

Chinese-English Translation Strategies and Promotion Pathways for Cultural Tourism Resources in Jilin Province from the Perspective of Intercultural Communication

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Abstract: Based on the theory of intercultural communication, this paper summarizes the three major challenges, such as cultural translation, discourse adaptation, and communication medium, in the Chinese-English translation of ice-snow, folk, red, and border cultural tourism resources in Jilin Province, integrates functional translation theory, ecological translation theory, and multimodal discourse theory to establish an English translation analysis framework for regional cultural tourism, and develops an English translation system adapted to the local characteristics of Jilin Province from three aspects: stratified translation of culturally-loaded words, differentiated processing of text types, and multimodal collaborative translation. This research aims to eliminate the Chinese-Western cultural cognition misalignment, diversify the discourse patterns for the international dissemination of regional cultural tourism in Northeast China, and provide theoretical support and operational reference for the global expansion of regional cultural tourism resources.

Keywords: Intercultural Communication, Cultural Tourism Resources in Jilin, Chinese-English Translation, Cultural Translation

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1.Introduction

Under the background of global cultural tourism exchanges and full revitalization of northeast China, regional cultures' foreign-oriented narrative competence constitutes the fundamental cornerstone for the internationalization of the cultural tourism industry. And Chinese-English translation, as a medium for intercultural communication, performs the functions of decoding regional cultural symbols and constructing exotic cognition. Jilin Province possesses four types of differentiated cultural tourism resources: ice-snow ecosystems, intangible cultural heritage (ICH) of the Manchu and Chinese Korean nationality, border cross-cultures, and red industrial relics. It also enjoys the geographic communication advantages of Northeast Asia. This paper, from the perspective of intercultural communication, integrates translation theory and communication practice to analyze the main contradictions, the stratified translation strategies, and the three-dimensional overseas promotion pathways in the Chinese-English translation of Jilin's cultural tourism so as to make up for the lack of comprehensive research on the external promotion translation of regional cultural tourism in Northeast China, and to promote the cross-border dissemination of local distinctive culture.

2.Core Practical Challenges in Chinese-English Translation of Cultural Tourism Resources in Jilin Province from the Perspective of Intercultural Communication

2.1 Connotation Attenuation Caused by the Translation Imbalance of Culturally-Loaded Symbols

In the cultural tourism system of Jilin Province, many unique cultural symbols that are based on the regional civilization of the black lands lack corresponding equivalent semantic carriers in the English system. Translators often adopt mechanical literal translation for words related to folk customs, ice-snow images, and border rituals, resulting in the gradual attenuation of deep cultural connotations during the language conversion process. The vocabulary related to ice-snow landscapes merely provides superficial annotations of natural concepts, failing to add

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background information about the Chinese-style aesthetic system and folk activities associated with soft rime and ice lanterns. Traditional terminologies related to ethnic minorities' rituals, hunting, and fishing are directly expressed in Chinese phonetic alphabets, omitting the spiritual connotations, such as praying for blessings and ethnic identity, which the rituals embody. Western audience can only obtain the superficial textual information, struggling to establish a complete cultural cognitive schema. Some red industrial cultural tourism texts still employ the grand Chinese-style declarative sentences and the value expression is overly straightforward and stiff, creating a gap with the lightweight and story-style information reception methods of overseas audience. As a result, the space for cultural empathy is greatly compressed. The high-context information of the source culture cannot be transformed into the low-context expression of the target culture. The imbalance in the translation of cultural symbols directly weakens the unique identity of the cultural tourism resources in Jilin Province and hinders the fundamental efficacy of intercultural communication [1].

2.2 Collision of Speech Induced by the Absence of Translation Criteria for Text Types

At present, the Chinese-English translation for cultural tourism in Jilin Province has failed to establish stratified and unified translation standards based on the texts' communication function. The four types of texts—scenic area signs, promotion narratives, ICH explanations, and cultural tourism manuals—all adopt homogeneous translation models, resulting in multiple problems such as pragmatic deviation, terminology hybridity, and stylistic misalignment. The texts of public signs pile up with long-winded modifiers, which violates the concise and objective writing standards of public signs in English. There are also Chinglish grammar errors and inappropriate word combinations. The promotion proeses of cultural tourism overly adheres to four-character collocations and lyrical tactics, resulting in a loose translation logic, struggling to align with the narrative logic of overseas travel books. The professional explanatory texts of the ICH museums omit historical background and process flows, with insufficient scientific popularization.

