ISSN (Online): 2455-3662
EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal
Volume: 10| Issue: 11| November 2024|| Journal DOI: 10.36713/epra2013 || SJIF Impact Factor 2024: 8.402 || ISI Value: 1.188

STRATEGIES FOR PRAGMATIC IMPROVEMENT IN THE TRANSLATION OF PUBLIC SIGNS AT ZHAOQING XINGHU NATIONAL PARK FROM THE PERSPECTIVE OF HIGH-QUALITY DEVELOPMENT

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Article DOI: https://doi.org/10.36713/epra18919
DOI No: 10.36713/epra18919

ABSTRACT

As the only national 5A-level tourist attraction in Zhaoqing, the Xinghu National Park serves as a crucial window for cultural dissemination and city branding. This paper systematically analyzes the current state of Chinese-English translations of public signs at this scenic area, identifying issues such as spelling and grammar mistakes, and overly literal translations. These errors reduce the effectiveness of information transmission and weaken cross-cultural communication. To address this, based on the concept of high-quality development, this paper proposes a multi-layered strategy involving translation standardization, cross-cultural adaptation review, and professional training, aiming to enhance the international image and cultural outreach of the Xinghu National Park, and to serve as a reference for other tourist sites.

KEYWORDS: *Zhaoqing Xinghu National Park, Chinese-English translation, pragmatic failure, cross-cultural communication, translation norms*

1. INTRODUCTION

As the only national 5A-level tourist attraction in Zhaoqing, the Xinghu National Park serves as a vital platform for showcasing local culture and enhancing the international image of the city. Against the backdrop of accelerated globalization, the role of cultural dissemination in tourist attractions has become increasingly significant. The Xinghu National Park, with its unique natural landscapes and rich historical heritage, not only draws numerous domestic and international visitors but also serves as a crucial medium for promoting Zhaoqing's folk culture globally. Consequently, the translation of public signs within the Xinghu National Park plays an essential role in both cultural communication and image-building. High-quality translation can accurately convey information about the scenic area, prevent cross-cultural misunderstandings, and thus enhance the effectiveness of cultural transmission. Such standardized translations are not only a basic requirement for service quality in scenic areas but also a vital tool for Zhaoqing to present its openness, inclusiveness, and cultural confidence to the world.

Under the guidance of the high-quality development concept, the advancement of tourism focuses not only on economic growth but also on the improvement of cultural dissemination capabilities and social benefits. As Zhaoqing's "city emblem", the standardization of translation work in the Xinghu National Park directly influences the first impression foreign tourists towards the city. The high-quality development concept emphasizes that translation should adhere to language norms, respect cultural differences, and meet the needs of visitors. By improving the accuracy and adaptability of public sign translations, the Xinghu National Park can better showcase the unique charm of Chinese culture to international visitors and enhance Zhaoqing's competitiveness in the global tourism market. Thus, integrating the high-quality development concept into scenic area translation work can increase visitor satisfaction, foster cultural integration, and lay a solid foundation for Zhaoqing's internationalization.

The objective of this study is to systematically analyze the status quo of public sign translations in the Xinghu National Park, explore types and sources of translation errors, and propose improvement measures aimed at enhancing the scenic area's capacity for cultural dissemination and image-building. The study reveals that the current Chinese-to-English translations of public signs in the Xinghu National Park commonly exhibit spelling errors, grammatical incorrections, and overly literal translations, all of which seriously impair effective information transmission and weaken the area's role as a platform for cultural exchange. Thus, through standardized translation criteria and management measures, the cultural dissemination capabilities of the Xinghu National Park can be strengthened, thereby contributing to the high-quality development of Zhaoqing's city image. Moreover, the translation challenges observed at the Xinghu National Park are representative to a certain extent, making the study's findings applicable as a reference for translation practices at other tourist attractions (Yang, 2024).

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In summary, the standardization of public sign translations at the Xinghu National Park is not merely a technical requirement for language expression but also a crucial component of Zhaoqing's high-quality development strategy. Using the Xinghu National Park as a case study, this paper conducts an in-depth analysis of types and sources of translation issues, combining insights from the high-quality development concept to propose systematic improvement strategies aimed at supporting the scenic area's cultural dissemination and city image-building. Ultimately, the goal is to further promote the high-quality, sustainable development of Zhaoqing's tourism industry.

