

Study on Localization Strategies of Eco-Tourism Publicity Slogans from the Perspective of Eco-Translatory

--A case study of Zhangjiajie National Forest Park and other destinations

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Abstract: In recent years, ecotourism has gained significant popularity as a sustainable form of tourism, prompting many destinations to promote their natural and cultural heritage through ecotourism slogans. This study focuses on the localization strategies of ecotourism slogans from the perspective of Eco-Translatology, with a particular emphasis on Zhangjiajie National Forest Park and other ecotourism destinations. Eco-Translatology, a theoretical framework that integrates ecological principles into translation studies, provides a robust foundation for analyzing how ecotourism slogans are adapted to resonate with local and international audiences. By employing the Adaptation and Selection Theory within Eco-Translatology, this research examines the translation processes and strategies used in crafting ecotourism slogans. The study aims to uncover how translators adapt adaption and selection in source text and target text, ensuring that the translated slogans not only convey the intended message but also align with the ecological values and cultural nuances of the destination. Through a comparative analysis of ecotourism slogans from Zhangjiajie and other ecotourism hotspots, this paper seeks to contribute to the growing body of knowledge on Eco-Translatology and offer practical insights for the effective localization of ecotourism promotional materials.

Keywords: Eco-Translatory, Localization, Eco-tourism Slogans, Adaption and Selection.

1. Introduction

In the context of globalization and increasing environmental awareness, ecotourism has emerged as a significant trend in the tourism industry. Defined as responsible travel to natural areas that conserves the environment and improves the well-being of local people, ecotourism emphasizes sustainability, conservation, and cultural appreciation. As a result, many destinations worldwide, including China, have embraced ecotourism as a means to promote their unique natural landscapes and cultural heritage while fostering environmental stewardship. Among these destinations, Zhangjiajie National Forest Park stands out as a prime example, renowned for its towering sandstone pillars, lush forests, and rich biodiversity.

However, the success of ecotourism relies not only on the preservation of natural and cultural resources but also on effective communication with diverse audiences. In this regard, tourism slogans play a pivotal role as concise yet powerful tools for conveying the essence of a destination. For foreign visitors, these slogans serve as a gateway to understanding the unique charm and ecological value of a place. A well-crafted slogan can evoke curiosity, inspire travel, and foster a deeper connection between tourists and the destination. Yet, translating these slogans for an international audience is no simple task. It requires more than linguistic accuracy; it demands cultural sensitivity, ecological awareness, and an understanding of the target audience's expectations.

This is where the field of Eco-Translatology becomes particularly relevant. As an interdisciplinary approach that integrates ecological principles into translation studies, Eco-Translatology emphasizes the dynamic interplay between the source text, the translator, and the target environment. By

applying the Adaptation and Selection Theory, translators can adapt ecotourism slogans to resonate with the ecological and cultural contexts of the target audience while preserving the original message. This study seeks to explore how such strategies are employed in the translation of ecotourism slogans, using Zhangjiajie National Forest Park and other ecotourism destinations as case studies. Through this analysis, the research aims to highlight the importance of slogan translation in bridging cultural gaps and enhancing the global appeal of China's ecotourism destinations. Ultimately, this study contributes to the broader discourse on sustainable tourism and the role of translation in promoting cross-cultural understanding.

2. Introduction to the Eco-Translatory

Eco-translatology is a multidisciplinary and interdisciplinary field, and it is inclined to the research domain of eco-logicalization. The essence of eco-translatological development logic is the construction logic of eco-paradigm. The construction logic of eco-paradigm is located in three interrelated core translation concepts, namely, "translation as adaptation and selection", "translation as textual transplant" and "translation as eco-balance". The connotations of eco-paradigm lies in the harmonious symbiosis of "translator's survival" (life), "textual life" (life) and "translation-environment ecology" (eco-) and thus forms an integration of "eco-life" of eco-translatology as its hardcore, which has its unique characteristics and advantages such as pluralistic complex methodology, organic harmonious symbiosis and comprehensive ecologicalized ontology. It can be seen that the research paradigm of Eco-translatology can provide a new epistemological perspective and methodological path for the study of translation theories and translation practice^[5]. (Hu & Wang, 2021).