2.3 Limited Communication Boundaries Led by Insufficient Multimodal Translation Collaboration

Intercultural communication of cultural tourism is not merely language transformation of monolithic letter symbols, but a process where multi-modal symbols such as text, images, audio, and live-action images work together to construct meaning. Existing Chinese-English translation practice in Jilin Province universally suffers from disconnection between text translation and visual communication materials. The philosophy of multi-modal discourse collaborative translation has not yet truly been implemented. The offline English promotion materials only include text-based signboards. The pictures and cultural and creative exhibits lack corresponding English annotations. The short videos and live-action ice-snow images lack synchronized subtitles and cultural narration. The translation of static images and texts and dynamic audio-visual materials operate in isolation, failing to establish a closed-loop dissemination system with information complementarity. The content posted on overseas online social platforms is mostly the direct replication of Chinese materials, accompanied by simple machine-translated subtitles, failing to restructure the text narratives and the visual images according to the communication logic of the overseas platforms. There are three kinds of deviations: conflicts, repetition, and absence between the translated texts and the cultural information conveyed by pictures. The single-text translation mindset dominates the translation work, neglecting the functions of multimodal symbols in supplementing and interpreting cultural information. As a result, the translations can only achieve fundamental information transmission, but fail to leverage audio-visual carriers to eliminate cultural differences, which greatly limits the radiation range of cultural tourism resources in international communication [2].

3. Intercultural Communication Adaptability: Stratified English Translation Strategies for Cultural Tourism Resources in Jilin Province

3.1 Domestication-Foreignization Integrated Translation Strategy for Culturally-Loaded Terminologies

For the unique culturally-loaded words related to ice & snow, folk customs, and border culture in Jilin, it is

essential to construct a three-tiered blended translation pathway featuring transliteration + annotation, moderate domestication, and partial foreignization, accounting for both regional cultural identity and the comprehension capabilities of overseas audience. For cultural images with strong regional specificity and no corresponding expressions in English, it is necessary to adopt a foreignization strategy that combines transliteration with brief cultural annotations. This strategy cannot only fully retain the indigenous cultural symbols, but also fill the cognitive gap by adding historical, folk-custom, and natural background information. For similar folk activities and natural landscapes between China and the West, a moderate domestication strategy can be adopted, using English rhetoric that Western audience can understand to replace Chinese rhetoric, and leveraging semantic carriers familiar to the West to achieve equivalent meaning conveyance. For the value-oriented narrative texts of the red industry and border interaction, a neutral balanced translation strategy should be adopted, minimizing excessive emotional expression, using objective documentary narrations to replace grand didactic sentences, and relying on common human emotions to establish cross-cultural resonance channels. Translators should act as cross-cultural mediators to ensure the faithfulness to the source culture while also considering the communicative effectiveness in the target language, avoid excessive literal translation or complete domesticating translation errors, and flexibly adjust the length of annotations and the intensity of rhetorical conversion according to the cultural load of words so as to achieve the effective cross-border transmission of cultural symbols [3].