2. THEORETICAL BASIS FOR CHINESE-ENGLISH TRANSLATION OF PUBLIC SIGNS AT SCENIC SITES

The translation of public signs and notices at tourist attractions serves not only as a means of information transmission but also as an essential window to showcase regional cultural characteristics and attract foreign tourists. In cross-cultural communication contexts, conveying a site's unique culture and social values accurately requires translations that adhere to language norms and reflect the cultural habits and pragmatic conventions of the target language. The importance of public sign translation for cultural dissemination and tourism experience has become increasingly prominent, especially in iconic local attractions such as the Xinghu National Park, where the quality of translation directly impacts visitors' understanding and overall impression of the site. Thus, exploring strategies for government-led communication efforts and scenic area translation from a high-quality development perspective has become a core approach to optimizing both cultural dissemination and visitor experience (Yang, 2024).

2.1 Government-Led Publicity Efforts and Translation at Zhaoqing Xinghu National Park from a High-Quality Development Perspective

Under the high-quality development framework, government-led communication activities not only involve cultural dissemination but also emphasize the enhancement of regional branding and international influence. As the only national 5A-level tourist site in Zhaoqing, the Xinghu National Park serves as a significant model for showcasing local culture and shaping the city's image. With the accelerating pace of globalization, tourist attractions are evolving beyond local tourism hubs to become platforms that exhibit national image and promote cross-cultural exchanges. The translation at the Xinghu National Park, as a vital component of its cultural outreach, is pivotal for enhancing visitors' cultural experience and strengthening China's cultural soft power. Accurate and natural Chinese-to-English translations can effectively reduce cross-cultural misunderstandings, allowing international visitors to appreciate the unique appeal of Chinese culture.

From the perspective of government-led publicity efforts, the translation of public sign at scenic areas functions not merely as language conversion but as a cultural bridge. High-quality development necessitates consideration of both linguistic accuracy and cultural adaptability in translation, enabling foreign visitors to appreciate the cultural value and atmosphere of the scenic site. Common errors such as spelling, grammar, and lexical misuse frequently appear in the Chinese-English translations at the Xinghu National Park, impacting both the image of the site and the acceptance of local culture by international tourists. Therefore, translation work should adhere to rigorous standards, skillfully bridging cultural differences to ensure that the conveyed information aligns closely with the thought patterns and expressions common in English-speaking countries. The involvement and support of government departments are essential; they can provide high-quality translation solutions through professional translation and management mechanisms, thereby elevating the overall level of cultural dissemination (Chang, 2024).

In the context of high-quality development, the translation quality of scenic area signs and notices directly influences the international image of the region. Thus, the establishment of standardized management and professional translation systems for translation work can not only enhance the role of the Xinghu National Park as a cultural window but also support Zhaoqing's efforts toward greater openness and international presence. By establishing specialized institutions and incorporating expert teams to oversee translation work at scenic sites, translation accuracy and cultural adaptability can be ensured. Additionally, the continuous modification and refinement of translations can better serve visitors, providing them with a more authentic and in-depth cultural experience. Under the guidance of high-quality development, the translation work at scenic areas has already become a critical means of cultural exchange and international image-building.

2.2 Pragmatic Failure Theory

The importance of pragmatic failure theory in cross-cultural communication is self-evident, as it provides a theoretical basis for analyzing misunderstandings caused by cultural differences in language exchange. Pragmatic failures include both inappropriate language use and expressions that fail to achieve the intended communicative effect. These failures are categorized into pragma-linguistic failures and socio-pragmatic failures. Pragma-linguistic failures refer to language forms that do not conform to the conventions of the target language, often manifesting as errors in vocabulary, structure, or other linguistic aspects. In contrast, socio-pragmatic failures stem from cultural background differences that lead to interpretive discrepancies in cross-cultural exchanges. For example, common errors in the Chinese-to-English translations at the Xinghu National Park, such as spelling errors, grammatical mistakes, and overly literal translations, are typical pragma-linguistic failures. By analyzing these errors in depth, we can better understand the differences in language conventions across cultures, which in turn allows for more appropriate adjustments in translation (Thomas, 1983; House, 1997; Shen, 2024).

