The C-E Translation Study of Tourism Publicity Text A Guide to Qinzhou City from the Perspective of the Adaptation Theory

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Abstract

With the gradual development of the international tourism market, more and more foreign tourists are attracted to China by China's long history and culture. As a medium to enhance mutual understanding between countries, tourism publicity text plays an important role in promoting the development of China's tourism industry. A Guide to Qinzhou City, with about 260,000 words in full, was published in 2016. As a tourism publicity text showing Qinzhou's style from the perspective of history, economy, society, and culture. Verschueren's adaptation theory includes four dimensions: context adaptation, language structure adaptation, the dynamics of the adaptation process, and the degree of awareness of the adaptation process. Adaptation theory holds that language owns the features of variability, negotiation and adaptability. This paper takes A Guide to Qinzhou as the research corpus, analyzing the adaptation phenomena of its English translation in combination with the relevant theories of adaptation theory, such as language structure adaptation and context adaptation. The conclusions drawn from the study are: in terms of language structure, it is necessary to adjust the language structure appropriately from the levels of lexical, sentences, discourse, etc. to conform to the English language habit. In the field of context, it is significant to take the reader's psychological world, social world and physical world into consideration to make the text more acceptable to foreign readers. This paper believes that adaptation theory has positive guiding significance for the translation practice of tourism publicity text to a certain extent.

Keywords

Adaptation Theory; Publicity Text; Language Structure Adaptation; Context Adaptation.

1. Introduction

As one of the four great ancient civilizations, China attracts visitors from all over the world to testify its beauty with its unique and charming history and culture. For this reason, the quality of the translated tourism publicity text gets more and more attention. Tourism publicity text is part of publicity texts, which aims to disseminate local cultures, civilizations and landscape geography to foreigners. As a bridge of cultural exchanges between people from different backgrounds and a medium to enhance mutual understanding between countries, it plays an important role in promoting the development of China's tourism industry.

As a process of cross-cultural communication, the English translation of tourism publicity texts conducts cultural exchanges with tourists from different national cultures. To convey tourism-related.

information, tourism publicity texts should also actively adapt to the social and cultural norms of the target readers, so that tourists with different cultural backgrounds can understand the culture conveyed by the texts and ensure smooth communication. In addition, Verschueren pointed out that language adaptation refers to the adaptation of language to the environment, the adaptation of the environment to the language, or the adaptation of the two to each other.[4]

Appropriate and successful communication is both a process and result of adaptation. The focus of this paper is to discuss the adaptation phenomenon in *A Guide To Qinzhou City*. Analyzing the English translation of this text from the perspective of adaptation theory, this paper concludes what adaptations and choices should be made in the process of the English translation of tourism publicity texts.

2. Literature Review

2.1. The Adaptation Theory

Verschueren systematically expounded the key concepts and main contents of language adaptation theory in *Pragmatic Interpretation* in 1999. The adaptation theory represented by him believes that translation is a process of making choices to use language. That is to say, the process of using language actually is constantly making choices and adaptation, no matter this process is conscious or unconscious, no matter it derives from internal factors of language or from external. The reason that language can make correct choices is that there are three natural features for language which include variability, negotiability and adaptability. The three properties are intrinsically inseparable and mutually reinforcing, enabling dynamic selection of language usage. [4] Adaptation theory holds that the study of adaptation theory should be analyzed from four aspects: language structure adaption, contextual relationship adaption, language dynamic adaption and awareness degree salience. Since translation is also a special language use process, more and more scholars apply adaptation theory to translation studies.

2.2. An Overview of Adaptation Theory in Translation

Since adaptation theory has strong explanatory power for translation, it provides scholars with a coherent and unified pragmatic framework to observe and study translation. Thus, it is of great significance to put adaptation theory into translation practice. From the abroad and domestic studies, the research on translation from the adaptation theory has gone a long way and they also make some conclusions.

