

## A Study on English Translation of Health and Wellness Tourism Based on PACTE Model

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**ABSTRACT:** China's population has been aging rapidly in recent years. At the same time, people's living standards are improving with the steady growth of the national economy. Coupled with the ravages of the COVID-19 pandemic, people's desire for health, happiness, and longevity is getting stronger, making health and wellness tourism a new type of tourism industry aiming to keep fit and peaceful, increasingly popular. Panzhihua city has become a prominent place for this emerging tourism industry because of its unique geographical location and pleasant subtropical monsoon climate. The provincial and municipal governments have proposed to build Panzhihua into an internationally renowned health and wellness tourist destination. Therefore, improving the translation quality of Panzhihua health and wellness tourism texts is of theoretical and practical significance to the ambitious initiative. As the most comprehensive and acknowledged translation capability model so far, PACTE Translation Capability Model could provide practical guidance for the translation of such industry in Panzhihua. Based on the model, this paper studies the English translation of Panzhihua health and wellness tourism, analyzes the problems in this field and puts forward six suggestions to improve the translation quality of Panzhihua health and wellness tourism

**Keywords** -PACTE Translation Capability Model, health and wellness tourism, translation studies

### I. INTRODUCTION

With the development of science and medical technology and the improvement of living standards, the average life expectancy of human beings has been increasing. However, due to the COVID-19 pandemic in recent years, health issues have also received growing attention, and it is difficult to meet people's needs simply by keeping them in good physical health. Health and wellness tourism is being well received as a way of integrating health care, health-nurturing practices, and various tourism activities.

Since the beginning of the 21st century, Panzhihua city has regarded tourism as its new economic growth point and has continuously strengthened urban environmental governance and infrastructure construction in the development process. In 2005, Panzhihua officially won the "China Top Tourist City" award, which indicated Panzhihua's great progress in the tourism industry. In 2012, Panzhihua took the lead in launching the compilation of the "Tourism Development Plan of China Sunshine Health and Wellness Tourism City" nationwide, and formally put forward the concept of "health and wellness" for the first time. In 2019, the "Blue Book of Kangyang: Annual Report on Kangyang Industry of China(2018)" published for the first time the top ten cities in China in terms of the health and wellness industry, and Panzhihua was elected as one of the top ten prefecture-level cities. According to the 2021 Analysis Report on the Overseas Influence of Chinese Cities, Panzhihua was elected as an example of outstanding international communication of the first "China Cities International Communication Forum", which significantly improved its city image abroad.

The increase in the number of tourists means that the popularity of the tourist attraction has increased, which will lead to increasing expectations for the services in Panzhihua health and wellness tourism attractions, and such services should be not only for domestic tourists, but also for foreign visitors. This requires Panzhihua health and wellness tourism to pay close attention to English translation, to ensure that foreign tourists can enjoy both the natural beauty and tourism services, thus gradually broadening the city's international market and enhancing its popularity (Lee & Kim, 2013). PACTE translation capability model, as the most comprehensive and accepted model, is helpful to the English translation of health and wellness tourism in Panzhihua. Based on the model's five sub-competencies and psycho-physiological components, this paper will investigate the English

translation of Panzhihua's health and wellness tourism, and find feasible measures to improve the quality of the translation in this specific field.

## II. LITERATURE REVIEW

Zhao (2021) studied the English translation of public signs in tourist attractions based on Functional Translation, and held that the principle of conciseness has to be taken into account to achieve the ideal strategy of translating public signs in tourist attractions into English, and also suggested that increasing the flexibility of translating public signs would be beneficial. Sulaiman & Wilson (2018) believed that translation failure is primarily due to translators' unwillingness to employ functional translation methods instead of linguistic approaches. Cheng (2021) conducted applied research on the domestication and foreignization of tourist attractions translation from the perspective of cross-cultural communication and put forward that "when translating tourist attractions, it is necessary not only to fully understand the purpose and differences of the source culture, but also to tourism attractions should be translated with an understanding of the source culture's purposes and differences to help readers understand different cultures better and communicate more effectively between them. Yang (2014) stated that translation is not simply a linguistic transference, but a complex exchange of ideas across cultures. Considering that English and Chinese have different cultures, translators must pay attention to the cultural differences between the two languages to ensure successful cross-cultural communication.