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Pragmatic failure theory further emphasizes that language communication is not merely the transmission of literal meaning but also involves context, social identity, and other factors. For instance, in scenic area translations, neglecting the cultural background and social status of the audience can lead to content that does not align with the reading habits or comprehension of foreign visitors. Translating "小心碰头" as "please meet carefully" is a classic example of pragmatic failure, as its literal meaning is entirely disconnected from conventional English expression. In such cases, translators should adjust the language form in accordance with pragmatic failure theory, opting for expressions that better comply with English conventions to achieve the intended communicative effect. This underscores that translation in cross-cultural communication extends beyond simple word-for-word conversion and should prioritize contextual adaptation and cultural compatibility (Leech, 1983; Grice, 1975).

Additionally, pragmatic failure theory reminds translators to cultivate cross-cultural sensitivity, recognizing potential misunderstandings and conflicts arising from cultural differences. Many errors in Chinese-to-English translation result from overlooking differences in cognitive styles, social customs, and values between Chinese and English cultures. For instance, when "大车停车场" is directly translated as "big car parking", foreign visitors may struggle to comprehend its specific meaning. This indicates that translators need to deepen their understanding of cross-cultural communication principles, guided by pragmatic failure theory, to avoid literal translations and accurately convey the cultural meaning behind the language (Searle, 1969; Blum-Kulka & House, 1989). Ultimately, pragmatic failure theory offers a diagnostic framework for common communication issues in the translation of scenic area sign, enabling translators to better identify and rectify expression errors caused by cultural differences.

3. ANALYSIS OF CURRENT ISSUES IN THE TRANSLATION OF PUBLIC SIGNS AT XINGHU NATIONAL PARK

Zhaoqing is a city rich in historical and cultural heritage, with rapid economic development and abundant tourism resources, making it a promising tourism destination. As an important "window" for Zhaoqing, the Xinghu National Park fulfills dual roles of showcasing local culture and shaping the city's image. However, numerous issues persist in the translation of public signs and notices at the scenic area, where translation errors are commonplace and fail to align with Zhaoqing's image as a strong economic, cultural, and tourism hub. This problem not only affects tourists' overall experience at the site but also weakens Zhaoqing's cultural soft power in the minds of international visitors. Consequently, the related city government sectors should address this issue and adopt effective measures to standardize translation practices, thereby enhancing Zhaoqing's image as a "window" to the world. Through on-site investigation of several scenic areas in Zhaoqing, with a focus on the Xinghu National Park, this study recorded and analyzed the current state of written English translations on tickets, guidebooks, and signs. Findings reveal significant issues in sign translation at Xinghu National Park, as detailed below:

First, in recent years, the Xinghu National Park has shown a growing awareness of multilingual sign translation, especially during its efforts to achieve and maintain its 5A-level scenic area status over consecutive years. The authorities have actively introduced multilingual signs in English, Japanese, Korean, and other languages, achieving some progress in publicity service improvement. This progress is closely related to Zhaoqing's status as a historically significant city and a major urban hub in the Guangdong-Hong Kong-Macao Greater Bay Area. However, despite these efforts in translation, the quality of translation remains suboptimal, particularly in the following areas.

Firstly, spelling errors are relatively common. Although the Xinghu National Park has taken some steps to address translation issues on public signs, low level problems such as spelling errors continue to appear frequently, suggesting a degree of negligence and management oversight in the translation process. Such elementary mistakes not only detract from the professionalism of the translation but may also cause confusion or elicit negative feedback from foreign visitors. Secondly, inconsistency in translated names is another notable issue. For example, the same place or name may be translated differently; "星湖" may appear as both "Xinghu Scenic Area" and "Star Lake Scenic Area", while "七星岩" is translated as both "Seven Star Crags" and "Qixingyan." This inconsistency in terminology not only leads to conceptual confusion but also affects tourists' perception of the attraction.

In addition, grammatical errors are also prevalent in the translations at Xinghu National Park, indicating that some translators' poor mastery of English. Such errors create syntactic and semantic obstacles that hinder accurate information transmission. For instance, some sign translations are syntactically flawed and semantically ambiguous, making it difficult for tourists to grasp the intended meaning. Another frequent issue is overly literal translation, where Chinese expressions are directly converted word-for-word into English without regard for the cultural conventions of the English language. This method often results in translations that appear illogical to native English speakers, causing foreign visitors to "read without comprehension" (Xue, 2024).