2.2.1. Studies Abroad

The theory is used to guide practice. With the in-depth research and interpretation of adaptation theory by some foreign scholars, adaptation theory has been widely used in various translation practices. Mona Baker proposes that if we wanted to effectively adapt to the language structure and context of the source language, the translators must take into account the social culture of the source language and target-language country at the same time and flexibly choose the appropriate translation skills. Besides, they must adopt the appropriate translation strategies, deal with the relationship between the original texts and the translation, and try to provide a translation that conforms to the language habits of the target-language country. [1] Jaffe holds that adaptation theory broadened the field of vision of pragmatics by introducing a pragmatic functional perspective. From this perspective, there's no limit to the study of any kind of language materials. [3] Meanwhile, Linda Hutcheon gives his ideas about adaptation theory and the reason why the theory is suitable for translation studies, in the meantime, what way can we use the theory in our translation practice. In a word, adaptation theory has increasingly highlighted its guiding value in translation practice. [2]

2.2.2. Studies at Home

Besides the abroad study, Chinese experts and professors also made significant research on translation from the perspective of adaptation theory. According to Ge Lingling's point of view, the translator should adapt to the language structure of the original text so as to select the corresponding pronunciation, vocabulary, sentences, etc. [5] Song Zhiping also states that translation is not only a general language selection process but also a multi-level and more complex selection process in bilingual conversion activities. [7] Adaptation theory attempts to

bring the linguistic, social, cultural and psychological factors involved in translation into a coherent and unified framework. It is necessary to consider how to translate the cultural connotation of the work into the target language text effectively, based on the adaptation of the specific cultural context. In fact, adaptation theory requires translators to adapt dynamically to aspects such as language structure, text characteristics, social and cultural conext, and so on in the process of translation through dynamic adaptation. [8] Additionally, adaptation theory pays attention to both language structural factors from a micro perspective and context from a macro perspective. And both the dynamic nature of adaptation and the awareness of adaptation are emphasized. Studies on the application of the theory to translation constant efforts have been made and are far from being adequate in China; nonetheless, a large increasing number of researchers use adaptation theory to study translation.

3. Text Style of a Guide to Qinzhou City

The international tourism industry is one of the pillar industries in economic development and is developing rapidly. Since tourism text bears the burden of the profound Chinese culture, it is self-evident to translate Chinese tourism texts into English. Therefore, *A Guide To Qinzhou City* came into being. The text devotes itself to showing the charm of Qinzhou which is known as "the home of dolphins and the millennium pottery capital" for the sake of advancing Qinzhou's international tourism market. *A Guide To Qinzhou City* is a masterpiece showing Qinzhou's style from the perspective of history, economy, society and culture. The purpose is to arouse more foreigners' interest in traveling in China and establish a positive national image in the international community. Briefly, *A Guide To Qinzhou City is a* composite text that has distinguishing features of regional culture, nationality and practicality.

3.1. Strong Regional Culture

Regional culture is the total of material culture and spiritual culture mainly created by local people in a certain region, which has characteristics, inheritance and value. Qinzhou is located in the south of the Five Ridge Mountains, surrounded by mountains and seas, with convenient transportation. Since ancient times, the economic and cultural have exchanged and collided, leaving a large number of historical relics and folk cultures. We can find that there are many descriptions of regional culture in *A Guide To Qinzhou City*, covering a very wide range. Folk activities, for instance, Lion Dances, Tea-leaf Picking Opera of Qinzhou and Jumping Ridge Head, etc. are described a lot. There are also attractions as well, such as Bazhaigou, Sanniang Bay and Malan Island, etc. And the local cuisines like Pickled Fruit and Lingshan Big Glutinous Rice Dumpling and so on are capable of appealing to tourists. These descriptions of rich regional culture attract tourists' attention and make them notice the unique aspects of Qinzhou, thus producing the desire to travel to Qinzhou.

3.2. Rich National Characteristics

Nationality refers to the common psychological quality of a nation manifested in common cultural characteristics. We know that the Chinese nation is an ancient nation with a long history of more than 5,000 years. After the precipitation of history, various cultures have emerged one after another, and each culture can reflect many aspects such as specific living environment, customs, religious beliefs and geographical location. As an international publicity medium for promoting Chinese culture and attracting Chinese and foreign tourists, *A Guide To Qinzhou City* not only appropriately expresses the information about Qinzhou tourist attractions, but also must carry excellent Chinese history and culture to some extent. Therefore, the text takes advantage of culture with national characteristics. Correspondingly, inheriting the universal spiritual connotation in a certain national culture is essential when compiling *A Guide To Qinzhou City*. There are many cultural phenomena such as proverbs, historical

allusions, and celebrity anecdotes that exist in *A Guide To Qinzhou City*, like the custom of burning lanterns during the Lantern Festival, the legend of Wangfu Stone and the heroic deeds of national heroes, etc. It can be concluded that national characteristic is a vital symbol for maintaining the uniqueness of a country's tourism.