Eco-Translatology, as an emerging theoretical framework in translation studies, offers a unique and highly relevant perspective for analyzing the translation of ecotourism slogans. Rooted in ecological principles, this approach views translation as an adaptive process that occurs within a specific ecological environment, emphasizing the dynamic interaction between the source text, the translator, and the target context. Its core concept, the Adaptation and Selection Theory, posits that translators continuously adapt to the ecological environment of the target culture while selecting the most appropriate strategies to achieve an optimal balance between fidelity to the source text and resonance with the target audience. This theoretical foundation makes Eco-Translatology particularly suited for examining the localization of ecotourism slogans, which must simultaneously convey ecological values, cultural identity, and promotional appeal.

Ecotourism slogans are inherently ecological in nature, as they aim to highlight the natural beauty, biodiversity, and sustainability efforts of a destination. For instance, slogans for Zhangjiajie National Forest Park often emphasize its unique geological formations and pristine environment. Translating such slogans requires more than linguistic competence; it demands an understanding of the ecological significance of the destination and the ability to convey this significance in a way that resonates with the target audience. Eco-Translatology provides a framework for this process by emphasizing the “ecological niche” of the translation, which includes the cultural, linguistic, and environmental factors that influence how a slogan is received. By analyzing how translators adapt to these factors, we can gain insights into the effectiveness of ecotourism slogan translations.

3. Localization Strategies for Ecotourism Slogans from the Perspective of Eco-Translatology

Ecotourism slogans serve as a bridge between the natural and cultural essence of a destination and the perceptions of its target audience. Their translation, therefore, is not merely a linguistic exercise but a complex process of cultural and ecological adaptation. In this chapter, we apply the principles of Eco-Translatology to analyze the translation of some ecotourism destinations.

3.1. Zhangjiajie National Forest Park

Chinese: 三千奇峰，八百秀水，张家界，地球绝版山水盛宴。

Translation: Three thousand **spectacular peaks** and eight hundred **charming waters**. Zhangjiajie, **an exclusive feast of mountains and waters on earth**.

Analysis: The source text emphasizes Zhangjiajie’s unique natural landscape, characterized by its “三千奇峰” (three thousand spectacular peaks) and “八百秀水” (eight hundred charming waters). These phrases highlight the destination’s geological and hydrological features, which are central to its ecological identity. In the English translation, the terms “spectacular peaks” and “charming waters” effectively convey the grandeur and beauty of Zhangjiajie’s natural scenery. The translator adapts the ecological message to the target audience by selecting words that evoke a sense of awe and admiration, aligning with the expectations of international tourists who value pristine and visually stunning environments.

The phrase “地球绝版山水盛宴” (an exclusive feast of mountains and waters on earth) is culturally rich, using the metaphor of a “feast” to describe the unparalleled beauty of Zhangjiajie’s landscape. This metaphor resonates deeply in Chinese culture, where natural scenery is often likened to a visual or spiritual banquet. However, the translator simplifies this metaphor in the English version, opting for the phrase “an exclusive feast of mountains and waters on earth.” While this retains the essence of the original, it avoids overly complex cultural connotations that might not be immediately understood by international audiences. This adaptation ensures clarity and accessibility while preserving the core message of uniqueness and exclusivity.

3.2. Wuyi Mountain Scenic Area

Chinese: 千载儒释道，万古山水茶，武夷山欢迎您。

Translation: **A millennium of Confucianism, Buddhism and Taoism, and eternal mountains, waters and tea.** Wuyishan welcomes you.

