

A Study of Website Translation to Promote the Spread of Local Culture - Taking the Example of Baoding, China

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Abstract

Tourism plays a significant role in the development of a city, thus, tourism translation through websites plays an irreplaceable role in promoting local cultural publicity. This paper aims to study ways to promote the dissemination of local culture through three parts: literature review, Analysis of website construction and translations of Ancient City Culture. It analyzes the current construction situation of Baoding's related websites, pointing out their current shortcomings, while putting forward various suggestions. In addition, from the perspective of translation, the defects in the translation content of current websites has been pointed out from three perspectives: historical stories and ancient literature, proper nouns, natural scene, and providing corresponding revised translations and methods and suggestions for the translation of this type of text.

Keywords: Website, Tourism, Translation, Culture.

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1. INTRODUCTION

Tourism is the cultural card of a city, and tourism translation is an important means to promote the image of a tourist city. Located in the middle of Hebei Province, Baoding is a famous ancient cultural city with many tourism resources are not fully developed and utilized. Studying the website construction of Baoding scenic spots and combining with the tourism characteristics of Baoding is conducive to expanding the cultural influence of the ancient city and promoting the cultural publicity of the ancient city.

Thus, it is very important to study the spread of the culture of Baoding. To this end, the literature related to the culture of the city has been studied, and the websites related to Baoding's ancient culture have been analyzed to search out how the construction and translation of websites promotes the spread of local culture.

2. LITERATURE REVIEW

2.1. Research on Baoding Culture Communication

Baoding not only has traces of human activities in the pre-ancient period, but also has traces of activities from ancient and modern times. In the 1980s, Baoding was officially listed as a national historical and cultural city, which is a rare historical opportunity for Baoding to fully explore and develop its

historical and cultural economy. The study of Baoding cultural relics is of great significance to the dissemination of Baoding culture and the development of Baoding tourism. (Zhang Weijun, 2012).

For the research on the current situation and methods of Baoding's cultural communication, various scholars have studied from different directions and given their answers. Through a survey on the perception of Baoding culture among the overseas students of the universities in Baoding, it is found that the overseas students' understanding of Baoding culture is relatively simple, and most people only know one or two Baoding cultural heritages. Therefore it pointed out that Baoding should pay attention to the dissemination of local culture of foreign students in universities and colleges in Baoding, and give them effective cultural experience; It has been noted that traditional media plays an important role in the development and communication of Baoding's tourism culture (Zhang Weijun, 2012).

Tourist attractions and local cultures are spread through television, newspapers, radio and other media, which make tourists, have a desire to travel. But it's a pity that Baoding lacks cultivation of its cultural symbols and communication carriers, so its local cultural communication capacity is insufficient. Therefore, Baoding should constantly enhance the

influence of mainstream media (Li Yanqing *et al.*, 2014). There supporting policies for newspapers, magazines, radio and television and other news media should be improved to enhance their ability to disseminate Baoding culture.

At the same time, Baoding should actively adopt modern means of communication, such as the Internet, performing arts, exhibition, film and television, to increase publicity efforts to promote Baoding culture and featured cultural products to the outside world (Li Yanqing *et al.*, 2014).

Therefore, this paper will start with the websites of tourist attractions and analyze the role of target-language websites in the dissemination of local culture.

2.3. Tourism text translation

Tourism translation can be simply understood as tourism-related translation. In 2004, Chen Gang gave a more authoritative and professional definition of tourism translation in his book "Tourism Translation and Foreign-related Guides": "Tourism translation is a cross-language, cross-social, cross-cultural and cross-psychological communication activity. Compared with other types of translation, tourism translation is more direct, more prominent, more typical and more comprehensive in terms of cross-cultural and cross-psychological communication characteristics" (2004: 59).

From the perspective of text analysis of tourism English materials, the text can be roughly divided into three types in Chinese-English translation: informative text, expressive text and inductive text (Jin Xiaoxiang, 2019). Tourism English text is an informative text, which mainly aims at transmitting tourism information and letting tourists know the information of tourist attractions. At the same time, tourism English text also has a certain degree of inducement. It is not the ultimate purpose to transmit

information to tourists, but also to attract tourists and promote the vigorous development of tourism.

The translation of tourism English is not only the translation of tourist attractions in one language into another language, but also a dynamic communication activity and a communication behavior between two different cultures. Therefore, cultural factors should be fully considered when translating tourism texts.