3.3. Good Practicality

The discourse function of tourism publicity materials is to provide tourists with relevant information on food, accommodation and travel in tourist destinations, helping tourists understand the culture of scenic spots so as to facilitate tourism. We know that *A Guide To Qinzhou City* is aimed at foreigners who come from different cultural backgrounds and know nothing about Qinzhou. In order to facilitate foreign tourists, nevertheless, it is necessary describe the local tourism reception services in Qinzhou in detail. Transportation aspects such as railways, highways, civil aviation, bus and taxi routes are essential to show itinerary to tourists. In terms of hotels, hotels with good facilities and geographical locations in Qinzhou are written clearly. In addition, some travel agencies with a good reputation are also listed. It is undoubtedly an effective and significant way in providing tourists with a better travel experience to a large extent. Tourism publicity text is the applied text, which has the communicative function between the source language readers and the target language readers. Therefore, *A Guide To Qinzhou City* owns a distinguished feature of good practicality.

4. Application of Adaptation Theory in a Guide to Qinzhou City

The content of *A Guide To Qinzhou City* is mainly to promote scenic spots, and the genres involved are very wide and cover many aspects at the same time. The translation of tourism publicity text is a complex process of language choice in order to make foreign readers get interested in Chinese tourism spots. Therefore, translators should take a full consideration to the adaptation of the language structure and context. Based on the language structure adaptation and contextual adaptation in the adaptation theory, this paper analyzes the dynamic selection of adaptation in the English translation process of *A Guide To Qinzhou City*. In the process of adaptive translation activities, choosing multi-level and multi-angle adaptive translation is capable of achieving the final translation and communication goals. Overall, the application of adaptation theory in translation has strong operability, which enables translators to observe their translation practice.

4.1. Language Structure Adaptation

Verschueren believes: "Language structure adaptation refers to the adaptation to the principles of language structure and structure composition." [4] Based on adaptation theory, the process of using language is also the process of language choice. It can be consciously and unconsciously. The reason of choosing can be internally and externally. These choices happen in different levels: phonetics, morphemes, syntax, pragmatics and so on. These aspects complement and adapt to each other, and do not exist in isolation. In the process of translation, it is not possible to look at this and lose the other but to balance the selection from a comprehensive perspective. The appropriate adaptation devotes to achieving the pragmatic equivalence of the original language and the target language at multiple levels. The following chapter will analyze the adaptations made in the Chinese-English translation of *A Guide To Qinzhou City* from the lexical, syntactic and discourse levels of language structure.

4.1.1. Lexical Level

At the lexical level, the adaptation of language structure is reflected in the appropriate adjustment and selection of lexical expressions. Lexical meanings provide unlimited resources for the generation of target language meanings, and the focus of lexical adaptation lies in the correctness and appropriateness of language choices in sentences. Nevertheless, due to the

large differences between Chinese and English, it is difficult to achieve complete equivalence between the two languages. [6] In order to ensure the integrity of the source text and avoid cultural vacancies, we can see the translator's adaptive choice of vocabulary from the following readings of *A Guide To Qinzhou City*'s English translation.

4.1.1.1. National Characteristic Words

Characteristic words are generated in a specific context, and only in this context can they have their meaning. Due to the differences between China and the West in multiple environments such as politics, economy, and culture, it is difficult to find equivalent words in English for the translation of Chinese characteristic words. Therefore, it is not feasible to adopt simple translation methods such as literal translation, and more complex translation methods are often used, such as free translation or appropriate adaptation of characteristic words. The English translation of *A Guide to Qinzhou City* below adopts the strategy of "interpretive translation" for the words with obvious national characteristics.

Example 1.钦州古八景之一"玉井留香"。

One of the eight Qinzhou ancient attractions, Yujingliuxiang (A well with sweet stream).

Example 2.七十二泾自古有"南国蓬莱"之美称。

Seventy-two waterways was known as "the southern of Penglai" (a fabled abode of immortals).

National characteristic is a prominent feature in the table's words, enabling Chinese unique culture to occur. Due to the cultural vacancy caused by Chinese and Western cultures, these words tend to be used in the strategy of transliteration and interpretive translation. "YujingLiuxiang", as a scenic spot in Qinzhou, the translator accordingly adopts the method of transliteration and explanation, which makes the bilingual completely retain the original pronunciation in the process of conversion. And the translator paraphrases at the same time so that the readers can understand the profound meaning of it. In addition, since the last word "Penglai" is an allusion in our country, and foreign readers rarely know it. Hence, to further explain "Penglai" is needful so that they are capable of appreciating the beauty of the Seventy-two waterways.