Analysis: The source text highlights Wuyi Mountain’s unique blend of natural beauty and cultural heritage, encapsulated in the phrases “千载儒释道” (a millennium of Confucianism, Buddhism, and Taoism) and “万古山水茶” (eternal mountains, waters, and tea). These elements reflect the deep interconnection between the region’s ecological landscape and its spiritual and cultural traditions. In the English translation, the translator adapts these concepts by using the terms “a millennium of Confucianism, Buddhism and Taoism” and “eternal mountains, waters and tea.” This adaptation effectively conveys the historical and cultural depth of Wuyi Mountain while maintaining the ecological focus on its natural features. The choice of “eternal” emphasizes the timelessness of the landscape, aligning with the expectations of international tourists who value destinations with rich cultural and natural heritage.

The phrase “千载儒释道” (a millennium of Confucianism, Buddhism, and Taoism) reflects the profound influence of these three philosophical and religious traditions in Wuyi Mountain’s history. While this concept is deeply rooted in Chinese culture, the translator simplifies it for the target audience by directly naming the three traditions without additional explanation. This approach ensures clarity and accessibility, as Confucianism, Buddhism, and Taoism are widely recognized globally.

The translation maintains a high degree of fidelity to the source text while incorporating creative adaptations to ensure cultural and ecological relevance. For example, the phrase “万古山水茶” (eternal mountains, waters, and tea) is rendered as “eternal mountains, waters and tea,” which preserves the poetic rhythm and imagery of the original.

3.3. Xishuangbanna Tropical Rainforest National Park

Chinese: 神秘雨林，多彩版纳，遇见自然的奇妙。

Translation: **Mysterious rainforest, colorful Banna, encounter the wonders of nature.**

Analysis: In the field of ecological translation, adaptation to the linguistic ecology is of great significance. The English translation “Mysterious rainforest, colorful Banna, encounter the wonders of nature.” maintains the parallel structure of the original Chinese slogan “神秘雨林，多彩版纳，遇见自然的奇妙”。 This parallel structure not only makes the translation more rhythmic and easier to remember, but also

conforms to the English language's preference for concise and clear expressions. For example, the use of adjectives "Mysterious" and "colorful" to modify nouns "rainforest" and "Banna" respectively, follows the common English syntactic rules. In this way, the translation can better integrate into the English-speaking language environment, which is an important manifestation of adapting to the linguistic ecology.

According to the core theory of ecological translation, the translator makes selections in the process of translation. In this translation, the translator selects "encounter" to translate "遇见". "Encounter" has a sense of unexpected discovery, which vividly conveys the feeling of tourists accidentally discovering the wonders of nature in the rainforest. This word choice is not only in line with the context of tourism, but also adds a sense of adventure and surprise, which is more likely to attract the attention of potential tourists. It is a selection made by the translator considering both the original meaning and the target - language readers' psychological expectations.

In conclusion, the English translation of the slogan of Xishuangbanna Tropical Rainforest National Park well reflects the ecological translation and localization strategies. It adapts to the linguistic and cultural ecology and makes appropriate selections in the translation process, which helps to effectively promote the park to the international community.

3.4. Shangri-La Potatso National Park

Chinese: 普达措, 离天堂最近的地方, 邂逅纯净的生态之美。

Translation: Potatso, the place closest to heaven, encounter the pure beauty of ecology.

Analysis: The English translation "Potatso, the place closest to heaven, encounter the pure beauty of ecology" aligns with the English language's syntactic norms. The use of the superlative "closest" to modify "place" clearly conveys the idea of proximity in English. This construction follows the common English pattern of using adjectives in a specific form to express degrees. Moreover, the parallelism between "the place closest to heaven" and "encounter the pure beauty of ecology" creates a certain rhythm. This parallel structure is not only aesthetically pleasing but also makes the slogan easier to remember for English - speaking audiences, adapting well to the linguistic ecology of the target language.

