

Research on ecological translation of frontier tourism cultural external publicity under the background of new era

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Abstract: *Under the background of globalization, frontier tourism culture, as the essence of Chinese culture, is becoming a key part of the strategy of powerful countries. However, the communication and transmission of culture are faced with many challenges, such as cultural differences and translation of professional terms. Ecological translation, focusing on culture, context and interaction, offers an effective approach. This paper discusses the current situation of frontier tourism culture publicity and the core concept of ecological translation, and puts forward some suggestions on strengthening training, innovating the way of publicity and strengthening cross-cultural communication, so as to promote the dissemination and cognition of frontier tourism culture on the international stage.*

Keywords: *Frontier tourism; Cultural publicity; Ecological translation; New Age*

1. Introduction

Frontier tourism culture, as the essence of Chinese cultural diversity, brings together rich historical heritage, ethnic customs and spectacular natural landscape. This cultural system is of special value in safeguarding national sovereignty and territorial integrity, and gives a unique color to the national cultural heritage. In today's globalization, cultural exchange and diffusion has become the key to the strategy of powerful countries, and the external publicity of frontier tourism culture is an important part of this strategy. At present, China's increasingly emerging international status has opened up a broad space for the dissemination of border culture, but at the same time, how to solve the problem of cultural exchange has become a challenge in the road ahead. Ecological translation, focusing on culture and context, provides a unique perspective and approach to this challenge. It aims to respect the culture and values of the source text and to create balance and harmony for cross-cultural communication. Applied to the external publicity of frontier tourism culture, ecological translation can not only convey its charm more truly, but also help meet the diverse needs of global audiences and further enhance China's cultural influence.

2. The present situation of frontier tourism culture's external publicity

2.1 The characteristics and cultural value of frontier tourism

Frontier tourism is favored by tourists because of its unique geographical location, rich natural landscape and profound national culture. These regions, such as Xinjiang, Tibet and Yunnan, have both magnificent Tianshan Mountains, plateaus, lakes and deserts, as well as ethnic customs, monuments and festivals with their own characteristics^[1]. The border culture integrates diverse ethnic groups, religions and traditions, forming a colorful cultural picture. The cultural value of these regions is not only reflected in their history and traditions, but more importantly, they still have a fresh vitality in today's times. Ethnic music, dance, arts and crafts in border areas, as well as local food culture, are all important components of China's intangible cultural heritage.

2.2 The main forms and contents of the current frontier tourism culture publicity

The current external publicity of frontier tourism culture is mainly carried out in the following forms: tourism brochures and guides: These materials detail the scenic spots, activities and historical background of each tourist destination. Official websites and social media: On these platforms,

information can be found on news, events, tour packages, etc., about the frontier region. International tourism fairs and exhibitions: In these events, China's border regions are promoted together with tourist destinations in other countries. In terms of content, the border tourism culture promotion emphasizes its unique natural landscape, profound history and culture, and rich ethnic customs. In addition, in order to attract more international tourists, local special activities and festivals are often added to the propaganda content^[2].

2.3 The problems and challenges of existing publicity translation

Although the frontier tourism culture publicity has made some achievements, there are still some problems and challenges in the translation process:

Cultural differences: Border areas show characteristics different from the national mainstream culture, and how to ensure that cultural information is not distorted and biased in translation is a major challenge. Translation of professional terms and place names: Many characteristic terms and place names in border areas do not have their equivalents in other languages, so how to translate them accurately and easily is a big problem. Translation style and the expectation of the target audience: Different cultures and countries have different expectations for the style and content of tourism publicity. How to balance and meet these expectations should also be considered in translation. The application of technology and tools: In the age of digitalization and the Internet, it is also a challenge to use modern technology and tools for more efficient and accurate translation^[3].

3. Ecological translation theory and frontier tourism cultural outreach

3.1 The basic concept of ecological translation

Ecological translation, drawing on the core concepts of ecology, focuses on the dynamic interaction, wholeness and environmental factors in the translation process. It raises the dimensions of translation from simple language transformation to in-depth consideration of cultural, social and historical contexts. The following are the main concepts of ecological translation: Cultural respect: Each culture is unique, with its own history, environment and context. In the process of translation, the diversity and uniqueness of cultures should be respected, excessive domestication or alienation should be avoided, and the culture of the source language and the target language should be balanced^[4]. Context considerations: Languages are not isolated, but are placed in specific cultural, social and historical contexts. Ecological translation emphasizes that translation should take into account the deeper meaning of the language, including the cultural and social background behind it, to ensure that this information is properly transferred in translation. Interaction and symbiosis: Ecological translation views translation as a dynamic, interactive process. The source language text, the translator, the target language text and the reader are all participants in this ecosystem. Ecological translation theory encourages the finding of symbiosis among these participants so as to achieve harmony and balance in the translation process^[5].