Finally, the lack of consistency and standardization in terminology translation also deserves extra attention. Taking the translation of "星湖景区" as an example, multiple variations are used, including "Xinghu Scenic Area", "Star Lake Scenic Area" and "Xinghu National Park", while "七星岩" appears as "Seven Star Crags", "Qixingyan", and "Qi Xing Yan." This inconsistency reflects not only a lack of organized terminology management but also highlights the absence of a unified translation standard. Further analysis reveals that management of bilingual sign lacks adequate oversight, as those responsible fail to grasp the specific

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requirements of translation and lack awareness of the need to promptly replace signs containing translation errors. This lack of attention directly affects the scenic area's image as a "civilized window", undermining its appeal to international tourists. Therefore, enhancing the focus on translation quality, strengthening management efforts, and standardizing terminology have become essential to improving the overall image of the Xinghu National Park.

3.1 Analysis of Specific Cases of Translation Issues

Pragmatic failures are a crucial concept in cross-cultural communication research, referring to situations in verbal exchanges where the communicator fails to use expressions appropriately or employs language forms that do not align with the target language's conventions, thus failing to achieve the intended communicative effect. Such failures often result in information transmission errors and may even lead to cross-cultural misunderstandings. In scholarly classification, pragmatic failures can be divided into two main types: pragma-linguistic failures and socio-pragmatic failures. The former refers to instances where language usage does not conform to the conventional expressions of the target language, often manifesting as improper use of the source or target language forms, thus failing to convey the intended function accurately. This type of failure generally involves deficiencies in language structure, word choice, and contextual adaptation. The latter, socio-pragmatic failures, typically arise in cross-cultural communication settings, rooted in differences in cultural understanding between communicators, which cause deviations in language form selection (Shen, 2024). Simply put, socio-pragmatic failures occur when communicators overlook factors like cultural customs and social identity, leading to communicative obstacles.

It should be noted that pragmatic failures generally exclude simple language performance errors, such as spelling mistakes, capitalization errors, punctuation errors, and grammatical errors. However, in discussing scenic area translations, considering these basic language errors is also essential due to their impact on overall communication quality. While these types of errors may appear basic, they can still cause misunderstandings in cross-cultural communication, thereby affecting the success of exchanges. Thus, in classifying translation errors in scenic areas, this paper further subdivides pragmatic failures into three categories: basic language errors, pragma-linguistic failures, and socio-pragmatic failures (Sun, 2024).

3.1.1 Basic Language Errors

Basic language errors typically refer to elementary mistakes in spelling, capitalization, punctuation, and grammar, as well as inconsistencies between Chinese and English content and discrepancies in translated names. While these errors may not directly hinder communication or lead to misunderstandings, their frequent occurrence can cause audiences to question the professionalism and cultural literacy of the information provider, potentially leading to negative perceptions of their overall image. In contexts such as tourist attractions, where cultural representation is paramount, improper spelling and grammar may be perceived by foreign visitors as signs of negligence or even cultural insensitivity. Minor basic language errors might be viewed as occasional lapses; however, if these errors persist and remain uncorrected, they can have a lasting impact on an institution's image, potentially damaging the cultural reputation of the region or even the country.

For example, a sign by the lake in the Xinghu National Park states "Please don't fishing", where "fishing" is an incorrect grammatical form; the correct phrase should be "Please don't fish." Although this is a basic grammatical issue, if such errors frequently appear on public signs, they may leave foreign visitors with the impression that the scenic area's management lacks rigor. Additionally, there is a notable inconsistency in translating the names of Xinghu National Park and Qixingyan, with "Star Lake Scenic Area" and "Xinghu Scenic Area" both used to refer to the same site, while "Qixingyan" and "Seven Star Crags" appear on different signs. This inconsistency in naming not only undermines the directive function of the signs but can also lead to visitor confusion or even misunderstandings, affecting their overall perception of the site.

The inconsistency in translated names reflects a lack of coherence and standardization in the language conversion process, which is particularly evident in translations in public spaces. Standardizing and unifying translated names is an essential step in ensuring that translated information is clear and accurate, as any inconsistency in language usage can affect the effectiveness of communication and reduce the clarity of information transmission. Therefore, to avoid inconveniences and misunderstandings caused by basic language errors, scenic area managers should introduce systematic translation standards, ensuring name consistency and conducting regular checks on the spelling, grammar, and other aspects of signs. By doing so, not only can the overall image of the scenic area be effectively enhanced, but foreign visitors' understanding and acceptance of the local culture can also be improved (Xue, 2024).