Tourism translation has been extensively studied in the academic community, but the related translation research is relatively few for health and wellness tourism. Under the background of implementing the Healthy China Strategy and developing the modern service industry in the new era of the Chinese central government, China's health and wellness tourism industry has grown significantly and gradually become an essential part of the tourism economy. With China's tourism market opening to international tourists as a cross-cultural and creative undertaking, the translation of health and wellness tourism texts has become increasingly important (Yang, 2018). Wang (2018) put forward that Japan attracts tourists worldwide because of its unique geographical environment, elegant natural conditions, and unique cultural traditions. However, Panzhihua must also go global and connect with the world with the assistance of professional translators. Chen & Wei (2021) also argued that it is necessary to speed up the training of translators of traditional Chinese medicine in Guangxi, and promote the coordinated development of the excellent health industry of traditional Chinese medicine and the internationalization of featured health tourism.

With the vigorous development of health and wellness tourism, it is urgent to improve its translation level. PACTE translation capability model (see Figure 1) is by far the most comprehensive translation competence model, which includes five sub-competencies and psycho-physiological components: bilingual sub-competence, extra-linguistic sub-competence, knowledge of translation sub-competence, instrumental sub-competence, strategic sub-competence, and psycho-physiological components (Amparo et. al, 2020). It is of great significance for the translation of tourism texts.

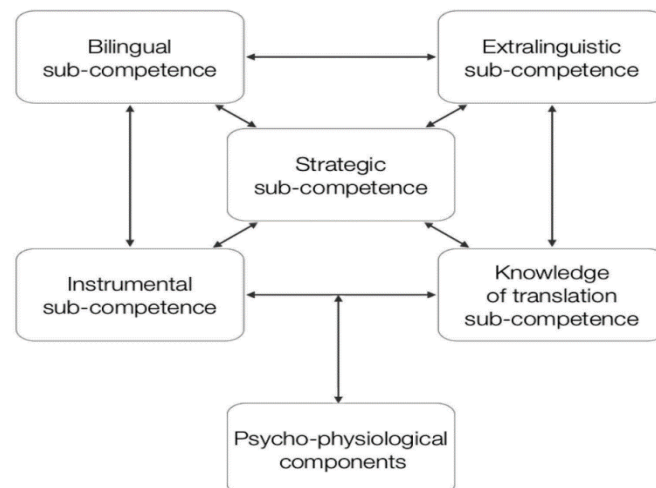


Figure 1: PACTE Translation Capability Model

## III. STRUCTURE OF PACTE TRANSLATION CAPABILITY MODEL

### 3.1 Bilingual Sub-competence

Bilingual sub-competence mainly refers to the process of knowledge necessary for communication between two languages. It is the ability to use another acquired language besides the mother tongue skillfully. It

includes pragmatics, social language (social and linguistic conventions of speech acts in a specific environment, including language register and dialect), discourse, grammar, and vocabulary ability (vocabulary, morphology, syntax, and pronunciation). In the PACTE model, bilingual sub-competence consists of pragmatic, sociolinguistic, textual, and lexical knowledge in two languages.

### 3.2 Extra-linguistic Sub-competence

Extra-linguistic sub-competence is mainly about the external and potential declarative knowledge of common sense and professional disciplines, including bilingual cultural knowledge, encyclopedic knowledge about the world, and thematic knowledge in specific fields.

### 3.3 Knowledge of Translation Sub-competence

Translation professional knowledge competence is mainly about external and potential declarative knowledge of translation and the profession, and it is related to translation and various knowledge and skills of translation majors. These knowledge and skills include understanding the translation process, unit, methods and steps (translation strategies and skills), types of problems, etc. Furthermore, translators also need to know the translation profession, such as the translation market, translation narrative types, target readers, etc., as well as the knowledge of translation associations and taxation (Xu et al., 2016).

