

Strategies for the External Publicity Translation of Ecotourism Texts from an Intercultural Perspective—A Case Study of the Official Website of Yunnan Provincial Museum Name Organization Postcode

Hong Ren*

Kunming Metallurgical College, Kunming 650000, Yunnan, China

*Author to whom correspondence should be addressed.

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Abstract: In recent years, China has made remarkable achievements in ecological civilization construction, which have fully demonstrated the new look of ecological progress in the new era and created strong conditions for enhancing China's ecological image on the international stage. From an intercultural perspective, it is imperative to carry out the external publicity translation of ecotourism texts. By virtue of such translation, we can promote the exchange and integration of different cultures, enable more people to appreciate the ecological environment and abundant tourism resources in various regions, and achieve intercultural interaction and communication. In view of this, this study explores the strategies for the external publicity translation of ecotourism texts from an intercultural perspective. It aims to expand the audience scope of ecotourism, attract more international tourists, and contribute to the vigorous development of the tourism industry and sustained economic growth.

Keywords: Intercultural perspective; Ecotourism texts; External publicity translation; Strategies

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1. Introduction

As an integral part of the development of the tourism industry, the external publicity translation of ecotourism texts plays a crucial role in expanding the international market and attracting international tourists. Being an important intercultural communication activity, such translation is deeply influenced by intercultural factors. Cultural differences have, to a certain extent, hindered the global dissemination of Chinese culture. By integrating the intercultural perspective into the external publicity translation of ecotourism texts, people can

accurately grasp the cultural differences between China and foreign countries, and represent the unique essence of Chinese culture within the specific cultural context of the target language. This enables readers to perceive the connotations conveyed by the translated ecotourism texts, fundamentally mitigating the impact of cultural differences, and experiencing the charm of Chinese ecotourism.

2. Literature review

The academic community has conducted extensive research on the theories of functional equivalence and skopos theory in intercultural translation. Zhou Yifeng applied this theory to novel translation from an intercultural perspective, arguing that this practice can break down cultural barriers, avoid cultural conflicts, and accurately convey the meaning of the original text ^[1]. Zhang Ting et al. held that the application of the functional equivalence theory in an intercultural context can achieve equivalence in information transmission, communicative functions, and emotional resonance between the source text and the target text ^[2]. Wang Susu elaborated on the main viewpoints of the functional equivalence theory and compared it with traditional translation theories ^[3]. She concluded that the functional equivalence theory helps improve the effectiveness of translation teaching and cultivates learners' intercultural communicative competence.

Regarding the current research on ecotourism translation, many scholars have conducted in-depth discussions in this field. Du Ruochen addressed the issues in the English translation of external tourism publicity texts and explored standardized expressions in translation by taking the Zhou Enlai Memorial Hall Scenic Area as an example ^[4]. He believed that accurate and fluent English translations of external publicity texts are conducive to enhancing the international image of scenic spots and promoting cultural dissemination. Zhang Chunhui pointed out that the external publicity translation of scenic spots facilitates the international communication of local culture and highlights the cultural soft power of the country and cities ^[5]. It is necessary to rectify the irregularities in the traditional external publicity translation of scenic spots and improve the quality and level of such translation to serve urban development. Zheng Lan made a detailed analysis of the cultural default in the English translation of tourism texts from the perspective of eco-translation and proposed corresponding compensation measures ^[6]. These measures include enhancing translators' cultural awareness and literacy, adopting multi-dimensional transformation strategies, emphasizing cultural adaptation and selection, and using technological means to assist translation.

Based on the above research, it is found that although existing studies have explored intercultural translation theories, there are few targeted studies that combine the external publicity translation of ecotourism texts from an intercultural perspective with the Yunnan Provincial Museum. Most studies are carried out at a macro level or focus on specific scenic spots, lacking comprehensive and in-depth research on the external publicity translation of ecotourism texts on the official website of Yunnan Provincial Museum. Therefore, this study analyzes the characteristics of the external publicity of ecotourism texts on the Yunnan Provincial Museum to explore effective external publicity translation strategies, aiming to provide new ideas for the application of intercultural translation theories in the field of ecotourism.

