhu Revolutionary memorial Museum in 1959, Nanhu has received more than 10,0000 visitors at home and abroad. Jiaying has become the holy land of the Chinese revolution, and Nanhu has become a patriotism education and red tourism base with unique status and far-reaching significance. Many travel agencies included red tourist attractions in the inbound tourist routes, which made the international publicity translation an important carrier of red culture communication. With the acceleration of the internationalization of China’s red tourism, the translation of red tourism publicity has become very important.

On the occasion of the centenary of the Chinese Communist Party, the importance of Jiaying’s historical significance is more concerned, and will become an important window for showing China to the world. However, at present, some English translations of Nanhu and Nanhu Revolutionary Memorial Museum in Jiaying are still non-standard, which is easy to affect the image of China’s foreign publicity. This paper studies the translation problems and countermeasures of red tourism publicity in Jiaying, so as to attract more overseas tourists to learn about the red culture. It can promote the cultural exchanges between China and the West, and enhance the acceptance of red culture by overseas tourists.

## **3. Translation Problems of Jiaying Red Tourism Culture**

Through many field investigations, the research team found out some English translation problems of red scenic spots in Jiaying, including Nanhu and Nanhu Revolutionary Memorial Museum. Nonstandard translation weakens the effect of foreign publicity and is easy to affect the image of China’s foreign publicity. There are five specific translation problems:

### **3.1 Inconsistent Translated Terms and Translation Methods**

“Nan Hu Ge Min Ji Nian Guan” has been translated into “NanHu revolution memorial museum” and “Revolutionary Memorial Hall of Nanhu Lake” respectively in the tourism brochure. “Nanhu” is translated into “South Lake” by literal translation on the “Jiaxing South Lake Scenic Area Tour Map”, while “Brief Introduction of Nanhu Scenic Spot” in the guide map is translated into “Nanhu” by transliteration. The inconsistent translation of proper nouns will inevitably cause confusion for foreign tourists, which is not conducive to foreign tourists to understand Jiaxing’s red culture, and even directly affect Jiaxing’s external image.

### **3.2 Spelling and Grammatical Errors**

“Nanhu Ge Min Ji Nian Guan” is translated into “NanHu revolution memorial museum”. There are some errors in part of speech and capitalization. So it should be translated into “Nanhu Revolutionary Memorial Museum”. It is not necessary to translate into “Revolutionary Memorial Hall of Nanhu Lake”, because “Yan’an Ge Min Ji Nian Guan” is translated into “Yan’an Revolutionary Memorial Museum”. In addition, “Xiangshan Ge Min Ji Nian Guan” is translated into “Xiangshan Museum of Founding of New China”, which is very domineering and controversial translation. The translation of “Xiangshan Museum of Founding of New China” will mislead overseas tourists who do not understand the history of Chinese revolution and Chinese red culture into thinking that Xiangshan is the place where new China was founded.

### **3.3 Political and Cultural Differences**

Nanhu “Hong Chuan” is translated into “Red Boat” by Foreignization in Nanhu scenic area, but it is translated into “Revolutionary Boat” by domestication in Nanhu Revolutionary Memorial Museum. Due to the differences between English and Chinese cultures, “red” symbolizes bloody and unlucky in English-speaking countries, which has a derogatory meaning. While in China, “red” symbolizes happiness and auspiciousness. The word “red” in the “red boat” represents that China’s modern revolution is a red history. Although it is straightforward to translate into “revolutionary boat” by domestication, the word “Hong” is full of strong political color, which needs to reflect our Chinese Party’s political position and principled attitude when translating. Translated into “red boat” by foreignization, it does not translate the connotation carried by red tourism. But it retains the cultural characteristics of the source language. Translation in a Chinese way is strongly suggestive and informative.<sup>[1]</sup> Although “red” represents bloody in western culture, it is different from the connotation of red in Chinese traditional culture. Retaining the Chinese translation method to reproduce the original red culture and better spread the Chinese red culture. Let overseas tourists understand the cultural meaning of “Chinese Red” and try to let them accept and appreciate the unique charm of red culture.<sup>[2]</sup> Therefore, it is suggested that it can be translated into “red boat” to retain Chinese traditional culture, because we are Red China, so as to let the world know more about China and Chinese culture.