### 3.4 Instrumental Sub-competence

Instrumental sub-competence mainly refers to the ability to use documents and other technologies in the process of translation, such as dictionaries, encyclopedias, grammar books, parallel texts, electronic corpora, and search engines.

### 3.5 Strategic Sub-competence

Strategic sub-competence refers to the procedural knowledge of solving translation problems and ensuring the effectiveness of the translation process. Strategy is the core of the translation competence model, affecting all other competencies. A translator with strategic sub-competence will plan the translation steps, choose the most appropriate translation method to complete the whole translation task, contact the other four sub-competencies and psycho-physiological components, find out the problems existing in translation and figure out ways to solve them.

### 3.6 Psycho-physiological Components

Psycho-physiological components mainly refer to the psychological and physiological characteristics that affect and run through the whole translation process, including attitude factors (such as self-evaluation, logical reasoning, critical thinking, creativity, self-control, analysis, and synthesis, etc.), cognitive mechanisms (such as memory, perception, attention, and emotion) and psychological activity mechanisms.

## IV. PROBLEMS IN THE TRANSLATION OF HEALTH AND WELLNESS TOURISM

### 4.1 Chinese Phonetic Translation

Chinese phonetic translation is essential for translating Chinese tourism texts into English, conveying the cultural charm of Chinese tourist attractions. This translation method has also been applied to health and wellness tourism in Panzhihua. Nevertheless, in some scenic spots, the phenomenon of misuse of Chinese phonetic translation has appeared. Overseas tourists are unable to understand the characteristics and the cultural and geographical features of the scenic spots.

Take Puda Sunshine International Health and Wellness Tourism Resort as an example. Most of the plant names in the scenic spots are translated by Chinese phonetics (Pinyin). For example, the most straightforward translation of “mango” is “Mang Guo”; “Winter cherry blossom” is translated as “Dong Ying Hua”; “Bauhinia” is translated into “Zi Jing”. These plants are not unique to Panzhihua, nor do they fully represent the local characteristics of the city. Blindly adopting such translation methods will only be counterproductive. Since most foreign tourists can barely read Pinyin, they can not comprehend the content of the translated text of the scenic spot where they visit.

### 4.2 Mistranslation

The English translation of health and wellness tourism is an important medium and hub for overseas tourists to understand the advantages, characteristics, and charm of Panzhihua’s tourist attractions. It is also the key to improving the economic benefits of the health and wellness tourism industry. If there are mistranslations in the English translation of health and wellness tourism, the translated text will be ambiguous and the semantics unclear, which will affect the attraction of this spot to foreign tourists and restrict the publicity benefits of health and wellness tourism in the city. For example, “滨湖康养” on the sign in Puda International Health and Wellness Tourism Resort has been translated as “Lakeside Recuperation”, in which “recuperation” means “recovery; make up for”, and the concept of “康养” put forward by Panzhihua is “health and wellness”, in other words, “keeping in good physical and mental health”. It is impossible to express the original text’s correct meaning without understanding the words’ deeper meaning. This will cause foreign tourists to misunderstand the scenic spot.

#### 4.3 Errors in Upper and Lower Case

There are specific standards for uppercase and lowercase letters in English titles. Conventionally, the first letter of notional words (nouns, verbs, pronouns, adjectives, etc.) should be capitalized, and the first letter of function words (prepositions, articles, conjunctions, etc.) should be lowercase. There are many introductions about scenic spots in tourist attractions, and these introductory texts all have eye-catching titles. However, capitalization errors exist in translating these scenic spot introductions in Panzhihua. For example, the introduction of Panzhihua Park is translated as “A Brief Introduction To Panzhihua Park”. The preposition “to” in this sentence does not need capitalization.