3.1.2 Pragma-Linguistic Failures

Pragma-linguistic failures primarily manifest in the misuse of vocabulary and syntax during translation, rigid application of Chinese expression patterns, ambiguities in grammatical structure, and misalignment of illocutionary force. These issues are especially prominent in the translation of scenic area signs, where the translator's choice of vocabulary and sentence structure directly affects the readability of the translation and the accuracy of information delivery. In English, the existence of numerous synonyms and varied expressions means that even slight missteps in word choice can lead to ambiguity and misunderstanding. For example, in the Xinghu National Park, "小心碰头" was translated as "please meet carefully ."This phrasing not only fails to convey the original meaning but also introduces a unreasonable tone that

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confuses visitors. Furthermore, language forms and functions do not always correspond directly across languages, and the illocutionary force of expressions can vary depending on contexts. If translators fail to adjust the form and function of expressions according to context, it leads to misalignment of illocutionary force, weakening or misdirecting the intended message.

In the men's restrooms at Qixingyan Scenic Area, a sign reads "细微之处见公德，举手之间显文明", intended in Chinese to promote public civility. However, the English translation, "Morality sees from subtleties, civility shows between hands", clearly does not conform to English grammar and vocabulary norms. The grammar is awkward, and word choice is inappropriate, with phrases like "sees" and "between hands" producing unintended connotations that could easily discomfort readers. This translation fails not only to convey the intended message of civility but also risks causing unnecessary confusion and misunderstanding, serving as a classic example of mistranslation and misinterpretation that highlights the issue of illocutionary misalignment.

Illocutionary misalignment is not merely a structural issue but also reflects a deficiency in the translator's understanding of context. Especially in the translation of culturally significant or public-intended information, translators should pay attention to the specific context and intended communicative effect of the original language, choosing expressions that are more culturally appropriate in the target language. To avoid pragma-linguistic failures of this kind, scenic area management can provide training to translators before they undertake their tasks, enhancing their understanding of the target language's culture and pragmatic theories. Additionally, an expert review stage should be introduced to examine and refine expressions involving complex cultural contexts, ensuring that the translated content accurately conveys the intended illocutionary force and adheres to the pragmatic conventions of the target language. This approach not only improves readability but also effectively reduces cultural misunderstandings, thereby enhancing the overall image of the scenic area.

3.1.3 Socio-Pragmatic Failures

Socio-pragmatic failures often arise when translators overlook factors such as the identity, status, cultural customs, and values of the targeted readers and audience. These failures are particularly common in the translation of tourist site signs, as they involve not only the transformation of linguistic forms but also a sensitivity to cultural differences within cross-cultural communication. A typical example of socio-pragmatic failure is found at the entrance of the newly constructed East Entrance of Qixingyan, where the parking lot signs "大车停车场" and "小车停车场" were translated as "big car parking" and "car parking", respectively. This English translation is unclear to foreign visitors, as it does not specify whether the terms refer to the size of the parking area or different types of vehicles. This example illustrates how such translations fail to convey the original information accurately, creating communicative barriers.

Furthermore, certain culturally embedded slogans are also constrained by socio-pragmatic failures during translation. The slogan "排队我快乐，礼让我文明" was translated directly as "line up me happy, courtesy me civilization", a mechanical, word-for-word translation that bypasses cultural adaptation. This translation disregards the expression patterns and cultural understanding of native English speakers, resulting in a rendering that neither conforms to English language norms nor effectively communicates the social and cultural values embedded in the Chinese slogan. While local visitors may easily understand this message, for foreign visitors, the information is not only obscure but also lacks appeal, failing to convey the intended values and behavioral norms of the original Chinese slogan.

The occurrence of socio-pragmatic failures often stems from a lack of adequate understanding and respect for the cultural background of the target audience. Directly converting these slogans into English fails to account for differences in cultural values and language usage habits, preventing the slogans from achieving their communicative goals. To avoid such failures, translators should deepen their understanding of the target culture during the translation process, fully considering the cultural context of the intended audience and adapting their language choices to align with the social and cultural norms of the target language. This approach not only enhances the effectiveness of information transmission but also improves the international image of the scenic area, offering foreign visitors a more culturally enriching experience. Additionally, scenic area management can establish more systematic translation standards and review mechanisms to ensure that translations convey both cultural meaning and clarity, thus enhancing accessibility and comprehensibility (Ma, 2022).