### **3.4 Mistranslation of Proper Nouns**

The name of “Nan Hu” in Jiaxing is translated into “South Lake” by literal translation on the brochures of South Lake scenic spot and on the English page of Jiaxing Nanhu official website. But it is translated into “Nanhu” by transliteration on the display boards and brochures in the Nanhu Revolutionary Memorial Museum. According to statistics, there are 17 scenic spots called South Lake in China. Just like the West Lake, it is not only in Hangzhou, but also in 36 other cities, of which there are 9 in Zhejiang province. According to the translation theory, the translation of scenic spot names is generally used transliteration of proper names + free

translation of general names. In the transliteration of proper names, “the name follows the master”, that is, a person’s name or place name should be translated according to the pronunciation of the country or national language where the person or place is located. It can not only retain Chinese characteristics, but also let more foreign friends know that it is a unique scenic spot in China, which highlighting its uniqueness. If this translation method is adopted, Nan Hu can be translated into “Nanhu Lake”. The translation method expressed in Chinese Pinyin can not only reflect that this is a unique scenic spot in China, but also combine the free translation method to let foreign tourists know that this is a lake scenic spot, such as Lake Baikal in Russia. Does “Nanhu Lake” have the problem of repeatedly translating the word “Hu”? In fact, according to the translation theory, if the name of a tourist attraction belongs to a Chinese “single name”, in order to take care of the syllables and the habitual pronunciation of foreigners, it is best to transliterate the “Lake”, “mountain” and “garden” behind the name at the same time. Translation is not invariable. Translation keeps pace with the times. It is relatively appropriate to translate “Nan Hu” into “Nanhu Lake”. Therefore, for the translation of Nanhu and Nanhu Revolutionary Memorial Museum in Jiaxing, it is suggested that there may be a better translation. For example, “Nanhu Ge Min Ji Nian Guan” can be uniformly translated into “Nanhu Revolutionary Memorial Museum”. “Hong Chuan” can be translated into “red boat”. “Nan Hu” can be uniformly translated into “Nanhu Lake”.

### **3.5 Poor Acceptability of Translations**

As for the translation in Nanhu Scenic Spot and Nanhu Revolutionary Memorial Museum, there are still problems with the acceptability of the translation. The acceptability of the translation refers to whether the translation conforms to the habits of the target language readers and whether the translation gives the readers the same feelings as the original text. In addition to low-level errors such as spelling and grammatical errors, some correctly spelled and grammatically smooth translations also violate the habits and traditions of Westerners, and are difficult to be recognized by foreign tourists because they do not consider the expected communicative function of the translation in the target language and the acceptance psychology of the target language readers. Our red tourism translation is for foreign tourists, but we haven’t studied its acceptance among Western tourists. The current translation lacks the awareness of internal and external differences, does not take into account the thinking commonness, psychological habits, information needs and speech forms of foreign tourists, and does not take into account the extent to which such information makes foreign tourists feel convincing.<sup>[3]</sup> Through the investigation and analysis of red tourist attractions in Jiaxing, many translation problems go beyond pure language. Translators often used to promote Chinese red culture to foreign tourists in the tone of publicity to domestic tourists. It may be difficult for Western tourists to raise interest. In order to resonate with foreign tourists, red tourism translation must start from the perspective of foreign readers, integrate their own emotions, fully consider the acceptance of foreign tourists, and make appropriate adjustments to the translation without changing the meaning of the original text, so as to achieve the purpose of cross-cultural communication.

## **4. Countermeasures and Suggestions for the Improvement of Red Tourism Culture Translation in Jiaxing**

As the birthplace of the Communist Party of China, Jiaxing has unique resource advantages. It is also an economically strong city along the eastern coast, attracting more overseas tourists to Jiaxing. Based on the analysis of the scenic spot introduction, travel guide, commentary, publicity slogan and other publicity texts of Jiaxing red tourist attractions, this paper puts forward some improvement suggestions for the translation of Jiaxing red tourism culture.

#### **4.1 Self-awakening -- getting familiar with the history of Chinese revolution, unifying translation and improving recognition**

China's red culture carries the spiritual connotation of Chinese excellent traditional culture. A comprehensive understanding of China's red culture is conducive to further enhance cultural consciousness and cultural self-confidence. Words with Chinese characteristics are proprietary to China, and the corresponding words and phrases cannot be found in English. These words must be translated on the premise of a full understanding of their own red culture, which requires repeated discussions, and a unified translation should be determined. In addition to solid basic bilingual skills, proficient translation skills and a high sense of responsibility, translators should also have "self-knowledge" of their own culture and be familiar with the history of the Chinese revolution. For the red culture, the translator should adopt the attitude of empathy, so as to understand the intention of the original text, and get as close as possible to the thoughts that the original text wants to express. Translators should know what should be translated, what should not be translated, what should be strengthened, what can be weakened, and what are in line with the national conditions and can be accepted by foreign tourists.<sup>[4]</sup> The spread of Chinese red culture needs to adhere to the common cultural belief and improve the acceptability of Chinese red culture. The acceptability of red culture is studied by collecting the feedback of target language readers. For example, by analyzing various translations of the word "The Chinese People's War of Resistance against Japan" and the acceptance of the translation by overseas tourists, the translators can adjust the translation of core words according to the context.<sup>[5]</sup> At the same time, it is necessary to correct the misinterpretation of Chinese red culture by foreign tourists in the past, and strive to make Chinese red culture go global.