#### 4.4 Unscrutinized Machine Translation

The error rate of machine translation is gradually decreasing thanks to the development of science and technology. With this trend, many tourist attractions use machines to translate the contents of signs in scenic spots, saving time and money. However, machine translation is more suitable for the translation of ordinary texts, and the problem of machine translation will be more prominent in tourism, which needs to publicize culture and carry forward the national spirit. The translated text is not flexible and can only convey the superficial meaning of the text without transmitting more culture-related information. Therefore, the text translated by machine also needs to be checked by professional translators or experts before it is finalized. For health and wellness tourism, which needs to convey a lot of cultural characteristics, the error rate of machine translation tends to be higher.

A place named “花海景观” in Health and Wellness Tourist Resort of Panzhihua city was translated as “Flower Sea”; in the introduction to Zhuhuyuan Park, there is such a passage: “景区内春日繁花似锦，夏时凉爽宜人，深秋层林尽染，冬来和煦阳光温暖如春。” The following English translation is: “The park is a fairyland of beautiful flowers in spring, cool in summer, red autumn leaves in autumn, and have a tropical climate with year-round sunshine in winter.” This translation seems to be performed by machine. It has grammatical mistakes and uses “autumn” twice. The word “have” in this sentence should be translated into “enjoy”, and this unscrutinized machine translation will reduce the translation quality. Such a straightforward translation can't reflect the artistic conception displayed in the Chinese text.

## V. COUNTERMEASURES TO IMPROVE THE TRANSLATION OF HEALTH AND WELLNESS TOURISM

According to the PACTE translation capability model, translators' translation competence acquisition process is dynamic. The process of translation acquisition is the course in which learners master learning strategies and cultivate their strategic competence. Translators should have strong learning abilities, master the corresponding learning strategies, complete the integration and reconstruction of existing knowledge, and connect all sub-competencies to gradually improve and enhance their translation ability (Wang, 2021).

### 5.1 Improving the Language Ability by Bilingual Sub-competence

Tourism is a kind of cross-cultural communication activity that requires translators to treat translation from a cross-cultural perspective in translating the texts. In terms of translation function, scenic spot translation aims to convey cultural information and attract foreign tourists. Regarding cultural value, the English translation of tourist attractions contains rich aesthetic values and cultural connotations. According to the bilingual sub-competence in the PACTE translation capability model, translators are required to have good language competence in translation to convey the introduced content accurately.

Translation of health and wellness tourism scenic spots in Panzhihua city belongs to publicity translation, which includes the translation of scenic spots introduction texts and signs. The quality of translation in the scenic spots of health and wellness is related to their image, economic benefits, and sustainable development. To improve the translation quality of scenic spots, translators need to improve themselves initiatively. First of all, the translator needs to have bilingual sub-ability, and be able to master the expressions, syntax, and grammar of the acquired language skillfully. It also requires translators to understand their translation ability clearly, know their shortcomings, and participate in targeted training. For schools, the method of “theory plus practice” can be adopted to improve translators' language ability; for the translator himself/herself, it is necessary to make a plan according to his/her own situation and gradually improve his/her language ability in a step-by-step manner.

### 5.2 Enhancing the Understanding of Cultural Differences by Extra-linguistic Sub-competence

Translators need to have bilingual cultural knowledge and thematic knowledge in specific fields. As a cross-cultural communication activity, tourism involves six elements: food, housing, transportation, tourism, shopping, and entertainment, all of which contain rich cultural factors (Tang, 2013). As an essential form of cultural exchange, the English translation of Panzhihua health and wellness tourist attractions requires translators to accurately convey the rich cultural information of the industry to tourists from a cross-cultural perspective to promote its rapid development. There are significant differences between Chinese and western

cultures, and language, as the carrier of culture, also shows significant differences. Chinese people mainly think in a spiral way. When telling a story, they will first talk about the minor parts (background, reasons, evidence, etc.) and then talk about the major part. Influenced by this way of thinking, Chinese translators are used to translating texts according to this logical relationship in the process of the English translation. However, westerners' way of thinking is linear. They are used to telling the story's result first, then explaining the reasons and other secondary parts. This requires translators to pay attention to two different ways of thinking when translating, organize the language reasonably, and know enough about western culture.

