Research on the Current Situation and Standardization of Japanese Translation in Langzhong Ancient City Scenic Area

Zhulin Jiang, Xinyue Zhang
Nanchong Vocational College of Culture and Tourism, Nanchong 637000, China

Abstract: Langzhong Ancient City is one of the four ancient cities in China, with multiple honors such as being a national historical and cultural city and an excellent tourist city in China. At the same time, the Langzhong Municipal Government also closely adheres to the goal of "high-quality construction of world ancient city tourism destinations" and unwaveringly adheres to the development strategy of "strengthening the city through industry and revitalizing the city through culture and tourism". However, there are many problems in the Japanese translation and promotion of the Langzhong Ancient City scenic area, which will greatly restrict the healthy development of the tourism industry in Langzhong City. Therefore, this article focuses on studying the current situation of Japanese translation in the scenic area of Langzhong Ancient City, including both the Japanese translation gaps in the scenic area and the mistranslation and omission in the scenic area. Based on this, targeted normative measures are proposed for the Japanese translation gaps and Chinese literal translation in the scenic area of Langzhong Ancient City.

Keywords: Langzhong Ancient City; Current Situation of Japanese Translation; Translation Norms.

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 of the research focuses on the translation of public signs in scenic areas, and the related research objects mainly cover traditional research on words, sentences, paragraphs, and discourse. For example, Cao Yifan (2021) analyzed the current situation of Japanese translation in Henan World Cultural Heritage scenic areas from four levels: format, vocabulary, sentence, and discourse. He summarized translation techniques such as avoiding pragmatic errors and skillfully using additional translations, and accordingly proposed suggestions such as strengthening the importance of Japanese translation and establishing unified translation standards. Zhang Guo (2022) discussed papers related to the study of Japanese translation of public signs, pointing out issues such as a single research method and narrow research scope, and proposed prospects for gradually expanding the research scope and further enhancing the research depth. Chen Xu (2023) found in his research on the Japanese translation of public signs in the Qianhu Miao Village Scenic Area in Xijiang, Guizhou Province that according to Rice's text type theory, they can be divided into three categories: informative, emotive, and infectious. He proposed that informative public signs often use foreignization, while the other two types of public signs use domestication strategies. In addition, Luo Xiaqian's (2018) study of hot spring tourist attractions in China and Japan found that under the same communicative purpose, discourse move characteristics may differ due to cultural background, thinking mode, etc. Zhang Yi et al. (2020) conducted a survey on the current situation of Japanese translation on Changsha's red tourism resource publicity website, pointing out that the website has problems with website construction and Japanese translation. They proposed measures to strengthen the construction of Japanese web pages and formulate translation rules in response to these problems. Ma Fenghuan (2021) examined the current situation of Japanese translation of tourism promotional texts in Xi'an from the perspective of cultural confidence, and proposed strategies such as accurately using literal translation and adding appropriate explanations.

Looking back at the literature, it was found that there is currently very little research on the Japanese translation of tourist attractions in Nanchong City, and the focus of relevant research is only limited to the Japanese translation of public signs in tourist attractions. Liu Ziyi (2015) conducted a mistranslation analysis of public signs in Langzhong Ancient City scenic area from the perspective of cross-cultural communication, and revised the Japanese translation that was not accurate and standardized enough. Ge Huiling (2019) pointed out in her research on the Japanese translation of public signs in the Wanjuanlou scenic area of Nanchong collected on site that there are problems with low popularity and lengthy translation in the Japanese translation of public signs in the scenic area, and efforts should be made by the government, scenic area leaders, and translators to improve.

In summary, there is not much research on the Japanese translation of tourist attractions both inside and outside the city. The research on the Japanese translation of tourist attractions outside the city has focused on the translation of public signs in scenic areas. In recent years, the research perspective has also extended to discourse genres, external publicity websites, and so on. There are only two studies on the Japanese translation of scenic area public signs in the city. Therefore, this article intends to summarize the current situation of Japanese translation in the Langzhong Ancient City Scenic Area based on existing research results, and further carry out corresponding normative countermeasures to make up for the shortcomings of existing research results.
2. Current Situation and Standardized Countermeasures of Japanese Translation in Langzhong Ancient City Scenic Area

When examining the current situation of Japanese translation in the Langzhong Ancient City scenic area, the author found that there are numerous signs of various sizes in the scenic area, which play an important role in providing tourists with scenic area introduction, tourism information, public service information, and other aspects. These signs are translated into four foreign languages: English, French, Korean, and Japanese. More than 80% of the signs have corresponding English translations. On the other hand, the corresponding Japanese translations on the signs are only about 10%, and they are mainly focused on the introduction of some scenic spots and cultural relics. There is almost no Japanese translation of public service information and safety warnings. For example, public service facilities such as "ticket office", "inquiry office", and "bathroom" do not have relevant Japanese translations. The lack of these Japanese translations will inevitably cause certain difficulties for Japanese tourists and affect their experience of scenic area services.

Moreover, there are problems with the Japanese translation of some signs in the scenic area. Some expressions are incorrect, and some translations are not standardized enough. Following the translation principle of "taking Langzhong culture as the orientation and translation as the focus", the following normative measures are proposed to facilitate tourists' understanding and acceptance, and enable them to gain more tourism cultural value.

Example 1: 阆中古城旅游景区导游全景图
Original translation: 阆中古城風致区案内図
Modified translation: 阆中古城観光地ガイド全景図
Example 2: 阆中实景风水模型
Original translation: ラン中実景風水モデル
Modified translation: 阆中古城観光地のあらすじ
Example 4: 后殿供有佛像。
Original translation: 後殿には仏像を供している。
Modified translation: 後殿には仏像が供えられている。

3. Conclusion

This article takes the Langzhong Ancient City Scenic Area as the research object, analyzes and summarizes the current situation of Japanese translation, including the gap in Japanese translation of the ancient city scenic area, as well as the current situation of mistranslation and omission of the ancient city scenic area. Based on this, following the translation principle of "taking Langzhong culture as the orientation and translation as the focus", practical and feasible normative measures are proposed for the Langzhong Ancient City Scenic Area to make up for the shortcomings of existing achievements and enrich relevant theories. It can promote the accuracy, appropriateness, and completeness of the external publicity of the Langzhong Ancient City Scenic Area, and provide certain reference data for future research in this field.

Acknowledgments

Fund Project: Nanchong Vocational College of Culture and Tourism 2023 Campus level Youth Project, Project Name: Research on the Current Situation and Standardization of Japanese Translation in Langzhong Ancient City Scenic Area (NCWL2023C005).

References

[1] Chen Xu. A Study on the Japanese Translation of Public Signs in Guizhou Province from the Perspective of Text Types: A