4.1.1.2. Verb Nominalization

As a dynamic language, Chinese is verb dominance. Instead, English is a static language, which is apt to use action nouns to generalize and abstract the discourse and enhance the objectivity of the discourse. Therefore, in order to ensure the adaptation of English writing habits, the translator is demanded to adapt to the context of the target language and use part-of-speech conversion to convert verbs into nouns when translating action nouns. See some examples below:

Example 3.该海区盛产钦州四大海产品大蚝、对虾、青蟹和石斑鱼等。

Its sea area is high in the production of green crabs, oysters, groupers, prawns, and so on.

Example 4.三娘湾因中华海豚的大量涌现一跃成为广西最热门的景区。

The emergence of a large number of dolphins makes Sanning Bay the most popular attraction in Guangxi.

We can see that the dynamic word "盛产" in the example sentence is translated into "production". The change of expression from dynamic to static more objectively expresses the fact that Qinzhou Industrial Park has played an important role in Qinzhou's economic development. At the same time, it also appears in example 4, and is correspondingly translated

into the noun "emergence". On the account of another important reason is that English grammar requires only one predicate verb in an independent and complete sentence, such as "is" and "makes" in example sentences. Additionally, nominalization converts verbs into nouns, increasing the information capacity of sentences. At the same time, the sentence conforms to this grammatical rule.

4.1.2. Syntactic Level

In any language, grammatical rules are the basis of sentence construction. But from a pragmatic point of view, they only reflect structural habits, which can be broken in many ways. Due to there is a big difference, the translation is carried out under the guidance of adaptation theory, in the meantime, it should be adjusted according to the special rules in the syntactic structure to achieve the communicative intention.

4.1.2.1. Passive Voice

Another important difference between Chinese and English syntax is the use of active and passive voice. The active voice is commonly used in Chinese, while the passive voice is used in English. Chinese is smooth and flowing, and it pays more attention to subjective expression. Unlike Chinese, instead, English sentences are more objective and focus on logical relationships. Thus, owing to the pursuit of objective expression, English tends to use passive voice.

Example 5.这里的另一个特色是遍布各处的奇石，沙滩旁、浅海中奇石林立。

Besides, stones of special shapes are found everywhere, along the beach or in the shallow sea.

Example 6.景区的旅游配套设施不断丰富和完善。

Its scenic tourist facilities have been continuously enriched and improved.

English expressions focus on the real and objective situation of the facts. The passive voice is often used in English expressions, and it is no exception in the translation of tourism publicity text. In the above translation, we can see that the active expressions in the original text are translated into passive forms such as "stones are found" and "facilities have been enriched and improved". These passive expressions are more objective and almost devoid of emotion, further highlighting the originator of the action such as "stones and facilities". We can find that passive voice in this text is mentioned many times. By using passive voice, the subjunctive tone can be reduced and the translated work can be more objective. That is to say, the use of passive voice in the English translation of tourism publicity texts can better highlight the theme of attractions and achieve better publicity effects.

4.1.2.2. Supplementary Subject

Chinese is not a subject-prominent language. Words and sentences are formed around themes, and sometimes the subject does not need to appear, and Chinese readers are self-evident. In Chinese tourism publicity text, many sentences thus omit the subject, but the meaning of the sentence is still clear. Nevertheless, if the English sentence lacks the subject, it will probably cause the incomplete meaning of the sentence. Therefore, in Chinese-English tourism translation, it is normally necessary to supplement the subject of the sentence. For example:

Example 7.位于茅尾海与钦州港的交接地，有"中流砥柱"之称。

Located at the conjunction of Maowei Sea and the harbor of Qinzhou, it is reputed as the "mainstay".

Example 8.有正月"十三上灯，十四试灯，十五正灯"之说。

People usually hang the lantern on January 13th, test it on January 14th and officially light the lantern on January 15th.

The Chinese text of example sentences adopts a series of clauses combined with implicit logical relations to promote the development of sentences, and there is no subject in some places. In example 7, subject is omitted in the original text. English expression concentrates on the integrity of sentence structure and grammar. Accordingly, when translating into English, it is necessary to supplement the corresponding subject "it" to achieve the integrity of the sentence so as to conform to the sentence structure and syntax habits of English. Furthermore, according to the original text of example 9, we can say that person is the sender of a series of actions, so the hidden subject is "people" and should be completed in the translation. In English, the subject is the soul of the whole sentence, which dominates the whole text and determines the tense, voice and tone of the predicate verb.