3.2 The relationship between ecological translation and frontier tourism culture publicity

Frontier, a region rich in culture and rich in history, shows a distinct multicultural charm. But in today's globalized world, how to make it accurate and dynamic in external publicity without losing its true depth is a challenge. The introduction of ecological translation provides methods and strategies to deal with these challenges. Cultural transmission: Unlike traditional translation, which only focuses on text transmission, ecological translation pays more attention to the difference between culture and context. For frontier tourism culture, translation should convey not only the text, but also the culture and history behind it. This can make the target audience feel the beauty of the frontier more deeply. Cross-cultural communication: The application of the concept of interaction and symbiosis advocated by ecological translation in external publicity means to encourage tourists not only to be recipients of information, but also to interact with frontier culture. Such communication can enhance tourists' understanding and feelings, and improve their travel experience. Deep communication: Beyond mere word conversion, ecological translation focuses on the deep needs of culture, context and audience. In the publicity of frontier tourism culture, it is necessary to have a deep understanding of the interests of the target audience in order to provide more targeted information. For example, history lovers can get richer materials on frontier history; Foodies can gain insight into local cuisine.

3.3 The application and importance of eco-translation strategy in frontier tourism cultural publicity

Ecological translation is a brand new way of thinking, which provides a unique perspective for the frontier region, a tourist destination rich in culture and diversity. Different from traditional translation, which is limited to the direct conversion of text, ecological translation emphasizes the balance of culture and context between the source language and the target language, aiming to realize the comprehensive transmission of cultural information. Deep cultural experience: Border areas contain profound national culture and customs. The concept of interaction and symbiosis advocated by ecological translation enables translators and readers to be more deeply immersed in this cultural ecology and realize real interaction with it, thus bringing more rich and in-depth cultural experience to foreign tourists. Meeting the diverse needs of the audience: Ecological translation emphasizes providing customized information according to the needs of the audience. In the publicity of frontier tourism culture, translators can provide more targeted information for different audiences, such as in-depth exploration of local ethnic culture, history or scenic spots, to meet various interests and needs. Multi-dimensional display of culture: Ecological translation seeks not only the conversion of text, but also the deep transmission of culture. This kind of translation allows frontier culture to be presented from multiple dimensions, not only limited to history, customs and customs, but also philosophy, art and lifestyle, providing a more comprehensive and three-dimensional cultural perspective for the audience.

4. Translation strategies in the context of new era

4.1 The application of modern technology and translation tools

The application of artificial intelligence in translation is becoming increasingly significant. Sophisticated algorithms and deep learning models allow machine translation to approach or even surpass professional human translation accuracy in some areas, especially between common language pairs. However, for content with rich cultural and contextual backgrounds, especially in special fields such as frontier tourism culture, AI translation needs to be combined with human translation to ensure the transmission of cultural details and depth. Furthermore, the aid of cloud computing and big data to translation has also begun to attract attention. Cloud computing allows translators to store, share and access a large database of translations and terms in real time, thereby improving their work efficiency. Big data technology can analyze global text data to provide translators with insights into language usage trends, common phrases and cultural expressions, bringing the translation closer to the actual context in which the target language is used. In addition, the development of translation management software and collaborative translation is booming. These software often provide a common platform for multiple translators to collaborate on large translation projects. Through version control and real-time editing, cotranslation ensures the coherence and unity of the project, while also providing the support of a terminology bank and memory bank to guarantee the accuracy and consistency of the translation.

4.2 Translation methods and strategies for frontier culture

Frontier area, as a place where multiple cultures, history and traditions converge, has rich and unique cultural characteristics. Conveying these cultural characteristics to the outside world, especially in the promotion of tourism culture, is undoubtedly a challenge. Therefore, it is particularly important to formulate targeted translation methods and strategies. First of all, translators need to have a deep understanding of frontier regional culture. This is not only the understanding of language, but also the integration of culture, history, customs, beliefs and other aspects. For example, behind the folk dances and songs of certain border areas, there are often deep historical and traditional stories hidden, which need to be reflected in translation. Secondly, the strategy of domestication and foreignization should be targeted. The domestication strategy makes the content closer to the target culture and easier to be accepted by the target readers; The foreignization strategy preserves the cultural characteristics and flavor of the source text. For frontier culture, it is necessary to flexibly use these two strategies according to the nature of the content and the target audience to ensure the accuracy and cultural integrity of the translation. In addition, considering the linguistic diversity of border areas is also the key to the characteristic translation strategies of border minority languages. When translating, not only the accuracy of the language, but also its cultural background and context should be considered. For example, the greetings of certain frontier peoples may be related to their religion or customs, so when translating, it is necessary to ensure that these details are accurately and properly communicated.

