

# A Survey on the Current Situation of Japanese Translation Issues and Translation Strategies for Cultural Tourism Attractions in Langzhong City

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**Abstract:** Langzhong City has abundant cultural and tourism resources, with numerous famous cultural and tourism attractions such as Langzhong Ancient City and Tengwang Pavilion. 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 cultural and tourist attractions in Langzhong City, which will greatly constrain the healthy development of the tourism industry in Langzhong City. Therefore, this article focuses on studying the Japanese translation issues of famous cultural and tourist attractions in Langzhong City, including the Japanese translation gaps of scenic spots, as well as the mistranslation and omission of some scenic spots. Based on this, targeted translation strategies are proposed to address the issues of Japanese translation gaps, inconsistent Japanese names, mistranslation and omission of unique cultures (such as Spring Festival culture), and Chinese Japanese expressions in Japanese translated texts of cultural and tourist attractions in Langzhong City.

**Keywords:** Langzhong City; Cultural tourism; Japanese translation; Translation strategy.

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## 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, and most of the research focuses on the translation of public signs in tourist attractions. The relevant research objects mainly cover traditional studies of words, sentences, paragraphs, and discourse. For example, Lv Ruquan (2013) pointed out that there are grammar errors, spelling errors, and expression errors in the Japanese translation of public signs in Dalian. Based on this, he analyzed the reasons for insufficient attention and excessive reliance on online translation, and accordingly proposed solutions such as government led and research activities. Xiao Xia (2015) found in her research on the Japanese translation of tourist attractions in Wuxi that there are problems such as a small number and non standardization of Japanese public signs. She believes that the translation of public signs should follow the principle of functional equivalence and further proposes countermeasures for cooperation between management agencies and professionals. Scholar Zhang Yang (2016) found that the translation of Japanese public signs in the Huashan scenic spot was not appropriate enough, and attempted to add new translations using translation strategies such as literal translation and additional translation. In addition, Luo Xianqian'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.

Reviewing literature, it is found that there is currently very little research on the Japanese translation of tourist attractions in Nanchong City, and the focus of relevant studies is only limited to the Japanese translation of tourist attraction signs. Liu Ziyang (2015) analyzed the public signs of scenic spots in the ancient city of Langzhong from the perspective of cross-cultural communication and revised the Japanese translation that was not accurate and standardized enough. Ge Huiling (2019) analyzed and summarized the problems and improvement strategies of Japanese translation of public signs in the Wanjuanlou scenic spot in Nanchong, using on-site collection as an example.

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 tourist attractions. 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 tourist attraction signs in the city. Therefore, this article intends to summarize the Japanese translation issues of cultural and tourist attractions in Langzhong City based on existing research results, and further conduct corresponding translation strategy research to make up for the shortcomings of existing research results.

## 2. The Current Situation of Japanese Translation Issues and Translation Strategies for Cultural Tourism Attractions in Langzhong City

When examining the current situation of Japanese translation issues in cultural and tourist attractions in Langzhong City, the author found that there are numerous signs of various sizes inside the attractions, which play an important role in providing tourists with introductions, travel information, public service information, and other aspects. These signs are translated into four foreign languages: English, Japanese, Korean, and French. 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 offices, inquiry offices, and bathrooms 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 various cultural and tourist attractions, with some expressions being incorrect and some translations not being standardized enough. Following the translation principle of "taking Langzhong culture as the orientation and translation as the focus", the following translation strategies are proposed to facilitate tourists' understanding and acceptance, and to enable them to gain more tourism cultural value.

Example 1: 閬中古城旅游景区导游全景图

Original translation: 閬中古城風致区パノラマ案内図

Modified translation: 閬中古城観光地ガイド全景図

Example 2: 閬中古城旅游景区简介

Original translation: 閬中古城風致区案内

Modified translation: 閬中古城観光地のあらすじ

Example 3: 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。

Example 4:

因杜甫两来阆中，留下了70余首（篇）诗文。

Original translation: 杜甫が2回に渡ってラン中へ来て、70篇余りの詩文を残した。

Modified translation: 杜甫が2度も閬中に来たため、70余編の詩文を残した。

Example 5: 大殿内塑滕王作画巨型铜像。

Original translation: 正殿の中に滕王が絵画している姿の銅像が作ってある。

Modified translation: 正殿の中には滕王の絵を描いた巨大な銅像がある。

Example 6: 閣台下壁刻有杜翁《滕王亭子二首》名家书法。

Original translation:

壁には名人が杜甫の「滕王亭子二首」を書いた書法が彫り刻んである。

Modified translation: 閣台の下壁には杜翁の書いた「滕王亭子二首」という名家の書法が刻まれている。

Example 7: 内设镇江文化展示与品茗食宿，供中外游客观赏留驻。

Original translation: 中には鎮江文化展示と食事や宿泊施設を設置し、国内外の観光客に提供する。

Modified translation: 中に鎮江文化展示と茶食宿を設置し、国内外の観光客に鑑賞と滞在を提供する。

Example 8: 华光楼又名南楼、镇江楼，始建于唐，屡遭火焚，历代复修，现存为清同治六年（1867）重建。

Original translation: 華光楼は、別名南楼、鎮江楼とも呼ばれ、唐に建設され何度も火災に遭い、歴代に掛け修復を行い既存建物は清同治6年に再建されたものである。

Modified translation: 華光楼は、別名南楼、鎮江楼とも呼ばれ、唐に建てられ、何度も焼かれ、歴代に修復され、現存して清同治六年（1867）に再建されたものである。

Example 9: 在山、水、城、人互融的氛围中，一种呵护人类生态环境的念想油然而生。

Original translation: 山と水、城と人間が互いに融和する雰囲気の中で、人類生態環境をケアする考え方が油然と湧き起こる。

Modified translation: 山、水、城及び人が溶け合う雰囲気の中で、人類の生態環境を守る考えが生まれた。

Example 10: 白塔为古城风水塔，又称文笔塔，建于明代。

Original translation: 白塔は明の時代に建てられた風水塔である。文笔塔とも呼ばれる。

Modified translation: 白塔は古城の風水塔であり、文笔塔とも呼ばれ、明代に建てられた。

Example 11: 为了再现昔日盛景，阆中华诚企业于2011年重新修复。

Original translation: 昔閬中華誠盛況を再現するために、企業は2011年に再び修復。

Modified translation: かつての盛況を再現するため、閬中華誠企業は2011年に修復した。

Example 12: 伍明万教授情衷乡土，将创作的26件雕塑作品捐赠家乡，家乡于2009年建馆展览。

Original translation: 伍明万教授は郷土に衷情し、26件の創作品を故郷に贈呈して、故郷では2009年に展示館を建設し展示した。

**Modified** translation:  
伍明万教授は郷土に思いを寄せ、創作した26件の彫刻作品を故郷に寄贈して、故郷では2009年に開館して展示した。

**Example** 13:  
他の新历《太初历》被皇帝采纳，成为我国第一部有文字记载的完整历法。

**Original** translation:  
彼の新暦「太初暦」は皇帝より採用され、我が国初めての文字記録のある完全な暦法となった。

**Modified** translation:  
彼の新暦「太初暦」は皇帝によって採用され、中国初めての文字記載のある完全な暦法となった。

**Example** 14:  
阆中古城位于四川东北部，嘉陵江中游，是我国整体风貌保护最完好的四大古城之一，是巴蜀现存最大的古城。

**Original** translation:  
閬中古城は、四川省の北東部で、嘉陵江の中流に位置し、中国にて最も完備な4大古代都市の一つで、巴蜀に現存する最大の古都である。

**Modified** translation:  
閬中古城は、四川省の北東部で、嘉陵江の中流に位置し、中国全体の風貌保護が最も完全な四大古城の一つで、巴蜀に現存する最大の古城である。

**Example** 15:  
阆中嘉陵江山旅游度假区，位于千里嘉陵江身姿最柔美、山水最缠绵的地段，毗邻国家5A级景区阆中古城。

**Original** translation:  
閬中嘉陵江山観光リゾート地は千里嘉陵江の姿の最も優美で、山水の最も美しいところにあるが、国家AAA AA級風景区の閬中古城に隣接している。

**Modified** translation:  
閬中嘉陵江山観光リゾートは、千里嘉陵江の姿が最も柔らかく、山水が最も入り組んでいる場所に位置し、国家5 A級観光地の閬中古城に隣接している。

### 3. Conclusion

This article takes cultural and tourist attractions in Langzhong City as the research object, analyzes and summarizes the existing Japanese translation problems, including the Japanese translation gaps of famous cultural and tourist attractions in the city, as well as the mistranslation and omission of unique cultures involved in some cultural and tourist attractions. Based on this, it follows the translation principle of "taking Langzhong culture as the orientation and translation as the focus", Propose practical and feasible translation strategies for famous cultural and tourist attractions in Langzhong City, make up for the shortcomings of existing achievements, enrich relevant theories, promote

the accuracy, appropriateness, and completeness of the external promotion of cultural and tourist attractions in Langzhong City, and provide certain reference data for future research in this field.

### Acknowledgment

Fund Project: Nanchong Federation of Social Science Associations Youth Project for 2023, Project Name: A Survey on the Current Situation of Japanese Translation Issues and Translation Strategies for Cultural Tourism Attractions in Langzhong City (NC23C017).

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