



A Study on The English Translation of Special Dishes Along Taihang Mountainous Areas In Hebei Province

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ABSTRACT

In February of 2016, China released the first list of creating the national global tourism demonstration area, and eleven places in Hebei province were on the list. For those in the tourism demonstration zone list, the central and local government will give financial support and give priority to arrange tourism diplomacy, which brings new challenges to the catering industry in Taihang mountainous areas. In Taihang Mountain areas, there are a lot of beautiful tourist attractions with a rich variety of organic diet. The food industry plays an important role in promoting the development of international tourism and accelerating the international friends' understanding of china's rural culture. This paper investigates the current situation of rural development in Taihang mountainous areas and the translation problems in the rural home inns and it aims to explore the factors which influence the diet translation. Finally, the autor proposes some translation stratigies.

KEYWORDS : Taihang mountainous areas; rural home inns; translation skills

Introduction

Chinese diet culture has a long and profound history with a high prestige in the world. It contains the philosophy of how Chinese people knowing and understanding things. Eating custom is closely connected with culture. Tourism, as a higher level of enjoyment, reflects human's life demand, while eating activity is an essential part in the journey. Eating comes first in the six key elements including eating, accommodation, transportation, traveling, shopping, entertainment in tourism activities. Diet is not only a part of travelling, but also a tourism product. With the rapid development of tourism, tourists not only go for a simple sightseeing, but also start to taste the local culture. Tourists want to participate and experience in the cultural activities. Food culture, which is a resource of tourism, can meet the demand of tourism and promote the economic and cultural development. Tasting authentic Chinese food has become the direct motivation of many foreign visitors. Under the background of the integration of food culture and tourism, how to understand and evaluate food culture resources and make rational analysis of these resources in Taihang mountainous areas in Hebei Province in order to improve the service quality is a valuable research topic. It is significant to change the food resources into a tourism project to promote the sustainable and healthy development of tourism.

Research Background

Frederick Simon describes the use of all kinds of food in China and illustrates the characteristics of regional and traditional Chinese style and Chinese traditional nutrition and health knowledge. He focuses on the relationship between Chinese food and the national spiritual world, that is to say, how the national spirit and the way of thinking are reflected through the way of eating. He introduces the central role that food plays in the lives of Chinese people, Chinese people's perception of food, health and disease, and the relationships between food and religion, etc..

E.N. Anderson analyzes the Chinese food history from the ancient times to the contemporary world. He points out how food occupies the central position in making policies, holding religious ceremonies and keeping healthy. He describes the mystery of the diversity of food culture in China.

Jack Goody thinks that the globalization of Chinese food is the globalization of world culture. The output of Chinese food adds a multicultural element to the process of globalization.

In China, Luo Saiqun discusses the translation of China's famous dishes from different angles. Which is of great value to translation teaching and interpreters. Zhou Zhipei points out that a good dish translation should be something that after reading the menu, foreign guests can understand the differences of Chinese diet and the true meaning a dish carries. Jin Huikang thinks in the process of translation, we can adopt Chinese pinyin for some special food names. Zhang Yaomin analyzes the factors that hold the development of rural restaurants in some scenic spots back and calls on the local government to make

corresponding policies; the operator should also maintain the local culture connotation, enhance the value of rural tourism. Shen Lin and Xu Congcong point out that there is a broad development prospect of rural tourism industry and put forward some suggestions for the management.

Problems in the translation of special dishes

1.No English translation in the menu which can not meet the foreign tourists demand

Along Taihang mountainous areas in Hebei, there are many famous scenic spots, such as Tombs of Qing Dynasty, Langya Mountain, Baiyang Lake, Baishi Mountain, etc. with a variety of food. But during the journal to these places, the author found that there were no English translation of the dishes. When some foreign tourists come for meals, it takes a long time for them to order the dishes because they can not understand the menu with Chinese characters.

2. Misinterpreted Translations

In some menus, there are English translations, which is good for international tourists, but some mistakes have to be corrected. Such as Deer's Tail, which is misinterpreted. The fact is that this dish is mainly cooked with pork liver and tastes better than French goose liver. The original translation is bound to mislead the foreign tourists.

3. Restaurant workers who are lack of professional English training

According to the interviews with the catering staff, the author learned that most of the staff didn't get professional English training. Some of them can speak simple English word and some can not even speak. These language barriers influence the quality of the international service and define the need of experiencing the local culture for the foreign tourists.

Strategies

1. Translation of traditional local food with Chinese Pinyin By using this method, we hope that in the process of cultural transmission and communication, new terms can integrate into the native language, and become an organic part of the national mainstream culture. For example, Mantou (steamed bread), Baozi (steamed bread with ingredients), Jiaozi (dumpling). These names in Pinyin are also familiar to some international tourists.

2. Dish names translation combined with cutting and cooking style

The food in Taihang mountainous areas is particular about the cutting and cooking methods. For the translation of some dish names, we can add the cooking method to the names, such as Slicing fish, shredded pork, mashed potatoe, stuffed beaurd.

3. Translation of dish names with pictures and description of the dish history

For some dish names, we can add some pictures after the translation

and write down the related stories to help the international customers understand it. For example, Beggars' Chicken, a famous dish in Taihang mountainous areas. This name may make people think that it is a dish served for beggars. In fact, this is a traditional and delicious dish descended from Qing Dynasty, which is a favourite dish to emperors. Therefore, with description of the related story, customers can understand it more clearly.

Conclusion

By analyzing some of the translation problems appearing in the catering industry, the author tries to provide some effective strategies. The solution of these problems can help promote the sustainable development of tourism in Taihang mountainous areas and strengthen people's international awareness. Through the development of the tourism industry, it is hoped that the rural economics can be spurred on.

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