4.1.3. Discourse Level

The ideal translation should be a comprehensive and communicative translation, which is more aimed at discourse-level equivalence. In practice, we should give priority to the functional characteristics of the translated version, and organically combine translation strategies with language functions, article types and article genres, so as to meet the original functional requirements of the translated version. According to language adaptation theory, discourse is influenced and constrained by pragmatic style or situational factors such as the topic it talks about and the type of text it uses. Consequently, the translator should conform to the reading habits of the readers, selectively identify the valuable information for the target readers in the source text to extract the key points and edit the original text to adopt adaptive excerpts.

4.1.3.1. Overall Score Structure

In Chinese discourse, paragraphs generally adopt a sub-total structure, that is, they are often expanded inductively first with exposition and argument, and the conclusion is usually drawn at the end of the paragraph. Contrarily, an English paragraph is more like an independent essay with a theme (usually expressed in a topic sentence), and is generally explained step by step in a deductive way with a total score structure. When translating tourism publicity text into English, it is necessary to conform to the English discourse structure so as to convert the sub-total structure into the total score structure. Paying attention to form and logic and highlighting the them, this kind of structure is concise and objective in the meantime.

Example 9.举办灵山荔枝节、浦北香蕉节，组织企业和种植大户参与第四、第五届广西名特优农产品交易会，举办农产品网上展销节，各大农业网站发布本地农产品供求信息，大宗农产品实现顺产顺销。

To promote its products, Oinzhou holds the Lingshan Lichee Festival and Pubei Banana Festival and organizes companies and farmers to participate in the 4th and the 5th Agricultural Products Trade Fair of Guangxi. At the same time, Qinzhou holds the Network Exhibition Fair of Agricultural Products and issues the supply and demand information of local agricultural products.

The Chinese of the example sentence belongs to a typical sub-general structure. Firstly, it lists the various commercial activities held in Lingshan, and then concludes that "大宗农产品实现顺产顺销". When translating into English, the translator adapts to the structural characteristics of English discourse to put the summary discourse "To promote its products" at the beginning of the paragraph, and next comes to a list of various activities' introduction. Putting the summary statement in front of the text is conducive to highlighting the theme and the focus, and it also conforms to the structural characteristics of English discourse.

4.1.3.2. Cohesive Dominance

Another obvious difference between Chinese and English is the way of connection in discourse. Chinese uses the semantic means and internal connection in the whole sentence and text to achieve cohesion and coherence, which belongs to the implicit connection mode. English, on the other hand, is expert in using syntactic means or lexical means to realize the connection between sentences, which is regarded as an explicit connection method. Therefore, when translating tourism publicity texts, it is necessary to change the form of the original text according to different discourse cohesion and coherence methods in English and Chinese, so as to adapt to the reading habits of the target language readers.

Example 10.每公斤鲜鱼价格高达12-20元不等，供不应求。
The fish's price ranges from 17 up to 20 yuan per kilogram, and it is still in short supply.
Example 11.表演颇为逼真，紧张而好笑，很受群众欢迎。
The show is life-like, tense and humorous, so it is popular among audiences.

Due to the differences between English and Chinese, there are many differences in the way of cohesion between the two languages. A cohesion that seems very natural and appropriate in one language may appear blunt if it is directly copied to another language. Therefore, in the translation of tourism texts, the handling of cohesion should be very flexible. In the original text of the above example 10, there is a causal relationship between the fish's prices and the lack of supply. In the translation, "and" is used to explicit internal logical relationship and connect this relationship and "still" further emphasizes it. Similarly, in example 11, the word "so" indicates the reason why the show is popular, which makes the translation seamless, and sentences' relationships are also clarified. The adaptation of language structure plays a significant role in the translation of tourism publicity text. If the translator deals with it properly, the translation will be more authentic and natural, which can enormously promote the development of the country's international tourism industry.