#### **4.2 Self-reflection— considering the needs of overseas tourists and translating with a sense of cultural equality.**

Who is our red tourism text translation for? If it is for ourselves, the purpose of cultural communication has not been achieved. If we show it to foreign tourists, we must find out how to translate it smoothly, so that foreign tourists can really appreciate the essence of red culture. In order to make the red tourism translation acceptable to foreign tourists, we should consider each other's interests and needs at least, so that foreign tourists feel that the translation can provide them with information, and it is what they want to read. Only by doing this can they attract foreign tourists. Selecting information from the essence of red culture according to time and place, which is conducive to arousing the interest of foreign tourists and producing the desired effect. Adopting the register that is closest to the expression habits and norms of foreign tourists is a good translation.<sup>[6]</sup> The biggest obstacle to cultural consciousness is ethnocentrism, which exists in different ways in any country and nation. If we cannot seriously think about the cultures of the two countries and have a culturally conscious position, then there will be problems in our translation, which will restrict the spread and acceptance of Chinese culture in the West. Therefore, the translator should not only have a consciousness of his own culture, but also have a sense of the culture of others. From the standpoint of "others", we should look back at ourselves in order to have a more comprehensive and in-depth understanding of our own culture. Secondly, translators should have the awareness of cultural equality and cultural dialogue, and respect the differences and characteristics of our own culture different from western cultures. Translators should make sober decisions when producing culture, strengthen information transmission and weaken political preaching. After all, foreign tourists do not want to participate in red tourism to receive patriotic education.

#### **4.3 Self-creation — Establishing corpus, talent pool and translation management system**

Firstly, at the translator level, it is suggested to speed up the establishment of a multilingual corpus for the translation of red tourism publicity, solve the problem of inconsistency between translated terms and translation methods in the process of translation, and cultivate the awareness of term standardization. We should accelerate the establishment of a talent pool for red tourism publicity translation, and focus on training teachers and students in colleges and universities in Zhejiang. They have a deep understanding of Zhejiang red culture and are easier to grasp the cultural connotation. Employing discrete translators to improve the faithfulness and acceptability of the translation because they can better translate from the perspective of cross-cultural communication and improve the quality of the translation.

Secondly, at the level of red tourist attractions, it is suggested to hire relevant translation experts and scholars to review the final translation. Open the error correction and correction channel for translation errors, and rectify the found errors regularly. Multilingual brochures are made for overseas tourists. Tourists can consult them at any time when browsing the relevant exhibition halls, understand the history of Zhejiang revolution in a limited time, and truly spread the red culture to their friends.

Finally, at the level of tourism authorities, it is suggested to establish relevant management departments of red tourism, formulate scenic spot publicity translation system and relevant management responsibilities, regularly inspect local red publicity translation and formulate corresponding accountability measures. We should unified formulation of red tourism translation standard guidance and review process, and external publicity can only be carried out after passing the review. We also need to strengthen the training of relevant publicity personnel to improve their foreign language ability and historical and cultural knowledge. Last but not least, we should improve the translation quality of red tourism publicity through cooperation with universities and translation institutes.

### **5. Conclusion**

The external publicity of red tourism is not only the translation at the language level, but also the process of the external display of Chinese red culture. Translation plays a vital role when “Chinese culture going-out” rises to the national strategy. This research analyzes five existing problems in the translation of publicity texts of red tourist attractions in Jiaxing, namely, the inconsistent translated names and translation methods, spelling and grammatical errors, political and cultural differences, mistranslation of proper nouns and poor acceptability of translations. This paper also puts forward the improvement strategies of Jiaxing’s red tourism culture translation under self-awakening, self-reflection and self-creation from three different dimensions: translators, red tourist attractions and relevant government management departments, that is, getting familiar with the history of Chinese revolution, unifying translation and improving recognition; considering the needs of overseas tourists and translating with a sense of cultural equality; establishing corpus, talent pool and translation management system. It is hoped that these proposed strategies can provide reference for decision-making of relevant departments, provide reference for accurate translation of Jiaxing red tourism publicity text and promotion of red culture, improve the acceptance of red culture by overseas tourists, and enhance the international influence of red culture and national cultural soft power. Hope that on the occasion of the centenary of the Communist Party of China, we can better display and spread Chinese red culture to the world.

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