3.2 Root Causes of Translation Irregularities at Xinghu National Park

The translation errors at Xinghu National Park fall primarily into three categories: basic language errors, pragma-linguistic failures, and socio-pragmatic failures. These categories often overlap, forming complex and interwoven issues that can be traced back to deficiencies at both the translator and managerial levels. On the translator's side, three main issues are noteworthy. First, translators lack a solid foundation in both Chinese and English. Many basic language errors indicate that translators are not proficient in the fundamentals of phonology, vocabulary, semantics, syntax, discourse, and pragmatics in both languages. This weak foundation leads directly to frequent mistakes in spelling, grammar, and punctuation. Second, translators show limited cross-cultural communication skills. Due to a lack of understanding of the psychological traits, cultural values, aesthetic preferences, and customs associated with Chinese and English speakers, translators are prone to cross-cultural conflicts and pragmatic errors during translation, failing to meet the expression needs of the target culture. Finally, translators lack a

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thorough understanding of translation theory and techniques. This results in inflexibility during translation, where translators cannot effectively apply code-switching techniques, leading to mechanical, literal, and rigid translations that hinder accurate information transfer and reduce the naturalness of the script.

On the managerial side, there are also three primary problems. First, managers lack sufficient understanding of the translation industry. Because some scenic area managers have limited English proficiency, they struggle with quality control in translation, either failing to identify translation errors in time or lacking effective measures to address these issues even when identified. Second, the scenic area lacks a dedicated institution for translation oversight. There is a "responsibility vacuum" among government management departments in the scenic area, leading to insufficient supervision and the absence of an effective management system for translators. Currently, outsourced translation personnel at the scenic area vary widely in competency and professional expertise, lacking uniform selection and training standards, which directly affects the consistency and stability of translation quality. Finally, there is a lack of attention and awareness regarding translation errors and rectification among managers. Due to insufficient understanding and focus on translation quality issues, even when managers become aware of translation problems, they often remain perplexed, lacking effective mechanisms for modification, allowing issues to persist over time.

The root causes of translation errors at Xinghu National Park lie in the inadequate linguistic and cross-cultural competence of translators and the lack of oversight and management by administrators. To improve translation quality, it is essential to not only strengthen translators' linguistic foundations and cross-cultural competencies but also to establish a dedicated translation supervision agency within the scenic area management. Such an agency should regulate translator management and assessment processes and establish regular translation review and rectification mechanisms, ensuring consistent and stable translation quality. This would provide foreign tourists with more accurate and natural translation services, enhancing the international image of the scenic area.

4. TRANSLATION QUALITY IMPROVEMENT PLAN FOR PUBLIC SIGNS AT ZHAOQING XINGHU NATIONAL PARK

Based on the previous analysis of the current state of translation at Xinghu National Park, it is evident that pragmatic failures, basic language errors, and inadequate cross-cultural adaptation negatively impact the international image of the scenic area. Therefore, developing strategies to reduce translation errors and enhance translation quality is not only an effective way to improve scenic area services but also a practical need to foster international cultural exchange. By establishing standardized translation procedures, enhancing translators' cross-cultural understanding, and developing a professional management system, the scenic area can achieve a systematic improvement in translation quality. The following sections will outline the response measures for each type of error and discuss specific implementation methods.

4.1 Mechanism for Preventing and Correcting Basic Language Errors

The frequent occurrence of basic language errors not only affects the overall image of the Xinghu National Park but also undermines its effectiveness in cultural dissemination. To ensure translation accuracy and professionalism, the scenic area management needs to implement systematic oversight measures to reduce basic errors in spelling, punctuation, and grammar. First, establishing a rigorous review and proofreading mechanism is an effective approach to minimize such errors. The scenic area can form a specialized review team to regularly check bilingual signs, promotional materials, and guidebooks for spelling and grammatical issues. By periodically inspecting signs and other texts, the team can promptly identify and correct language errors, enhancing linguistic accuracy and readability and strengthening the professional image of the scenic area.

Second, improving translators' foundational proficiency is a key to reducing basic language errors. Translators need to develop a strong command of phonology, vocabulary, grammar, punctuation, and syntax in both Chinese and English, with heightened sensitivity and accuracy in spelling, grammar, and syntax. To this end, the scenic area can organize regular professional language training, including grammar and spelling exercises, analysis of common errors, and learning translation techniques, enabling translators to switch languages flexibly and minimize common mistakes during the translation process. This improvement in foundational skills not only ensures translation quality but also helps build the scenic area's public image (Tang, 2023).