2.4. Tourism website translation

As a medium of tourism publicity, tourism websites are not only a window to display the history, culture, economy and society of tourism destinations, but also an important platform to promote the image of local cities. A tourism website with reasonable design and high-quality translation can enable foreign visitors to quickly and conveniently obtain information about tourism resources related to travel destinations, so that they can plan their own travel itinerary in advance and obtain a satisfactory tourism experience. The translation of tourism websites is different from the traditional translation of tourism paper texts. The translation of tourism websites is a complex task because of its multi-modal content, obvious communication purpose, clear audience and special communication media (Zhou Hong, 2015).

3. The Analysis of website construction of Ancient City Culture

The web outreach of tourist attractions is not only the dissemination of linguistic symbols, but also a way of communication between different cultures. And in today's conditions where epidemic prevention and control are normalized, the construction of websites for attractions is even more important. We researched the official websites of Baoding's 2A and 2A+ ancient cultural attractions and found that for 4A as well as 5A attractions, the Chinese website construction is more complete, but the foreign language website construction has a large variation. The statistical chart is as follows.

Baoding 2A and above Ancient cultural scenic spots				
Name of scenic spot	Rating	Chinese websites	Foreign language website	Foreign language website version
Daci Pavilion (大慈阁)	2A	NO	NO	NO
Qiu Xian Ge Gallery(秋闲阁艺术馆)	2A	YES	NO	NO
Kaiyuan Temple Tower/ The Pagoda in Kaiyuan Temple(开元寺塔)	2A	YES	NO	NO
Stone Sculptures from the Han Tomb of Bei Zhuangzi(北庄子汉墓石刻)	2A	NO	NO	NO
Dingzhou Gong Academy(定州贡院)	2A	YES	NO	NO
Ancient Lotus Pond Garden(古莲花池)	3A	YES	NO	NO
Anguo Yaowang Temple(安国药王庙)	3A	NO	NO	NO
Confucian Temple in Dingzhou (定州文庙)	3A	NO	NO	NO
Sanyi Palace built by imperial order (敕建三义宫)	3A	NO	NO	NO

Baoding 2A and above Ancient cultural scenic spots				
Name of scenic spot	Rating	Chinese websites	Foreign language website	Foreign language website version
Fairy Valley (仙人峪)	3A	YES	NO	NO
Baoding Zhili Governor's Office Museum (保定直隶总督署博物馆)	4A	YES	YES	English
Mancheng Han Tombs (满城汉墓)	4A	NO	NO	NO
The ruins of the ancient roasting pot of Liu Ling's drunken winery (刘伶醉酒厂古烧锅遗址)	4A	NO	NO	NO
Yunhua Valley Scenic Area (云花溪谷风景区)	4A	YES	NO	NO
The ancient buildings of Dingzhou(定州古城)	4A	NO	NO	NO
Baiyangdian Scenic Area (白洋淀风景区)	5A	YES	NO	NO
Yesanpo Scenic Area (野三坡风景区)	5A	YES	NO	NO
Whitestone Mountain Scenic Spot (白石山景区)	5A	YES	YES	English, Japanese, Korean
Western Qing Tombs (清西陵景区)	5A	YES	YES	English, Japanese, Korean, Russian

According to the statistical chart, there are still lots of shortcomings in the Baoding's tourism website construction:

1. Inadequate tourism website construction and poor awareness of outreach. Researching the official websites of Baoding's 2A and 2A+ ancient cultural attractions, we found that for 4A as well as 5A attractions, the Chinese website construction is more complete, but the foreign language website construction has a large variation and even some scenic spots don't have Chinese websites.
2. Insufficient website maintenance and information updating slowly. By checking the websites, it is found that many websites have not been updated for a long time, for example, the Ancient Lotus Pond Garden, in addition to the long loading time after logging into the website, the website information has not been updated for a long time, and in the consultation section, no new information has been available since 2015.
3. Less information and translation errors in existing foreign language websites.

In some 4A and 5A scenic spots, the amount of information on the foreign language version of the website is small compared to the Chinese version, such as the Baoding Zhili Governor's Palace Museum, where the amount of information on the English website is limited to the introduction section of the scenic spot, and there are only photos in the introduction section of important attractions, which does not facilitate visitors to understand the specific information of the attractions. Secondly, in terms of translation, there are problems such as machine translation and grammatical errors.