4.3 Enhance the means of translation for cultural transmission and exchange

Notes and footnotes: In the face of cultural heterogeneity and content that is difficult to translate directly, notes and footnotes serve as Bridges, providing background knowledge or explanations for readers to enhance their understanding of the source text. For example, for customs, festivals, or historical events unique to the frontier, appropriate notes can help outside readers gain a deeper understanding of their cultural context and meaning. Multimodal translation: In the digital age, multimedia content such as images, audio and video outside of text plays an increasingly important role in cultural transmission. The combination of text and text, sound or video can make the cultural content more vivid and easy to attract the target audience. Cross-cultural training: For a translation project involving deep cultural communication, the translator's cross-cultural awareness and competence are of Paramount importance. Regular cross-cultural training can enhance the translator's sensitivity to the source text and the target culture, and help them capture and convey the essence of the culture more accurately. Participatory translation: This is a more open and interactive means of translation that allows representatives or audiences of the target culture to participate in the translation process, thus ensuring the accurate transmission of cultural information. For example, when translating folk tales or traditional activities from the frontier, local people can be invited to participate, ensuring the authenticity and authenticity of the translation.

5. Suggestions to enhance the effect of border tourism culture publicity

5.1 Strengthen the training and the cultivation of professional talents

First of all, systematic translation training is the foundation. According to the characteristics of frontier culture, the design of targeted training courses, such as regional history, folk customs, languages and dialects, can help translators better grasp and convey the cultural essence. In addition, translation skills, application of translation tools and methods of cultural transmission on new media platforms should also be included in the training content. Secondly, emphasis should be placed on the practicality of translation education. Field trips, internships and practice are the key to improving the quality of translation. For example, translation students and experts can be organized to carry out field research in border areas to have in-depth exchanges with local people and experience the local culture by themselves, so as to better understand and transmit its spiritual connotation. In addition, it is important to encourage cross-disciplinary exchanges and cooperation. In addition to language and translation studies, the study of frontier tourism culture also involves many disciplines such as history, anthropology and sociology. Absorbing the research results of these disciplines can provide translators with more comprehensive and in-depth background knowledge. Finally, we should pay attention to the long-term talent training mechanism. Establish cooperation with universities and research institutions, set up relevant scholarships or funding projects, and attract more outstanding young people to devote themselves to the translation and publicity work of frontier tourism culture. At the same time, opportunities for further study and development will be provided for in-service personnel to ensure the continued growth and renewal of the team.

5.2 We will innovate publicity methods and platforms to broaden communication channels

First, the rise of digital media and social platforms has provided us with unparalleled opportunities. For example, short video platforms such as Douyin can be used to promote tourist attractions, customs and stories in frontier areas. These short videos have quickly attracted the attention of global audiences with their unique forms, such as intuitive, vivid and interactive. Secondly, virtual reality (VR) and augmented reality (AR) technologies provide new means for tourism promotion. Through VR technology, people can experience the natural scenery and cultural activities of the frontier in an immersive way without having to go there in person. This not only provides audiences with an unprecedented immersive experience, but also brings greater exposure to frontier tourism. In addition, multilingual and cross-cultural content creation has become crucial. To ensure that border culture can be understood by people in more countries and regions, we need to create promotional materials that adapt to different cultural backgrounds and language habits. It's not just about simple language translation, but also about local adjustments to the content, vision and context. Finally, establishing partnerships with international tourism agencies, media and cultural organizations is also an effective strategy to broaden communication channels.

5.3 Strengthen cross-cultural communication and cooperation, and promote the practical application of ecological translation

For frontier tourism culture, it is necessary to build Bridges with other cultures and regions to share the unique history, traditions and way of life of the frontier. Ecological translation, as a translation method with culture and context as its core, provides a strong support for this. First, strengthening cross-cultural communication means a deeper understanding of the cultural background and values of the target audience. In this way, the translation process can not only ensure the accurate transmission of information, but also ensure the depth and emotional resonance of the content. For example, when introducing ethnic cultures and customs in frontier areas, the content can be made closer to the audience by comparing and relating similar elements from other cultures. Secondly, cooperation with various international organizations and institutions can greatly enhance the influence of frontier culture. For example, cooperation with UNESCO or international tourism organizations can provide a greater platform and resources for frontier culture. At the same time, such cooperation also promotes cultural exchanges and learning between border areas and other regions, further enriching their cultural connotations. In addition, the practical application of ecological translation is particularly crucial in cross-cultural communication. It is not only a simple translation of words, but also a comprehensive consideration of culture, context, epic and audience needs.

6. Conclusion

With the development of globalization, the external publicity of frontier tourism culture is becoming more and more important. Combining with the method of ecological translation, the cultural charm of frontier can be conveyed more truly and accurately. The new era requires us not only to master advanced technology and tools, but also to have the awareness of cross-cultural communication. This paper hopes to promote the spread and cognition of frontier tourism culture on the international stage by studying and suggesting the existing strategies, and further enhance its attraction and influence.

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