4.2. Contextual Adaptation

According to Verschueren, contextual adaptation is multi-level and multi-faceted, which requires the translator to adapt to the language context and the communicative context. Adaptation theory believes that context is generated in the process of using language by both parties in communication. It is dynamically generated by constantly activated contextual factors and some objectively existing things. It will change with the development of the communication process. To accurately and comprehensively understand both the meaning of the original text and the surface meaning conveyed by the language structure, it is advocated to use the cultural background and communicative context of the source language to thoroughly grasp the underlying meaning and depth of the original text meaning. Inevitably, there are huge differences between China and western countries. Depending on the combination of the reading habits of the target readers, the translator should fully understand the context of the original text and finally make a choice of variability according to the style and style of the original text.

4.2.1. Physical World

Adaptation theory holds that the most important thing in the physical world is the temporal reference and spatial reference. As for temporal reference, different countries have different historical backgrounds, and these historical reasons affect the form of language to some extent. At the same time, when spatial reference is mentioned, spatial concepts widely exist in almost any communication in our daily life since it constructs the core of language metaphors in a lot of areas of human experience. It demands that the translator must take into account the

differences in the physical world between us and the target readers when translating, and choose an appropriate way to deal with the translation.

4.2.1.1. Spatial Reference

In terms of spatial concept, there are absolute space relations and reference space. For absolute space, there are two types. The first type refers to such as "east", "south", "west" and "north" etc., and the second type is decided by "intrinsic orientations", such as "in front of", "behind" etc. Reference space is defined as having a deictic center that is different from the perspective of the utterance. People living in different countries have different spatial values. Here are some examples to illustrate this.

*Example 12.*今人称七十二泾为"小澎湖"。

Seventy-two waterways is regarded as "the little Penghu" at the present day. (Penghu is a beautiful island with magnificent seascape)

*Example 13.*建筑面积6000平方米，属岭南风格建筑。

The structural area reaches 6,000 square meters and the buildings demonstrate Lingnan style, which is mainly manifested as various forms, respect for folk customs, practicality and the organic combination of landscaping.

The above example 12 describes the spectacular scenery of seventy-two waterways. Because of the differences in the physical world, foreign tourists may not know what is special about the "Penghu", and thus can't realize the specific meaning of "the little Penghu". In this case, the tourism publicity effect will be greatly reduced. Therefore, as the intermediary of the communication party, the translator must consider the differences in the physical world existing between the communication parties to explain the special geographical background knowledge of the Penghu. In this way, the target readers can quickly appreciate the splendor of the scene of Seventy-two waterways. Similarly, foreign readers do not know the Lingnan, nor do they understand the characteristics of Lingnan-style architecture. Since Chinese tourism text aims at transmitting Chinese culture or expressing the intention, and the spatial reference is different between Chinese and westerners, so the translation takes the advantages of dynamic adaptation.

4.2.1.2. Temporal Reference

Verschueren (1999) figures out that time is a relative notion rather than an absolute conception about language, and when talking about temporal reference, it is useful to make a distinction between "event time", "time of utterance" and "reference time". "Event time" refers to the time when an event happens. "Time of utterance" refers to the fact that people's action is always related to certain events. "Reference time" is related to a clear deictic center and it doesn't refer to "the time of utterance" but the "stretches of time". There are some examples to explain this.

*Example 14.*解放后，随着人们观念的改变，在保留传统的好的东西的前提下，一些带有封建意识的东西逐渐被淘汰。

After the foundation of the People's Republic of China, along with a change of mind, the positive parts of the tradition were kept but feudalistic parts were eliminated.

*Example 15.*钦州作为州一级建制，始于南朝四年，取名安州州城在久隆，后迁往灵山旧州。

As a prefecture, Qinzhou was formed in the fourth year of the Nan dynasty (AD 523), named Anzhou with its capital Jiulong, which moved to Jiuzhou of Lingshan.

China is an ancient nation with a history of 5,000 years. Naturally, there are a large number of special periods with rich historical backgrounds, such as "解放后" in example 14. If we literally translate it as "after liberation", foreign readers may not understand what "liberation" truly means. Translating it as "After the foundation of the People's Republic of China" will make up for the temporal difference. Likewise, the dynasty mentioned in the Chinese source text is to show the long history and abundant culture of China. For Chinese people, it is easy to understand them clearly. But the foreigners are not familiar with Chinese historical events. That is to say, it is worth advocating further explaining the Nan Dynasty using the international common chronology system AD in the original text, which enables the intended readers to clearly understand Qinzhou's historical development process. Since the tourist publicity text aims to make foreigners know more about China, translators need to add some explanation in the translated version in order to adapt to their physical world and express precise information to the target readers.

