摘　　要

随着我国经济的进一步发展，旅游作为一种新型产业,在促进国民经济发展中扮演着越来越重要的角色，旅游业带动了城市经济的发展，也推动着城市加快与世界接轨的脚步，同时城市外宣翻译也越来越受到关注，城市外宣是旅游业成功与否、是否能吸引更多游客前往游览和消费中最关键因素之一，而城市的旅游营销对其来说具有很深的意义。

本文的研究对象为城市对外宣传视频，对相关翻译深入深究，然后结合旅游营销思维对宣传片中涉及到的句子进行分析，以期能够更好地为提高旅游业整体服务水平提供帮助，使翻译文本成为旅游营销信息的传播载体，加强城市的软实力建设，增进对外宣传水平，提高城市的世界知名度，发挥城市在我国与其它国家之间的服务作用，增强我国城市的国际营销力。

关键词：旅游营销；城市外宣；翻译；方法

ABSTRACT

With the further development of China's economy, tourism, as a new industry, plays an increasingly important role in promoting the development of the national economy. Tourism has driven the development of the urban economy, and also promoted the pace of the city to speed up the pace of integration with the world. At the same time, city publicity and translation have also received more and more attention. City publicity is one of the most critical factors in the success of tourism and whether it can attract more tourists to visit and consume, And urban tourism marketing is of great significance to them.

The research object of this paper is urban external promotional videos, which delves into relevant translations. Then, combined with tourism marketing thinking, the sentences involved in the promotional videos are analyzed in order to better provide assistance for improving the overall service level of the tourism industry, making the translated text a carrier of tourism marketing information, strengthening the construction of the city's soft power, increasing the level of external publicity, and enhancing the city's world reputation. The service function of cities between our country and other countries has been developed, and the international marketing power of Chinese cities has been strengthened.

Key words： tourism marketing; city publicity; translation; methods

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Chapter One Introduction

With the deepening of China’ s opening to the outside world and the acceleration of world economic globalization, China’ s economy has gradually improved. At the same time, with the leapfrog improvement of the development level and the change of people's living needs, the tourism industry has developed rapidly, the scale has been expanding, and the quality has also been improving. Tourism has become an important indicator of the improvement of living standards and an important way of living in a well-off society, The status of tourism as a strategic pillar industry of the national economy has also been more consolidated.

The development of tourism cities cannot be separated from tourism, and as one of the most important components of tourism, its tourism marketing also affects the entire urban tourism market, which has great attraction for the tourism industry under the unique national conditions of China. With the continuous improvement of economic level and people’ s quality of life, more and more tourists attach great importance to travel services and tourist attractions, which makes the translation of publicity an indispensable topic; At the same time, due to the differences in foreign languages, cultures, customs and other aspects, foreign tourists will have a certain degree of resistance because they are unfamiliar. This paper explores effective translation from the perspective of tourism marketing through the analysis of city publicity videos and translation methods, so as to win the attention of foreign people.

Tourism marketing, as an emerging market management model, used advertising as the main means of product sales in the early stages of China’ s tourism industry development. With the continuous improvement of social and economic levels and the improvement of people's quality of life, the relevant theories on tourism translation have formed a consensus in the domestic academic community and have been practically carried out to a certain extent, and have achieved good results and benefits, providing important reference for the future development of the tourism industry. However, there is still room for systematic research on the field of city publicity translation from the perspective of tourism marketing in China. Therefore, in the process of conducting tourism marketing, we need to combine relevant theories and conduct systematic research on urban publicity translation strategies.

Chapter Two Overview of Tourism Marketing

The concept of tourism marketing emerged in 1979. Tourism is an activity that attracts tourists through various means, driving their consumption, use, and experience as the main purpose. At present, there is no unified definition of tourism marketing in the Chinese academic community. With the continuous improvement of socio-economic levels and changes in people' s lifestyles, more and more people are pursuing the satisfaction of their spiritual and material needs, hoping to find a new way of leisure, such as relaxation and entertainment, to alleviate work pressure. Therefore, the tourism industry has also received unprecedented attention, and tourism marketing has gradually become a new economic growth point.

2.1 Concept of Tourism Marketing

The concept of tourism marketing is a relatively general, general and cross-cutting research object. At present, there is no uniform definition. The explanation in the text is:

Tourism marketing refers to a series of external business activities that establish a good image and expand market share through advertising, personnel promotion, strict control of product quality and other means by designing products that satisfy customers according to the needs of tourism target market.

Tourism marketing refers to the economic and social objectives of providing effective products and services, satisfying tourists and making enterprises profit by analyzing, planning, implementing, feedback and controlling such a process to coordinate various tourism economic activities based on tourism consumption demand. The main body of tourism marketing is very wide, including all tourism enterprises and tourism bureaus under macro management. Such as: tourist attractions, scenic spots, travel agencies, hotels, tourism and transportation departments, etc.

The ultimate goal of tourism marketing is to increase tourism market sales, expand new markets, develop new tourists, cultivate and strengthen the loyalty of tourists, increase and expand the value of tourism products, improve public interest, win the support of travel agencies and other intermediaries, and create a good tourism image.