3.2 Differentiated Translation Strategy Based on Texts' Communication Functions

It is necessary to, based on the skopos theory of functional translation, set the translation standards centered on the international communication purposes of texts, and establish specialized translation models for informational, persuasive and popular science cultural tourism texts to resolve the problems of text misalignment and chaotic standards. The informational texts include guide signs, traffic signs, and safety warnings, etc. in scenic areas. Their translations should adhere to the minimalist principle of public signs in English, eliminate redundant modifiers, unify the fixed translations of action instructions and warnings and ensure efficient and accurate information transmission. Persuasive texts include cultural tourism pamphlets, overseas promotion copywriting, and the scripts for narrative short films on ice & snow. Their translations should reduce the Chinese-style antithetical rhetorical devices and adopt a linear storytelling approach to highlight the sense of experience and regional aesthetic characteristics so as to stimulate the travel interest of overseas audience. The integrated development of culture and tourism is a new development trend of China's cultural industry and tourism industry. It not only promotes the structural reform of the cultural tourism industry, but also meets the needs of tourists' consumption upgrading. Especially in rural areas, the continuous enrichment of business formats, such as agritainment, rural homestays, and cultural blocks, has not only facilitated farmers to become prosperous, but also driven the economic development of rural areas. Popular science texts correspond to the commentaries for ICH exhibition halls, industrial ruins, and border history museums. Their translations should maintain an objective and rigorous narrative style, hierarchically supplementing information on historical timelines, process flows, and ethnic background while considering professionalism and popularity. Concurrently, it is essential to establish a provincial-level cultural tourism normative terminology database to standardize the translation methods for frequently-used culturally-loaded words such as Changbai Mountains, soft rime, hunting and fishing sacrifice rituals, and Chinese Korean ICH. All tourism and culture institutions in Jilin province should uniformly follow and implement these standards to avoid the discourse fragmentation caused by inconsistent terminologies.

3.3 Multimodal Symbol Collaborative Translation Optimization Strategy

It is necessary to break through the limitations of single-text translation, and leverage the theory of multimodal discourse analysis to achieve the collaborative translation of texts and images, audio, and digital image symbols and construct an immersive intercultural communication system. The offline physical cultural tourism scenarios adopt the text-image simultaneous translation model in which landscape sculptures, ICH exhibits and ice-snow cultural and

creative products are accompanied by brief English annotations, and the images exhibit intuitive cultural imagery while the text translations supplement the abstract connotations. They explain and cooperate with each other. Dynamic audio-visual materials, such as short videos, live broadcasting and virtual cloud tours, adopt a subtitle-voiceover combined translation method. The voiceover takes on the role of complete narration while the subtitles extract core keywords, avoiding conflicts between texts and image information, and shortening the length of texts according to the viewing habits of the audience on overseas short-video platforms. The cross-border digital cultural tourism platforms should establish an interactive translation module, enabling the audience to invoke culturally-loaded words to expand the annotations on their own, and leverage graphics or three-dimensional virtual scenes, accompanied by text translations, to interpret the complex folk-custom scenes. Text translation no longer undertakes all the cultural interpretation tasks alone. Multi-modal symbols work together to jointly resolve the cultural cognitive differences between China and the West, thereby enhancing the emotional resonance of the translations in the holistic dissemination process.

4.Implementation Pathways for International Promotion of Cultural Tourism Resources in Jilin Province Guided by Intercultural Communication

4.1 Building a Multilingual Cross-Border Digital Media Communication Matrix

It is necessary to build a stratified and precise digital communication matrix based on mainstream overseas social platforms, using the optimized unified normative English translations as the content basis to promote the sustained overseas output of cultural tourism content and subdivide the overseas audience—targeting at leisure tourists in the European and American regions, highlighting content related to ice-snow ecosystems and rural folk-custom experience, and targeting at neighboring countries in Northeast Asia, emphasizing border cross-border tourism and ethnic minorities’ cultural exchange stories—adjusting the narrative perspectives and visual materials of the translations according to the cultural preferences of the audience in each region. And it is necessary to cultivate local overseas cultural tourism self-media creators, and collaborate with bloggers at abroad to carry out immersive field content creation. The translations should conform to overseas unofficial discourse systems to reduce the stiffness of official propaganda. In addition, it is necessary to build virtual digital cultural tourism exhibition halls, equip them with a unified normative English commentary system, leverage VR panoramic technology to achieve cross-border cloud tours, and synchronously post them, supplemented by lightweight English popular science articles, to overseas image-text platforms. Concurrently, it is necessary to establish a dynamic content feedback adjustment mechanism to analyze the comprehension difficulties in translations based on the comments and interaction data from overseas audience so as to continuously optimize the wording and narrative structure in translations, and establish a closed-loop digital communication system of translation → launch → feedback → iteration ^[4].