4.2.2. Mental World

The mental world is an important factor in the communicative background, including cultural cognitive differences, aesthetic awareness and emotional factors and so on. [6] Adaptation theory argues that the mental world is activated in language use. Translators should follow the aesthetic norms and thinking patterns of foreign tourists when translating *A Guide To Qinzhou City*, so that the translation is more easily accepted by foreign readers.

4.2.2.1. Aesthetic Awareness

Indisputably, aesthetic awareness affects language style. Chinese likes to integrate into the subjectivity to express feelings with things, and the language is abstract, subtle and far-reaching. English, on the other hand, pays great attention to logic and realism; the use of words emphasizes simplicity, simplicity and naturalness, and the style is intuitive. As a social practice activity involving two different cultures, translation is bound to be influenced by the aesthetic concepts of language formed under different cultural backgrounds. These factors will inevitably have an impact on the choice of language in the translation process.

Example 16.从山下往上看，那葱茏翠绿的椎林，顺着由高到低、蜿蜒起伏的山势，漫山遍野，密密匝匝、层层叠叠地生长、一望无际。

From the foot of the mountain, the brilliant green of the hysteric trees stretches to the horizon endless along the ridge from low to high, winding up and down the mountain.

Example 17.风景区在钦江主源头处，灵山第一峰罗阳山翠峦环抱中。

Centrally located at the mouth of the Qinjiang River, the scenic area is surrounded by groups of the Luo Feng Mountain, the most attractive one in Dinshang.

Concise expressions are more acceptable in foreign aesthetics, so the translator should seize this point and simplify repeated expressions as much as possible. We can see that the translator subtly changed the structure of the original text in example 16, and used clear language to describe the vertebral forest on the rolling hills to the target readers. Likewise, we should also accommodate the reading habits of the intended reader within their aesthetics. In example 17, the ranking title "灵山第一峰" is used to modify "罗阳山", which is a common expression in Chinese tourism texts for further enhancing the momentum. But if it is translated into English one by one, it will confuse foreign readers and even destroy their interest in learning more about tourist attractions, causing they focus on facts and prefer concise expressions. Therefore, in order to adapt to the reading habits of the target readers, the redundant parts should be deleted in the translation and the core meaning should be summarized in order to achieve a better publicity effect and be more in line with the aesthetics of foreign readers.

4.2.2.2. Cognitive Difference

Cognition refers to the mental act of acquiring knowledge and understanding through thought, experience and senses. Cognitive elements provide a bridge between the spiritual world and the social world in conceptualized form and use this to explain social interaction. Cognition involves many aspects, including different social and physical environments, and the cognitive abilities of different individuals. That is to say, for some things that are familiar to Chinese readers, and foreign readers fail to understand very well. Hence, the translator must make further explanations and supplements to eliminate readers' cognitive barriers and achieve effective communication.

Example 18.这一带还盛产"三沙"：沙虫、沙钻鱼、沙蟹。

This area also abounds in sand worms, sand borers, and ghost crabs.

Example 19.越州古城平面呈回字形，占地面积约24万平方米，城周长2028米。

Viewed from the air, the ruins show a shape of a hollow (similar to the Chinese character "回"）with an area of 240,000 square meters and a perimeter of 2,028 meters.

The translator should obtain the pragmatic equivalence between the translated text and the original text, so that the intended readers can obtain the same understanding and feeling as the readers of the original text to the greatest extent. "三沙"appears in the original text of example 18, because the first character of the three seafood's names is the same, this collective name is easy for the Chinese to read and remember. But when translated into English, there will be differences. Taking into account the cognitive difference of the target readers, it is reasonable to delete "三沙"during translation to avoid unnecessary confusion. At the same time, "回字形" in the example involves the knowledge of Chinese characters, and it also needs to be interpreted as "a shape of hollow" in a cognitive way, which suits the purpose of the reader. Adding the explanation of similar to the Chinese character "回", further transmits the Chinese culture. It is conducive to better achieving the translation purpose.

4.2.3. Social World

Living in different cultural atmospheres and social systems, people may not have the same understanding and association for the same statement, and sometimes even diametrically opposed. That is to say, people that belong to a specific community have their own rules to communicate with each other. If any newcomers entered this community, they have to accept and adapt to the existing communicative norms. The language choice of the communicator should conform to various communicative norms in the social world, as well as the social occasion, cultural atmosphere and social environment.