As an important channel of publicity, the tourism website plays an important role in enhancing the visibility of scenic spots, providing tourism information and attracting tourists, etc. In view of the existing problems in the construction of Baoding tourism website, the following measures and suggestions are put forward:

1. Accelerate the construction of tourism websites and improve the awareness of outreach. Among the 19 websites in the existing research, 11 sites exist in Chinese and only 3 have foreign language versions, only accounting for about 0.16%. In the age of information technology, many tourists will choose to learn about attractions by means of internet enquiry, which reveals that we should pay attention to the work of website construction and actively open English websites to improve publicity efforts.
2. Focus on English translation to meet visitors' reading needs. The quality of the text on a website largely determines the choice of visitors. The uneven quality of translation not only affects the reading experience, but also affects the external publicity effect of scenic spots. Relevant departments of scenic spot website construction can hire professional tourism translators to improve the accuracy of text translation.
3. Timely update information, focus on website operation and maintenance. Website is not updated for a long time will lead to website aging, slow loading speed and cause other problems. At the same time, in today's era of rapid information change, stagnant information cannot bring valuable information to visitors, which will undermine the image of the scenic

spot.

4. Analysis of the translations of the website of Ancient City Culture.

Among the website we choose, three representative websites have been selected - Baishi Mountain Scenic Spot, Baoding Zhili Governor's Office Museum, and Qing Xiling Scenic Spot for research and analysis. The contents of various websites have been integrated and classified them into three categories: historical stories and cultural classics, proper nouns, and natural landscapes. While analyzing the translation of its official website and the specific application of various translation methods, unreasonable translation, the revised translation based on the previous investigation of various websites and relevant papers has been put forward as well.

4.1. Historical Stories and Ancient Literature

China owns a long history and culture which are not well understood due to differences in living environment and culture. When translating historical stories and ancient literature, it should be based on the ability to tell the story clearly, and then it can be beautified. Therefore, first of all, ensure the smoothness of statements. When translating historical stories and ancient literature, it should be based on telling the story clearly and then beautifying it. Therefore, ensuring the smoothness of the sentence should be placed first. There are great differences between English and Chinese in subject position, tense, voice and other forms, thus translators should not fall into the trap, which will lead to translation errors and ultimately lead to difficulties in understanding. It is worth noting that English stresses simplicity and directness, so many expressions in our country will appear cumbersome to some degree in English. When translating, redundant modifiers can be deleted to make the meaning more explicit and the content more intuitive and concrete.

At the same time, it is necessary to integrate cross-cultural awareness into the translation, which can supplement some figures and historical events. For example, when introducing Emperor Yongzheng, it can supplement his life, so that tourists can know his identity, achievements, historical status, etc. When introducing about projects built by the Chinese government, it can add some content introduction towards it.

4.1.1. Historical Stories

Baishi Mountain

E.g.1:

Original Text: 涞源县东北深山之中的一个山梁上, 有个十几户人家的小山村叫桃木疙瘩村, 1989年10月17日从山外来了30多人, 为这里上不起学的孩子们带来了课桌、书包和衣服。之后这项活动被叫做“希望工程”并在全国展开。当年的失学儿童张胜利, 被当作希望工程救助的第一个人, 曾到亚特

兰大奥运会举火炬, 读完师范后, 现在桃木疙瘩小学当老师。

Original Translation: Laiyuan County in the northern mountains of a ridge, a dozen families at the small mountain village called mahogany Ge Da Cun, October 17, 1989 from the hill outside of the more than 30 people, is here cannot before school kids to bring the desks, bag and clothes After this activity is called Project Hope and in the country. When the dropouts Zhang Shengli and is used as a hope aid projects in the first person, had to Atlanta Olympic Games will lift the torch, after reading the normal now wood a knot in one's heart primary school when the teacher.

Revised Translation: On a ridge in the deep mountains in the northeast of Laiyuan County, there is a small mountain village with more than ten families called Taomugeda Village, On October 17, 1989, more than 30 people came from outside the mountain, bringing desks, bags and clothes to the children who could not afford to go to school here. Later, this activity was called the "Hope Project" (a public welfare undertaking aimed at assisting out of school children in poverty-stricken areas launched by the Central Committee of the Communist Party of China and the China Youth Development Foundation) and was carried out nationwide. Zhang Shengli, an out of school child at that time, was regarded as the first person to rescue the Hope Project. He once held the torch at the Atlanta Olympic Games. After completing his normal education, he is now a teacher at Taomugeda Primary School.