"Potatso" is a transliteration of "普达措". This choice preserves the unique local cultural flavor. In the cultural context of Shangri-La, Potatso has its own distinct cultural connotations deeply rooted in the local Tibetan-influenced culture. By using the transliterated form, the translation respects the local cultural identity. For English-speaking tourists, "Potatso" serves as a cultural signifier, arousing their curiosity and interest in the unique cultural and natural landscape of this area. It is a way to introduce the local cultural elements directly into the target - language text, thus adapting to the cultural ecology of the international audience.

The translator's choice of "encounter" to translate "邂逅" is quite apt. "Encounter" in English implies a chance meeting or an unexpected discovery, which exactly captures the essence of the original Chinese word "邂逅". In the context of tourism, it creates a sense of serendipity. Tourists are likely to be attracted by the idea of unexpectedly coming across the pure beauty of ecology in Potatso. This word selection takes into account both the accurate conveyance of the original meaning and the psychological appeal to the target - language readers, making the translation more effective in promoting

the park.

In summary, the English translation of the slogan for Shangri-La Potatso National Park effectively embodies the principles of ecological translation and localization strategies. It successfully adapts to the linguistic and cultural ecologies of the target language and makes strategic word choices, which is conducive to the international promotion of the park.

3.5. Sichuan Wanglang National Nature Reserve

Chinese: 走进王朗, 邂逅原始森林与野生熊猫的世界。

Translation: Step into Wanglang and encounter the world of virgin forests and wild pandas.

Analysis: The source text emphasizes Wanglang's unique ecological features, particularly its "原始森林" (virgin forests) and "野生熊猫" (wild pandas). These elements highlight the reserve's pristine natural environment and its role as a habitat for endangered species, such as the giant panda.

The phrase "邂逅...的世界" (encounter the world of) in the source text carries a poetic and romantic tone, suggesting a serendipitous and immersive experience. The translator adapts this phrase as "encounter the world of," which retains the sense of discovery and wonder while simplifying the language for clarity and accessibility. This adaptation ensures that the slogan resonates with international audiences without losing its evocative quality. However, the translation could have further emphasized the cultural significance of the giant panda in Chinese culture, such as its status as a national treasure and a symbol of conservation. This additional layer of cultural context could enhance the slogan's appeal to ecotourists interested in the intersection of nature and culture.

The translator's choice of words such as "step into," "encounter," and "world" reflects a strategic selection process aimed at appealing to the target audience's sense of adventure and curiosity. These terms create a vivid and engaging image of Wanglang as a destination where visitors can immerse themselves in a unique and awe-inspiring natural environment. The use of "virgin forests" and "wild pandas" further reinforces the reserve's ecological value and its appeal as a destination for nature lovers and conservationists.

Despite the adaptations, the translation successfully preserves the ecological and cultural integrity of the original slogan. The emphasis on Wanglang's "virgin forests" and "wild pandas" remains intact, ensuring that the translated slogan aligns with the reserve's identity as a premier ecotourism destination and a critical habitat for endangered species. The inclusion of "wild pandas" also highlights the reserve's role in global conservation efforts, which is a key motivator for ecotourists.

The translation effectively communicates Wanglang's unique identity as a destination where visitors can experience the beauty of pristine forests and the wonder of encountering wild pandas in their natural habitat. This approach not only promotes sustainable tourism but also fosters cross-cultural understanding and appreciation of natural heritage.

4. Conclusion

This study demonstrates the practical application of Eco-Translatology in the localization of ecotourism slogans, using Zhangjiajie, Wuyi Mountain, and other eco-tourism destinations as case studies. By employing the Adaptation and Selection Theory, the analysis reveals how translators adapt

ecological and cultural elements to resonate with target audiences while preserving the original message. Eco-Translatology provides a robust framework for balancing fidelity, creativity, and ecological relevance, ensuring that translated slogans effectively promote sustainable tourism and foster cross-cultural understanding. This approach highlights the significance of translation in bridging cultural gaps and enhancing the global appeal of ecotourism destinations.

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