Finally, introducing automated proofreading tools can provide technological support for managing basic errors. Modern automated proofreading tools can detect issues with spelling, punctuation, and grammatical inconsistencies, effectively reducing oversights in manual review. Additionally, the scenic area should compile a standardized translation manual to unify the translation of place names, terminology, and proper nouns, thus avoiding inconsistencies in translated names. By combining a standardized manual with automated proofreading, the scenic area can significantly lower the frequency of basic errors, thereby improving the accuracy and consistency of translations and enhancing foreign visitors' positive impressions and satisfaction.

4.2 Adaptive Strategies for Optimizing Pragma-Linguistic Translation

Reducing pragma-linguistic failures is crucial to improving translation quality and enhancing the visitor experience. To address pragma-linguistic issues in the translation at Xinghu National Park effectively, the management should focus on increasing translators' pragmatic awareness, ensuring that they possess solid pragmatic knowledge and flexible expression skills.

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Through systematic pragma-linguistic training, translators can master methods for word choice and syntactic adjustment, avoiding literal translations and conveying information accurately. For example, in translating warning or advisory signs, translators should adapt expressions to suit English norms, using "Mind your head" rather than the literal version "please meet carefully" to improve the fluency and readability of the translation.

To address the contextual adaptation issues associated with pragmatic failures, the scenic area should incorporate a cross-cultural adaptation review mechanism in the translation process. This ensures that translations not only conform to the target language's expression habits but also meet the comprehension needs of visitors from different cultural backgrounds. For this purpose, the scenic area can establish a multi-level review system, engaging experts or consultants with native English backgrounds to review translations and optimize cultural and pragmatic adaptability. Such a review mechanism ensures that translations align with the target culture's context and semantics, reducing misunderstandings caused by cultural differences and enabling visitors to comprehend the site's informational signs more naturally.

Additionally, the scenic area should encourage translators to accumulate practical experience and increase their exposure to the target culture. By conducting on-site studies and simulating everyday expressions in the target language environment, translators can gain a deeper understanding of language usage among native English speakers, enhancing their cultural sensitivity during translation. The scenic area could set up a regular practice platform, allowing translators further insights into English cultural expression habits and socio-pragmatic norms. By combining pragmatic training, cultural adaptation reviews, and practical experience platforms, the scenic area can significantly reduce the occurrence of pragma-linguistic failures, elevate the professional level and cultural adaptability of translations, and ultimately enhance the scenic area's international image and cultural outreach effectiveness (Yin, 2023).

4.3 Cultural Adaptation Strategies for Socio-Pragmatic Failures

Socio-pragmatic failures have particularly adverse effects in cross-cultural communication, often leading to misunderstandings or dissatisfaction among foreign visitors regarding the management and service quality of the scenic area. To reduce such failures, the first step is to enhance translators' cross-cultural awareness, ensuring that they fully consider visitors' cultural backgrounds and social customs in their translations. Scenic area management should organize regular training in cross-cultural communication for translators, covering areas such as polite expressions, values, and contextual requirements in the target culture. Through systematic study and practice, translators can develop a deeper understanding of the levels of politeness in the target culture, avoiding socio-pragmatic errors that result from direct translations, and thereby increasing the acceptance of translated content by the audience. For example, translating "请勿吸烟" as "Please refrain from smoking" instead of the literal "Please don't smoking" aligns better with English norms of polite language.

Secondly, to ensure cultural adaptation in translated content, the scenic area should introduce a "socio-pragmatic adaptation review" process, focusing on the politeness and appropriateness of language in signs and promotional materials. Experts in cross-cultural communication can be invited to review translation content, ensuring that expressions align with the communicative conventions of the target culture. This review process allows the translation's content, tone, and wording to better comply with the cultural habits of the target audience, reducing misunderstandings caused by socio-pragmatic failures. This not only improves the accuracy of information delivery but also enhances visitors' experience, bolstering the international image and service standards of the scenic area.

Additionally, scenic area management can establish practical training programs to deepen translators' cultural understanding, helping them develop more flexible language expression skills. By partnering with universities, translators can participate in simulation-based training in real-world scenarios, further enhancing their cultural sensitivity in authentic communication contexts. Through observational and simulated training, translators can gain insights into the cognitive habits and cultural needs of foreign visitors when reading scenic area information, enabling them to adjust pragmatic strategies in translation. A comprehensive approach involving cross-cultural training, adaptation review, and practical training programs can effectively reduce the occurrence of socio-pragmatic failures, providing foreign visitors with more personalized and natural language services and increasing their satisfaction and approval of the scenic area.