4.2.3.1. Cultural Background

In the long-term historical development process, different ethnic groups have formed different world views and values, and have different historical cultures, customs and habits. Tourism text is the type of evocative text, which normally contains profound historical and cultural implications, deeply imprinted with national and local cultural characteristics. The translation is not a simple decoding-recombination process, but an act of communication, including intra-cultural and inter-cultural communication. That is to say, the relationship between language and culture is very close. Cultural background, as an important part of the communicative context, is a significant factor that cannot be ignored in the translation of tourism publicity text.

*Example 20.*景区内景点有自然景物依托民间传说的三姑仰泳、梳竹探春、梅林野渡、三凤求凰、鹊桥偶渡；与神话故事相关的五雷报春、雷神潜踪；七月流火、学岭秋云、翠竹甘霖等等。

In addition, the scenic spot contains many natural scenes given names from folklores and fairy tales.

The translator needs to consider the function of cultural communication while paying attention to the function of information transmission. In the above translation, a large number of folklores and fairy tales are described in the original example 20, such as "三姑仰泳、梳竹探春、七月流火", which is rich in cultural heritage. In order to give the scenic spots richer cultural connotations and mysterious colors, the Chinese tend to quote a lot of legends and historical allusions, while English is relatively plain, and most of the information is substantive. Therefore, some allusions and expressions that may cause comprehension obstacles can be omitted from translation if they do not damage the main purpose of the original text. Hence, the translator just simply described that this attraction has many folklores and fairy tales, which conforms to the cultural atmosphere and cultural unde*rstanding of* foreign tourists.

4.2.3.2. Social System

As a social practice activity involving two different cultures, translation is bound to be influenced by political conventions and social systems formed in different contexts. In the English translation of tourism publicity text, the content should not only be vivid and attractive enough to attract the attention of tourists, but should also conform to the social norms of the target language. If these phenomena appear in the source language text, the translator is supposed to subtly adjust or delete the original text to reorganize the content of the original text, so as to achieve adaptation to the social world in the target language society.

*Example 21.*钦州市已经把振兴坭兴陶产业纳入了"十二五"规划，坭兴陶成为钦南区一项方兴未艾的重要产业。

Nixing pottery industry has been projected to be an important industry of Qinzhou in the Twelfth Five-year Plan which is the period of the implementation of the national economic development plan.

*Example 22.*酒店菜品以港、粤、桂、 川与三娘湾海域的奇异海味为主，提供当地特色美食。

The hotel restaurant mainly offers a distinct taste of Guangdong, Hong Kong, Guangxi and Sichuan cuisine as well as special Sanniang Bay seafood and other local specialties.

The most important determination of the purpose of translation is the audience. They are the intended recipients or readers of the target text, with culturally specific world knowledge, psychological expectations, and communicative needs. We know that the "十二五" may be a completely unfamiliar concept in the social world of foreign readers. Hence, we can see that the translator further interprets "十二五" as"the period of the implementation of the national economic development plan"when translating. At the same time, provinces in China have abbreviations, as in the example"港、粤、桂、川". With the different social world, foreign readers fail to accept and understand it if the method of literal translation is adopted. Therefore, these abbreviations need to be translated into corresponding provinces, like "Guangdong, Hong Kong, Guangxi and Sichuan". This is in line with the psychological world of the intended reader.

5. Conclusion

This paper mainly focuses on the adaptation phenomenon of *A Guide To Qinzhou City* in the process of the English translation. It can be concluded that in the process of the English translation, the translator must not only transmit tourism information accurately, but also conform to the social and cultural norms of the target readers. What's more, it can be seen that adaptation theory not only pays attention to both language structural factors from a micro perspective and context from a macro perspective. It emphasizes both the dynamic nature of adaptation and the consciousness of adaptation. Shortly, this paper can reach to the conclusion that translators can improve their translation process and achieve a satisfied translation version under the guidance of adaptation theory.

Nevertheless, some limitations still exist due to the limited time and knowledge. The persuasiveness of the paper is lacking attribute to the limitations of the analytical materials. And since the theory involves an inseparable relationship between perspectives, it also causes some instances in the analysis process that can also be interpreted from other perspectives. In this paper, some factors like rhetoric and phonetics are also ignored in the analysis, which makes the paper less comprehensive. In a word, as a pragmatic theory, adaptation theory is used to guide translation practice, and it also provides a new perspective for translation studies. The related research has broad prospects and needs to be further explored.

Acknowledgments

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