Analysis: The original text is simply combined lacking predicates, so the sentence should be properly ordered. In "mahogany Ge Da Cun", Taomu is translated to "mahogany" while "Geda Village" is transliterated to "Ge Da Cun", and it is easy to cause misunderstanding. So it is better to use transliterate to express "Taomu Geda" and translate "村" into "village", which is more conducive to readers' understanding. "希望工程" is a unique project in China, and the English language lacks equivalent elements, so it can be annotated. It will be better to add "a public welfare undertaking aimed at assisting out of school children in poverty-stricken areas launched by the Central Committee of the Communist Party of China and the China Youth Development Foundation."

4.1.2. Ancient Literature

E.g.1:

Original Text: 但是根据雍正八年的实录记载, 当年应该迁出的村庄以及“所有坟墓, 悉照地之大小从厚赏给地价, 俟卜有平稳之地再行迁移, 务使民间从容宽裕, 各沾实惠, 其应需各项价值, 悉于内库支领。”

Original Translation: But according to records of the record eight years of Yongzheng, then it should move out of the village and all the graves, noted according to the size of earth from the thick awarded premium, dewa

Bu have smooth and migration, provided the folk comfortably well-off, the dip benefits, it should be the value noted in Library salaried.

Revised Translation: However, according to the records of the eighth year of Yongzheng's regin, to the villages and tombs that should have been moved out in that year, the land price should be rewarded according to the area of it, and the relocation should be carried out after the land in the divination area become stable. The value the people need should be paid by the internal treasury to ensure that they are generous and comfortable.

Analysis: many translation errors are included in the original text, leading to the failure of clarify the logical relationship between sentences, especially the beginning sentence. Meanwhile, the revised translations adopt translation method based on free translation, striving for smooth sentences and clear expression. Complex expressions are used in original text, such as "实录记载". In fact, "实录" and "记载" have similar meanings. According to the simplicity and clarity of English, they can be translated as one word "records". Similarly, the phrase "从容宽裕, 各沾实惠" can also be translated as "generous and comfortable" to articulate the informs more clearly.

E.g.2:

Original Text: “陵寝以风水为重, 荫护以树木为先”, 清代政府把树木看做是西陵建设的一项重要内容, 自雍正始每年都拨专款绿化。

Original Translation: Mausoleum in Feng Shui, shade protection to the trees for the first, the Qing Dynasty government the trees is seen as the Xiling construction is an important content, from the annual Yong Zhengshi dial earmarked green.

Revised Translation: "Mausoleum to geomantic omen first, shade protection to trees first," the government of Qing Dynasty took trees as an important part of the construction of the Xiling, and since the regin of Emperor Yongzheng, a special funds was allocated every year for greening.

Analysis: For the translation of this part of ancient literature, the original text mostly adopts the literal translation method, which makes it easier for foreign friends to understand, and can neutralize some cultural differences to some degree, which is worth learning. However, because there are great differences between ancient Chinese literature and modern language environment, it is difficult to understand them, so the measure of adjusting the voice and word order on the basis of literal translation should be taken out. On the one hand, changing the active voice to the passive voice enhances the affinity of the language makes the word order of the translated content as consistent as possible with the original text, which is convenient for foreign readers to understand.

4.2. Proper Names

When translating proper nouns, if they are names of some scenic spots or places, transliteration can be used.

Taking the scenic spot names as an example, the name of it is usually based on transliteration, which is often used for city names. Transliteration is a form of translation based on the pronunciation of the source language. Generally, it is based on the pronunciation of the source language to find the content with similar pronunciation in the target language.

However, for some methods that cannot only be transliterated, transliteration and free translation need to be combined. There are many scenic spots that need this translation method. For example, "鲁迅公园" should be translated as "Lu Xun Park". Therefore, most of the names of scenic spots can be combined by special place names and popular place names. For example, "park" and "Bay" are common names, and the transliteration part is special place names. In this way, natural and cultural attractions can also be distinguished for tourists to understand.

The historical and cultural stories behind nouns can also be supplemented by Annotation. This is because there are many differences between English and Chinese cultures, thus some cultural words in English have no equivalents in Chinese at all, resulting in a gap in the meaning of words. At this time, the annotation method can be used to supplement relevant information, such as background materials, word origins, and so on, to help understand. The annotation method can be divided into transliteration annotation and literal translation annotation.