3. Problems in the external publicity translation of ecotourism texts

3.1. Barriers to information transmission

Characters occupy a pivotal position in the Chinese cultural system, carrying rich implications and connotations,

with a focus on expressing and conveying emotions. This stands in sharp contrast to Western culture, which prioritizes information transmission ^[7]. From an intercultural perspective, the core objective of translating tourism texts for external publicity lies in accurately delivering various types of information about tourist destinations. However, in the practice of intercultural tourism text translation, insufficient attention has been paid to the information transmission function. Translators often overemphasize information processing rather than presenting the information in the original tourism texts objectively and completely. This increases the difficulty for readers to understand the texts and exerts an adverse impact on the international promotion of Chinese tourism.

3.2. Barriers to cultural decoding

The task of translators is not merely to convert languages but to build a bridge of communication between two cultures. In the translation process, translators need to comprehend the characteristics of source language symbols from an intercultural perspective ^[8]. Many tourist attractions are steeped in profound cultural and historical significance. If translators neglect issues related to semantic symbols and intercultural communication, it will pose great challenges to the external publicity translation of local tourism texts. As a result, readers may fail to appreciate the charm of the tourist attractions or even misunderstand the translated texts, leading to cultural conflicts or misunderstandings.

3.3. Barriers to language expression

Due to differences in cultural backgrounds and languages across countries and regions, deviations are prone to occur in information transmission and comprehension ^[9]. Common linguistic errors in translations include Chinglish, spelling mistakes, and grammatical errors. Meanwhile, some translators are influenced by Chinese thinking patterns during the translation process and apply such patterns to their work, resulting in rigid translations that do not conform to the expression habits of the target language. These problems have significant negative impacts: they undermine the accuracy of translations, reduce the quality of the translated texts, and may even cause international readers to misunderstand Chinese culture. If these issues are not resolved promptly, they will worsen and hinder the international publicity and promotion of Chinese tourism.

4. Strategies for the external publicity translation of ecotourism texts from an intercultural perspective

4.1. Reasonable abbreviation to optimize translation

In the field of ecotourism, numerous descriptive words are often used to promote scenic spots. However, it is not advisable to translate all these words literally. Some words are difficult to translate, and even if translated, they may lose their original charm and nuances. Improper translation can further confuse foreign readers and even make them abandon reading the texts ^[10]. Therefore, it is necessary to delete unnecessary and redundant adjectives while ensuring that the core meaning of the original text remains intact.

Example: 成立于 1951 年，是云南省最大的综合性博物馆，占地面积 150 亩，建筑面积 6 万平方米 是首批国家一级博物馆。

Translation: Founded in 1951, Yunnan Provincial Museum is the largest comprehensive museum in the region and a nationally top-tier institution

This translation adopts a simplified form by omitting specific area data and unnecessary information. It

ensures smooth reading for readers and allows them to quickly grasp the key information, achieving effective communication.

4.2. Appropriate addition and annotation

4.2.1. Reasonable addition for enhanced explanation and improved text expression

Addition in translation refers to supplementing explanatory content appropriately for cultural background information and metaphorical expressions on the premise of retaining the original meaning. This enriches the connotations of the translated text, improves its readability, and enables readers to easily understand the information and intentions conveyed in the original text.

Example: 仰韶文化

Translation: The Yangshao Culture: which is named after the Yangshao Site in Mianchi County, Henan Province.

By adding the origin of the name “Yangshao Culture” in the translation, the unfamiliarity of international readers with this cultural concept is reduced, helping them better understand its background. Furthermore, it emphasizes the connection between the culture and the archaeological site, facilitating foreign readers’ understanding of Chinese history and culture.

4.2.2. Moderate annotation to reduce misunderstanding and errors

Annotation serves as a supplement and explanation for relevant nouns. It is particularly crucial in intercultural communication when there are potential misunderstandings or cognitive gaps. When translating historical figures, annotations can include their life stories, social evaluations, and historical contributions. For place names, annotations can cover geographical locations and historical origins. In the case of cultural relics, their functions and uses can be explained in annotations to achieve the goal of cultural dissemination.

Example: 芦笙

Translation: Lusheng (a reed-pipe wind instrument)

Due to differences in cultural backgrounds, Western readers usually have little knowledge of Chinese historical relics and musical instruments. By adding the annotation “(a reed-pipe wind instrument)” in parentheses, the translation not only fully explains the function of the Lusheng but also ensures effective information transmission. It fills the cognitive gaps of readers and helps them gain a better understanding of Chinese culture.