4.2 Leveraging the Geographic Advantages of Northeast Asia to Carry Out Cross-Border Cultural Tourism Collaborative Dissemination

It is necessary to leverage the geographic advantages of Jilin Province adjacent to multiple countries in Northeast Asia and use English as the common medium language to build cross-border cultural tourism cooperation and exchange platforms and expand the offline channels for the international promotion of cultural tourism resources. It is also necessary to continuously participate in international tourism exhibitions and seminars on the development of the ice-snow industry and use unified and standardized English promotion materials to introduce and marketing cultural tourism resources, and conduct narrative expression of the resources for overseas cultural tourism practitioners and travel agencies. In addition, it is necessary to carry out exchange and cooperation with cultural tourism educational institutions and cultural venues in neighboring countries to jointly hold bilingual exhibitions with themes of ice & snow and minority cultures and transform the English translations into universal narrative texts for cross-border exchanges so as to promote the academic dissemination of local cultures, and plan cross-border cultural tourism linkage routes to integrate resources in border ports and cross-border folk villages, adopting a

unified English tour guide system throughout the routes to provide continuous and complete English cultural tourism narrative experience for cross-border tourists. Concurrently, it is necessary to mitigate pure commercial propaganda colors through cross-border humanistic exchange activities, adopt the cultural dialogue approach to convey the cultural tourism characteristics in Jilin, and leverage geographic advantages to reduce geographical barriers of intercultural communication, enabling the long-term and stable cultivation of overseas audience.

4.3 Establishing a Long-Term Management and Talent Cultivation Mechanism for the Chinese-English Translation of Cultural Tourism

The stability of translation quality is the cornerstone for the continuous international promotion. It is necessary to establish a long-term quality control system covering translation correction, talent cultivation and standard updating to support the long-term implementation of intercultural communication. And it is necessary to build joint review teams composed of foreign language translators, and experts in folk culture and the cultural tourism industry to conduct stratified revisions of all English materials to be released externally, update simultaneously the provincial-level cultural tourism terminology database, and continuously optimize the translation methods of culturally-loaded words based on overseas feedback. Based on the Foreign Language and Tourism Management in Jilin universities, a distinctive training project for cultural tourism translation should be launched, which integrates intercultural communication, regional folk customs in Northeast China and knowledge of ice-snow cultural tourism and aims to cultivate versatile translators with both language skills and local cultural literacy. Concurrently, it is necessary to establish a shared platform for cultural tourism translation resources, enabling all scenic spots and cultural tourism enterprises in each city and state of Jilin province to exchange and share normative translation templates and cultural annotation materials so as to reduce the standard deviations caused by repetitive translation and build consultation and feedback channels for translation to promptly solve the real-world problems in the front-line promotional translations [5].

5. Conclusion

From the perspective of intercultural communication, the Chinese-English translation of cultural tourism resources in Jilin Province is not merely simple language conversion, but important communication behavior for the external exchanges of Jilin's regional culture. It also serves as a crucial step in building an international cultural tourism image. Current Chinese-English translation of cultural tourism resources in Jilin Province suffers from three main dilemmas: imbalance in cultural translation, absence of translation standards, and sluggish multi-modal collaboration, seriously restricting the intercultural communication efficiency of local ice-snow culture, folk culture, and border culture, etc. This paper integrates three adaptation strategies: domestication-foreignization integrated translation, differentiated functional translation, and multi-modal collaborative translation, constructs an English translation system aligned with the regional cultural tourism characteristics of Jilin, and plans a complete international communication pathway from three dimensions: the cross-border digital media matrix, cross-border collaborative communication in Northeast Asia, and long-term translation management mechanisms, which runs throughout the entire process across translation generation, content release, and quality optimization. The international communication of regional cultural tourism is a long-term and systematic project. In future practice, it is necessary to continuously adjust the relationship between local cultural characteristics and the cognitive habits of overseas audience and leverage standardized translation systems, digital communication carriers, and cross-border cultural exchange channels to gradually bridge cultural gap, enabling the unique cultural tourism signage in Jilin to possess stable and empathic international narrative competence, thereby promoting the deep integration of regional culture in Northeast China into the exchanges and mutual learning among global civilizations.

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