E.g.1:

Original Text: 西陵承办事务衙门的营建时间是乾隆元年（1736）年, 最初建在泰陵东南口子门外, 即现在西陵中学所在地, 民国年间贝勒载涛将其机构搬迁至泰东陵八旗营房, 即现在的凤凰台村办公。

Original Translation: Xiling undertaking affairs yamen building time is the first year of Qianlong (1736) years, originally built in the southeast of the tailing hole in the door, now Xiling school is located, during the period of the Republic of China, the Baylor load Thao the agency moved to Thai Dongling eight barracks, namely now the Phoenix Village Office.

Revised Translation: The Xiling Yamen (government office in feudal China) was built in 1736, the first year of Emperor Qianlong regin. It was originally built outside the Kouzimen in the southeast of Tailing, where Xiling Middle School is now located. In the Republic of China, lord Zaitao(a rank of the Manchu nobility below that of the prince) moved his organization to the Eight Banners Barracks in Taitung Ling, which is now Fenghuangtai Village.

Analysis: For the translation of this part, transliteration can be adapted to translate the name like "Zaitao" and "Qianlong" for it will not bring cultural understanding difficulties. However, for the words "yamen" and "bailer" with Chinese unique cultural characteristics, if only transliteration is used, it will cause great difficulties for tourists to understand. So we consider it necessary to use transliteration to annotate these words with cultural connotations.

E.g.2:

Original Text: 营房内有整齐的道路，营房外用围墙垒砌完整，在东面和南面开门，南门为喜门，东门为丧门。

Original Translation: Barracks in neat streets, barracks external walls built complete; in the East and south to open the door, south gate door Hi, the east gate door.

Reversed Translation: In the barracks, there are neat streets, and outsides, the barracks are completely built and the doors are opened in the east and south. The south gate is the Happy Gate, and the east gate is the Mourning Gate.

Analysis: For the translation of this part, domestication and transliteration methods are adopted in the original translation, which not only increases the difficulty for foreign friends to understand the key content, but also may make it fails to express the meaning correctly. Based on this, we use the literal translation method to improve the expression of the language, so that readers can picture it when reading, thus playing the effect of tourism propaganda and cultural output.

4.3. Natural Scenery

In terms of rhetoric, when describing scenery, modern English mainly uses nouns, adverbs, verbs and non-predicate forms of verbs to grasp the typical features of the scenery, leaving enough visual space and imagination. However, modern Chinese mainly uses adjectives, metaphors or analogies, and often carries out colorful descriptions of an image.

In the process of Chinese-English translation of scenery description, the translator tend to delete a large amount of emotional expressions and lyrical expressions in the Chinese scenery description that people in English-speaking countries have no idea about, turning indirect description into direct one. In terms of language, it is to transform the Chinese expression habit of emphasizing the parallel style, neat antithesis, and harmonious rhyme into the English one with strict sentence structure, deliberate expression thinking, logical writing, and natural use of words.

E.g.1

Baishi Mountain

Original Text: 白石山景区是世界地质公园，国家AAAA级景区，地貌景观独特，人文旅游资源丰富

，拥有奇松、怪石、云海、佛光，亭台楼阁、青山绿水及珍稀动植物景观，被称为“北方第一奇山”，所谓“奇”，是指白石山的各种怪石奇景，“罔不因势象形，各具情态。”

Original Translation: Baishishan scenic area is the world geological park, national AAAA level scenic spots, unique landscape, rich tourism resources in the humanities, with fantastic pines, grotesque rocks, the sea of clouds, Buddha, pavilions, mountains and rare animals and plants landscape, known as the "first North rugged mountains", the so-called "odd", refers to the Baishishan the various rocks wonders, "useless not because of potential pictographic, the mood."

Revised Translation: Baishi Mountain Scenic Area is a world geological park and a national AAAA level scientific area it has unique geomorphic landscape and rich cultural tourism resources. It has legendary pines, picturesque rocks, the sea of clouds, Buddha lights (the light emitted from the Bodhisattva's head chakra), pavilions, green mountains and waters, and rare animals and plants. It is known as the "First rugged Mountain in the North". The so-called "strange" refers to all kinds of unique rocks and wonders of Baishi Mountain.