Tourism marketing is a kind of market behavior that uses various means and methods to attract and compete for tourists. It has certain uniqueness, its purpose is to obtain the consumer demand for the product or service of a certain group, so that it can meet its own needs. In this process, it involves a series of marketing strategy system and corresponding system formed by the relationship

between tourism industry and enterprises in the whole social and economic activities. Tourists, destination governments, scenic spot managers and tourists all belong to the main body of tourism

marketing. With the continuous improvement and development of our market economic system, the scale of the tourism market is expanding, and people' s attention to the tourism industry is further improving. Therefore, tourism marketing strategy is an effective means to attract tourists, promote economic development, improve social benefits and meet human needs.

2.2 Characteristics of Tourism Marketing

Tourism is a comprehensive industry with strong service and product characteristics. As an emerging industry, tourism marketing is characterized by:

First, focus on tourists. In the whole process, tourists not only provide the satisfaction of material needs, but also, more importantly, through the integration and utilization of various information resources, attract consumers to come to the consumption experience to obtain a series of comprehensive cooperation, such as good reputation effect and maximization of economic benefits. Finally, all functions included in a complete industrial chain can be mobilized and fully reflected, Therefore, it has strong comprehensive characteristics and high level.

Second, tourism marketing is comprehensive. Tourism is a comprehensive industry, which includes many industries. Therefore, it needs to be integrated and utilized to maximize the function of the whole system.

Third, the tourism market has economic characteristics. With tourists as the center, the publicity must follow the principle of seeking truth from facts to attract consumers to come and experience consumption and improve the popularity and other purposes, and cannot pursue profits excessively and ignore social benefits. Therefore, the most important thing in marketing activities is to meet people's needs through products, so it also needs to integrate and utilize its own resources.

2.3 Composition of Tourism Marketing

The composition of tourism marketing can be analyzed from three aspects:

First, from the perspective of subject, it includes two factors, namely cultural differences and economic level. In terms of content, cultural differences are the main reason why tourists choose different cities for publicity. There are three aspects involved in tourism marketing: first, the dissemination of culture, history and folk customs; Second, promote local residents to participate in tourism business and develop economic activities; Third, providing tourists with spiritual enjoyment and material products and services to meet their needs constitute a complete system.

The second is from the perspective of customer sources. First of all, the cultural environment mainly consists of the tourists themselves and the public' s influence and evaluation on the translation of urban publicity; The second is the role and influence of the government in the tourism

industry. These elements are also the most basic and important part of the tourism marketing elements. Therefore, when translating them, we should take into account the local cultural environment and government policies and other factors.

The third is the role played by the public and enterprises themselves. First of all, let’ s talk about these two aspects. There are two main problems from the main body: the first is whether the language and expression of the city's publicity meet the psychological needs of tourists. These contents are the most basic and important part of the tourism marketing component; The second is that in terms of external conditions, factors such as the local cultural environment and economic level should be taken into account when translating, and the actual situation of the local tourism market should also be taken into account, and an overall planning of translation should be carried out. In terms of the role played by the public and enterprises themselves, first of all, the language characteristics, expression methods and expression effects of urban publicity are all in the category of tourists' psychological needs; Secondly, whether the local cultural environment conforms to the laws of tourism development and so on are the most basic and important components of the tourism industry.

Chapter Three Overview of City Publicity Translation

City publicity translation is a special language communication activity, which mainly refers to the tools used by tourists to express their thoughts, feelings and information content in the process of communication. We often say that “good wine is not afraid of deep alley”, which is a good illustration of this point. The translation of city publicity tourism is to effectively communicate and exchange with tourists and tourists according to the problems arising in different regions, different periods or regions. In order to make the language more in line with the local cultural characteristics and social development needs in these aspects. So we should start with the following points to translate it.

Firstly, accurately understand the meaning and connotation of language symbols;

Secondly, show the relationship between tourists and tourists in the most direct and effective way through text messages, so that tourists and tourists can better communicate. In this process, language expression is essential and can make them resonate;

Thirdly, effectively convey the translated content through text messages and other means;

Fourthly, use network, advertisement, newspaper and other media to promote the city's publicity.

3.1 The Meaning of City Publicity Translation

Publicity translation is a special form of translation. In the context of the continuous strengthening of world economic ties, publicity translation is a kind of information carrier that uses Chinese as the source of information and English and other foreign languages as the main carrier of information. Through various media channels, foreign people around the world can better understand China's communication activities. In the process of translation, the accuracy of the words used in translation will have an important impact on the presentation of China's culture and development. At this stage, with the continuous enhancement of China’ s comprehensive national strength, the quality of publicity and translation work has also attracted more and more attention.

Strengthening the external publicity of the city and shaping a good image of the city are of great importance to the international influence of the whole China. Every city is a window of China, through which the world can enjoy China’ s unique scenery, cultural heritage and national customs. There is an urgent need for external city publicity, and translation is the key means to achieve the ideal communicative purpose. The translation of the city’ s foreign language involves the political,

economic and cultural aspects of the city, which not only reflects the attraction of the city, but also forms a strong cohesion, expands external exchanges, attracts investment, and achieves both

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