Translation and Development Planning of Literary Tourism Based on Computer Semiotic Analysis

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Abstract. The goal of Tourism English is to fully promote and promote the rapid development of China's tourism industry, so that foreign tourists can understand China's cultural customs more deeply, appreciate scenic spots and promote the widespread spread of Chinese civilization in the world. Tourism English translation can give full play to the role of induction and information. Tourism materials can provide tourists with rich information. Translators must fully explore and discover the key points of interest of tourists. Therefore, they should fully guide tourists to understand our country's landscape and culture, so that tourists can more naturally enjoy the beauty of scenic spots. And the shock brought by cultural customs further enhance their desire to explore and continue to appreciate. Therefore, tourism translation must fully have the role of information guidance and cultural perception in order to further improve the tourist experience of tourists and bring them beautiful travel memories.

Keywords: Computer, Semiotics, Translation

1. Introduction

In the field of computer translation, machine translation methods are divided into rule-based translation methods and corpus-based translation methods. Corpus-based translation methods can be divided into case-based translation and statistics-based translation. The difference between them is that the former corpus will participate in translation as a kind of translation knowledge for the query of the translation subject. The latter corpus is used to find the sentences that are most likely to be the target language without specific translation practice.

2. Computer semiotic analysis

A corpus refers to a large-scale electronic library of considerable capacity built on the basis of the
collection of continuous texts and speech fragments without any processing through random sampling methods under the guidance of certain linguistic principles. At present, the corpus has been widely used in language teaching, language research and language engineering. Specific application areas include language frequency statistics, dictionary compilation\[1\], vocabulary collocation research, language teaching and natural language processing. Machine translation is the use of computer technology to convert a sound or text in one language into a text and sound in another language. The computer translation algorithm network is shown as figure 1.

![Computer translation algorithm network](image)

**Figure 1.** Computer translation algorithm network

In the early 1960s, with the establishment of Chomsky's "transitional generative grammar" theory, machine translation systems developed rapidly, also known as rule-based translation methods. The working principle of rule-based machine translation is to perform format retention processing and analysis on the input source language, convert the source language and finally generate the target language according to the target language generation rules. The advantage of rule-based machine translation is that rules can describe the grammatical composition of the language, which is convenient for computer recognition\[2\]. However, the grammatical rules require a lot of manpower and material resources. Secondly, the grammatical rules are summarized by grammarists and different linguists may have conflicts in their understanding of grammatical rules. Except for some specific fields, rule-based machine translation has achieved relatively good results. However, machine translation still does not achieve the effect that humans want. With the continuous development of corpus linguistics, people gradually introduced two example-based and statistical-based translation methods that are closely combined with the application of corpus. Corpus-based machine translation has developed rapidly and achieved great results\[3\]. The corpus can be divided into different categories according to different standards. There are three types of corpora related to translation studies: parallel corpora, comparable corpora and multilingual corpora. The machine translation structure diagram is shown as figure 2.
3. Analysis of the development of literary tourism translation

3.1. The role of language economy in the tourism industry

Language skills account for a large part of tourism translation. Excellent tourism translation is a part of cultural resources and economic resources that can produce economic benefits. In addition to travel translation, excellent travel translation language services can also provide more convenient help for foreign tourists and more in-depth services will also bring economic benefits to the audience. Tourism translation is the key to maximizing the benefits of tourism resources\(^4\). Guilin, a world-famous scenic spot in China, is known as "Guilin's landscape is the best in the world." This sentence has multiple translations, so it is more attractive to Western tourists, so as to use the value of the language to enhance economic efficiency.

3.2. Current status and problems of tourism translation

Tourism translation plays a very important role in attracting foreign tourists. This is also crucial to the economic benefits of tourism. Therefore, the translation of the tourism industry must follow strict standards and norms and be completed by practitioners with good language skills. At present, there are still many unsatisfactory places in China’s tourism translation and many leaders of the tourism industry have not realized the negative effects of unqualified translation\(^5\). In some areas, people often see the difficult to find crappy translations that make it difficult for tourists to understand, affecting the level and level of China’s tourism services and having a huge impact on the economic benefits of tourism. There are the following problems in tourism translation: (1) Non-standard pinyin translation In some scenic spots that contain unique Chinese culture, there is no corresponding English matching word during translation. Therefore, using Pinyin translation is a very important way of expression. However, in some places, the names that are common in the tourism industry are translated too much in pinyin, which has caused great confusion for the understanding of foreign tourists. If there are matching words in English, they should be translated through naturalization. For example, in some attractions, there is a tourist kiosk. However, some scenic spots use unregulated translation methods and are translated directly by Pinyin. This undoubtedly caused great confusion for foreign tourists who did not understand Pinyin and could not be used as an indicator. (2) Words that must not be used before
Pinyin translation will be confused by foreign tourists' understanding, but some attractions do not use Pinyin translation, but use non-standard literal translation, or even use typos to cause disrespect to tourists. For example, the Wild Goose Pagoda in Xi’an is a well-known scenic spot, but the sign on the road translates the Wild Goose Pagoda into Big Wild Goose Pagoda. First, this literal translation translates Dayan as "wild goose." Second, the word goose has a derogatory meaning in English expressions. Such a translation naturally reduces the image of scenic spots among foreign tourists.

4. Literary tourism translation based on computer technology

4.1. Tourism regional unit

From the perspective of linguistic economics, consumers' consumption desire is the main reason for consumption activities. In addition to consumers' own consumption impulses, external stimuli are also a key factor. The description of the regional unit in tourism translation is the first tourist information contacted by tourists[6]. The correct description can naturally stimulate tourists' impulse to consume. Attractions in many areas of China will be marked with "national key scenic spots" and "national 4A-level tourist areas" and other words, usually "national scenic spots" will be translated as National Scenic Area, "national AAAA-level tourist area" translated as National Grading-AAAA Scenic Area. "Scenic Area" in English refers to "a designated area that is protected by the government to a certain extent due to the outstanding and beautiful natural scenery", emphasizing naturally formed scenic spots and "scenic" itself also means "beautiful natural scenery".

4.2. Name of tourist attractions

The name of the attraction is the tourist's first impression of the attraction. The translation of the names of scenic spots that are accurate and in line with English expression habits can maximize the benefits. At present, most scenic spots use transliteration to avoid misunderstandings caused by cultural differences between China and foreign countries. However, the cultural connotation contained in the name cannot be conveyed and foreign tourists cannot understand it, thus affecting their consumption impulse.

5. Conclusion

Tourism translation plays an important role in foreign tourism. At the same time, in the face of unique scenarios, it should have its own specific requirements and codes of conduct. Translators should fully understand the differences in cultural and traditional education between the two parties, fully understand the translation environment, cultural level, psychological state and subjective feelings of the tourists before translation, based on the perspective of the tourists' own understanding, select the appropriate translation method and report. The content is translated creatively and accurately. Tourism English translators should also fully respect the objective historical facts and cultural background and cannot create and change their original meanings at will. When translating, try to maintain the cultural integration and consistency, so as to improve the development of China's tourism industry in all aspects.

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