4.3. Adoption of analogy and metaphor transformation

4.3.1. Appropriate analogy to enhance cultural appropriateness

When encountering unfamiliar things, people tend to compare them with familiar ones to analyze and deepen their understanding of the new things. In translating content related to ecotourism attractions, translators can draw analogies between the content and things familiar to international readers. This achieves cultural compatibility and resonates with readers.

Example: 滇国的一件祭器

Translation: A ritual vessel for ancient Dian Kingdom ceremonies, similar to ceremonial bronzes in ancient Greek traditions

Instead of translating the term literally as “sacrificial vessel”, this translation compares the “ritual vessel”

to the “ceremonial bronzes in ancient Greek traditions”, which are familiar to international readers. This analogy helps readers understand the function of the ritual vessel, makes the translation more concrete and vivid, and shortens the psychological distance between readers and the translated content.

4.3.2. Application of foreignization to promote recognition and strengthen emotional resonance

Cultural differences between regions lead to variations in linguistic texts, with significant disparities between English and Chinese. The foreignization strategy emphasizes preserving the linguistic form of the source language and respecting its linguistic characteristics. It exposes international readers to the pronunciation of the source language, aligns with their linguistic habits, resonates with them emotionally, and enables effective communication and cultural dissemination.

Example: 瓷埙

Translation: Porcelain Xun

The translation adopts the transliteration method, a form of foreignization. Direct transliteration not only meets the basic needs of linguistic communication but also preserves local characteristics. It allows international readers to get familiar with the pronunciation rules of cultural terms related to Chinese tourist destinations, retains elements of Chinese culture, showcases its charm, and achieves the purpose of cultural dissemination.

4.4. Sentence structure adjustment and unit conversion

4.4.1. Adjustment of sentence structure to conform to expressive habits

There are significant differences between Chinese and English in the way information is organized and key messages are highlighted. Chinese tourism texts often use flowery rhetoric and diverse vocabulary for description, while English tourism texts tend to adopt declarative sentences and precise words to convey information objectively and truthfully to tourists. Therefore, translators should reasonably adjust the sentence structure of the original text to accurately convey its core ideas and inherent meanings. This ensures that the translated text meets the needs of the target audience and integrates naturally into the cultural context of the target language.

Example: 翡翠帐钩

Translation: Jade Curtain Hooks

This translation conforms to the linguistic habits and aesthetic preferences of English-speaking countries in the West. Its conciseness allows readers to quickly grasp the information conveyed and understand the meaning of the original Chinese term without obstacles. It accurately reflects the actual situation of the museum, aligns with the expectations and understanding of international tourists and readers regarding Chinese culture, and establishes a positive emotional connection with them. Even if readers have limited knowledge of the relevant cultural concepts, this translation method will not affect their basic understanding of the tourist attraction and its cultural relics.

4.4.2. Moderate conversion of measurement units to improve fluency

In the mutual translation between Chinese and English, it is often necessary to convert measurement units to ensure the fluency and naturalness of the translation and make it conform to the usage habits of local readers. China generally adopts the metric system, while Western countries commonly use the imperial system. To resolve this discrepancy, translators should convert measurement units by taking into account the cultural

psychology of international readers, thereby enhancing the acceptability of the translated text.

Example: 青铜器高七寸，重三十斤

Translation: Height: 23 cm (7 cun); Weight: 15 kg (30 jin)

When translating units such as “cun” and “jin”, translators should convert them into internationally accepted measurement units. This approach, which considers the cultural background and reading habits of international readers, ensures the fluency of the translation and improves its acceptance among the target audience.

5. Conclusion

In summary, the external publicity of ecotourism texts serves as an important link for cultural exchange. Carrying out this work from an intercultural perspective is conducive to promoting the understanding and communication between different cultures and driving the integration and development of the global ecotourism industry. Therefore, great importance should be attached to the external publicity translation of intercultural ecotourism texts. By eliminating barriers caused by cultural differences, translators can provide readers and tourists with a high-quality visiting experience, laying a solid foundation for the prosperity of China’s tourism industry and the dissemination and exchange of Chinese culture.

Disclosure statement

The author declares no conflict of interest.

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