4.4 Establishing a Long-Term Translation Quality Monitoring System

To comprehensively improve translation quality at the Xinghu National Park, in addition to addressing basic language errors, pragma-linguistic failures, and socio-pragmatic failures, scenic area management should adopt systematic management measures and establish a long-term translation monitoring mechanism. First, it is recommended to set up a dedicated translation oversight body, such as a "Scenic Area Translation Office", led directly by the city government authorities to manage all translation-related work for the scenic area. This office would establish translation standards, monitor translation quality, and coordinate with related departments in translation management and optimization, ensuring a systematic and standardized approach to translation work. This structure would effectively reduce translation errors, increase the professionalism and consistency of bilingual signs, and ultimately enhance the international image of the scenic area.

Secondly, to ensure ongoing improvement in translation work, the scenic area should implement a regular evaluation mechanism,

ISSN (Online): 2455-3662
EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal
Volume: 10| Issue: 11| November 2024|| Journal DOI: 10.36713/epra2013 || SJIF Impact Factor 2024: 8.402 || ISI Value: 1.188

conducting periodic inspections and evaluations of bilingual signs, promotional materials, and other translated content. This mechanism could involve a quarterly or annual review by expert groups, who would comprehensively examine translation content, analyze common issues, provide recommendations for improvement, and generate evaluation reports for the translation team and management to use as reference in identifying deficiencies and refining processes. Such a periodic evaluation mechanism not only helps in identifying translation mistakes but also provides data to support long-term management, ensuring that translation work meets high-quality standards and continuously enhances the scenic area's international presentation.

Finally, scenic area management should ensure adequate resource support for translation work, providing the translation team with stable funding and technological resources. The city government could allocate special funds for hiring professional translators, conducting regular training, and introducing high-quality translation tools. Additionally, the scenic area could collaborate with university linguistics departments or professional translation agencies, leveraging external resources to improve translation accuracy and adaptability. With a stable investment in resources, the translation team can continuously optimize their translation quality in a resource-rich environment, delivering accurate and natural language services for international tourists, while strengthening the scenic area's cultural dissemination capabilities and international competitiveness.

5. CONCLUSION

This research, using Zhaoqing Xinghu National Park as a case study, conducts a thorough analysis of common pragmatic failures in Chinese-to-English translations of public signs, such as spelling errors, grammatical mistakes, and overly literal translations. It explores the need for pragmatic improvement from the perspectives of cross-cultural communication and high-quality development. The findings reveal that the translation issues in Xinghu National Park's public signs go beyond basic language errors, extending to inadequate cultural adaptation and a lack of pragmatic strategy. These issues hinder the precise transmission of information, affect foreign visitors' comprehension and appreciation of the cultural significance of the site, and weaken the scenic area's competitiveness in the international market. In response, this paper proposes a multi-layered improvement strategy focused on translation standardization, cross-cultural adaptation, and management regulation, aiming to enhance the quality of public sign translations through scientific translation management and systematic cultural adaptation, thereby strengthening the scenic area's function as a cultural dissemination window.

In the long term, the translation optimization strategies proposed in this paper are not only applicable to improving the public signs at Xinghu National Park but also offer a practical framework for other tourist attractions. Standardized translation procedures, rigorous cultural adaptation mechanisms, and efficient management systems will help address the inconsistent quality of public sign translations across China's tourist sites, thereby enhancing the international image of China's tourism industry as a whole and advancing the country's cultural "going global" strategy. Future research could further investigate the translation practices at scenic areas in other regions, testing the applicability and generalizability of the strategies proposed here. This could lead to refinements in translation management and cultural dissemination strategies, providing practical insights to enhance China's discourse power and cultural influence in international cultural exchanges.

Funding Project

This research was supported by the Zhaoqing Philosophy and Social Sciences Collaborative Project (14th Five-Year Plan for Zhaoqing Philosophy and Social Sciences); Project Approval Number: 24GJ-30. Project Title: Research on Translation Strategies for Zhaoqing Government Publicity in the Context of High-Quality Development.

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ISSN (Online): 2455-3662
EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal
Volume: 10| Issue: 11| November 2024|| Journal DOI: 10.36713/epra2013 || SJIF Impact Factor 2024: 8.402 || ISI Value: 1.188

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