Analysis: Initially, the original text is simply combined and lacks predicates, so the sentences need to be reordered. In terms of translation methods, considering the original text contains substantive information without much special cultural content, generally literal translation can be adopted and since there is no equivalent vocabulary in bilingual, annotations can be used as well. For example, for words with obvious Chinese characteristics such as "Foguang", and there is no equivalent in English, the note "Buddha light (the light emitted from the Bodhisattva's head chakra)" can be used. Moreover, the original translation uses "rugged mountains" to represent “奇山”，rather than "strange mountains", “奇山”means rugged mountains with many rocks and strange shapes, so the use of "rugged" is more preferred. And to translate “Strange-shaped pines, strange picturesque rocks, sea of clouds, Buddha light, pavilions, green mountains, green waters and rare animals and plants.”We can refer to Huangshan "让我来告诉你吧，奇松、怪石、云海、温泉被称为黄山四绝。" “Let me tell you, the four unique scene features are legal pins, picturesque rocks, the sea of clouds and hot springs”

E.g.2:

Original Text: 更令人称奇的是这些古松不仅年代久、数量多、而且个个造型奇特，有身形挺拔、高耸入云的巨人松，有形态婀娜、枝叶纷披的菩萨松更有亭亭玉立的侍女松，姿态优雅的花瓶松，枝杈相连的情侣松，树身雪白的白皮松，威武雄壮的罗汉松……真可谓千姿百态，他们当中名气最大的当属位于雍正泰陵宝城旁的“卧龙松”。它的名字还是陈毅老总给起的呢。1959年，陈毅老总到西陵来，他看到这株古松足蹬墙基，树干斜倚在城墙上似龙

身，枝梢在空中伸展似龙爪、龙须，好比一条卧龙陪伴着雍正帝，便欣然为其命名“卧龙松”。

Original Translation: What is even more impressive is the Gusong not only during the long, number, and each one is unique, a tall stature, towering giant loose, graceful shape, pine foliage Fenpi Bodhisattva, loose more graceful maid, graceful vase pine and pine branches connected to the couple, trunk, white pine, full of power and grandeur of Podocarpus... It is the most famous of them in different poses and with different expressions, is located adjacent to the "Wolong city Yong Zheng tailing pine". It's the name of the Chen Yi boss to give up. In 1959, Chen Yi CEOs to Xiling to, he saw the Gusong pedal footing, trunk leaning on the wall like dragons, shoot in the air stretch claw like, asparagus, like a Wolong accompanied Emperor Yongzheng, gladly and name it "Wolong loose".

Reversed Translation: More amazingly, the ancient pine is long,tall and quantity,with strange shape,the most famous of them is located in yongzheng tomb treasure city "wolong pine". Its name was still given by President Chen Yi. In 1959, when President Chen Yi came to Xiling, he saw the ancient pine foot stepping on the base of the wall, with the trunk leaning on the wall like a dragon body, and the branches stretching like dragon claws and whiskers in the air, like a Wolong accompanying Emperor Yongzheng, so he gladly named it "Wolong Song".

Analysis: For the translation of this part of the text, the original text mainly adopts the combination of transliteration and literal translation, word-for-word translation. However, because the text adopts more four-character idioms with similar meanings, such translation on the one hand, the words do not reach the meaning, on the other hand, the semantic repetition, more cumbersome, losing the structural beauty of the sound itself. For this, we mainly adopt the combination of provincial translation and literal translation to ensure that the pronunciation is concise and conveys the meaning, and at the same time achieve the rhythm beauty of language.

5. CONCLUSION

After summarizing the current situation and its channel of Baoding's cultural transmission, as well as its characteristic culture, it can be concluded that Baoding's tourism industry has great potential. At the same time, attention should not only be paid to the guiding theories and translation strategies in the process of tourism text translation, but comprehensive consideration should also be given to the unique media role of websites in information dissemination. Meanwhile, because the translation of tourism English is a dynamic cultural exchange activity, cultural factors should be fully considered when translating tourism texts.

Since website construction plays an extremely important role in promoting the spread of local culture,

thus, this paper analyzes the shortcomings of the existing websites and puts forward suggestions for their improvement to further promote the ancient city culture of Baoding.

By analyzing the translation difficulties in different tourism text content and the translation strategies that should be adopted, this paper puts forward its own views on the text translation of tourism websites. It has contributed to the "going out" of Baoding ancient city culture.

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