### **5.3 Mastering Professional Knowledge of Translation by Knowledge of Translation Sub-competence**

Translators need to have basic translation skills, which means that a qualified translator should not make some basic mistakes in translation. In order to avoid making mistakes, translators need to systematically learn the skills and knowledge related to translation and understand the most basic norms of translation. Translators also need to understand the translation process, make corresponding knowledge preparations before translation, be rigorous and careful in translation, and carefully review and check their translated texts after translation. Health and wellness tourism is a new tourism industry with few relevant translated texts. In order to better convey relevant information of the Panzhihua health and wellness tourism industry, translators need to treat this kind of text more strictly and seriously to achieve the translation goals with appropriate translation theories and skills.

### **5.4 Flexible Use of Translation Tools by Instrumental Sub-competence**

Instrumental sub-competence is also a necessary competence for a qualified translator. The use of machine translation has become more and more common, and it has also become an important auxiliary tool for translators. There are desktop dictionaries, such as Youdao, Lingus, Kingsoft, etc. Many search engines can help verify the translated content and related information, such as Baidu, Google, Bing, etc. Different translation instruments can be utilized simultaneously because they all have their own advantages. For example, among the above translation tools, Youdao online translation and Bing search engine are suitable for long sentence translation and language learning, while Google and Baidu are suitable for long text translation (Kang, 2019). Choosing appropriate translation tools can improve translation efficiency and increase the accuracy of the translated texts.

### **5.5 Mastering Translation Strategies by Strategic Sub-competence**

Strategic sub-competence plays a vital role in the whole translation process, and the other four sub-competencies can be mobilized by strategy sub-competence. Therefore, the translator's good strategy sub-competence is critical in translating the health and wellness Tourism industry in Panzhihua.

The purpose of the Panzhihua health and wellness tourism text is to introduce local attractions to foreign tourists, transmit relevant information, and promote the industry. This requires that in the translation process, translators should not only consider whether the translated text, as a communication carrier, can correctly convey information about health and wellness tourism, but also pay attention to the social and cultural background of tourists. Moreover, translators should also adopt appropriate translation methods in combination with the local culture and folk characteristics of Panzhihua so that tourists can read the translation smoothly and understand the cultural connotations conveyed by the translation. Therefore, the translator should be faithful to the original text, but not confined to the original text. It is necessary to adjust the information from the perspective of tourists and adopt appropriate translation strategies.

### **5.6 Maintaining Psycho-physiological Health by Psycho-physiological Sub-competence**

Psycho-physiological components run through the whole translation process, which requires translators to be physically and mentally healthy, and has particular self-evaluation ability, creativity, and comprehensive competencies. There will always be times of tremendous pressure on translators. If they can't adjust themselves well, they might not be able to finish the translation or attain good work. However, when translating texts of emerging industries such as health and wellness tourism, translators should first determine whether they are competent in translation, that is, to evaluate their self-ability. Secondly, they need to keep a good attitude when encountering translation difficulties and actively solve problems. Moreover, in the new field of translation of health and wellness tourism text, they must have specific creativity to express the text's content better.

## **VI. CONCLUSION**

There are still many problems in the English translation of health and wellness tourism in Panzhihua. In the era when people pay increasing attention to health, Panzhihua health and wellness tourism will face both more opportunities and challenges. According to the PACTE translation capability model, translators can better understand their shortcomings and make timely improvements according to their own situation. Translators should follow the law of cultural transmission, fully consider the language habits of the target audience, flexibly use translation strategies according to the characteristics of the original text, and improve the translation quality. They can positively promote Panzhihua's health and wellness tourism industry and make domestic and foreign tourists better understand Panzhihua's local culture.



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