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RESEARCH ARTICLE

Enhancing Cultural Representation through Improved Public Sign Translations: A Mixed-Methods Study on Xuzhou's Tourism Signage

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ARTICLE INFO	ABSTRACT
	This article delves into the nuanced realm of public sign translations from Chinese to English, underlining their crucial role in cultural representation and influencing international perceptions of China. It highlights the burgeoning academic interest in this field, especially in light of China's global events, necessitating improved translations for foreign tourists. The study employs a mixed-methods approach, integrating questionnaires and interviews based on Skopos theory and reader feedback, aiming to elevate linguistic accuracy and cultural sensitivity in Xuzhou's tourism signage. The qualitative insights illuminate the nuanced expectations of tourists regarding translated signs, highlighting the critical role of cultural appropriateness and linguistic precision. The quantitative data reinforces this by statistically showcasing preferences and perceptions across a broader audience, underlining a general consensus on the importance of culturally informed translations. It proposes actionable recommendations for improving public sign translations, thereby enriching tourist experiences and promoting a deeper appreciation of Chinese culture.

INTRODUCTION

Public signs serve as essential tools within societal contexts, crucial for guiding, informing, and regulating community behavior without direct interaction and using language as a means to influence and manage social conduct effectively (Li & Yu, 2008; Baktir, 2013). These signs not only communicate vital information but also reflect a community's cultural identity, operating as a unilateral communication form to ensure public order and aid in navigation across varied settings.

The endeavor to translate public signs, especially from Chinese to English, has been significantly spotlighted with the introduction of the English Translation and Writing Standards for Public Services in 2017 by China, highlighting the importance of clear and culturally nuanced translations within the bustling tourism sector, a key economic driver and cultural exchange venue (Zhang & Wu, 2019; Thurlow & Jaworski, 2010; Reisinger & Dimanche, 2010; Larsen, 2014). Effective translations enhance the visitor experience by ensuring information is accurately conveyed, emphasizing the need for translations that are linguistically precise yet culturally resonant.

Despite national directives like the "Guidelines for The Use of English in Public Areas," challenges persist in their local implementation, with translation inaccuracies at critical points like airports negatively impacting perceptions of China's international stature (Lin, 2010; Lin & Wang, 2015). These issues highlight systemic flaws in the regulatory process, necessitating more robust enforcement and ongoing guideline updates to foster adherence. Current scholarly dialogue often focuses on specific instances rather than exploring these issues in depth, pointing towards the need

for a holistic strategy that encompasses linguistic precision, cultural sensitivity, and regular guideline refinement to elevate the global portrayal of Chinese cities (Liu & Li, 2019).

This study adopts the Delphi method to explore ways to enhance the translation quality of tourism-related public signs, considering them as more than textual conversions but as cultural ambassadors that significantly shape visitor perceptions. It will assess factors such as linguistic fidelity, cultural authenticity, and message clarity, drawing on a wide array of expert opinions to not only identify gaps but also to bridge theory with practice for substantial translation improvements. This investigation strives to offer insightful analyses and actionable recommendations for elevating the quality of public sign translations, thereby enriching the tourist experience and promoting a deeper appreciation of Chinese culture.

LITERATURE REVIEW

The genesis of public signage is deeply rooted in the practices of ancient civilizations, including the Egyptians and Romans, who employed stone engravings and inscriptions to guide travelers and mark significant landmarks. As civilizations evolved, so did the function and ubiquity of public signage. The translation of such signs has been a subject of scholarly interest for many years, leading to a rich body of literature that examines public signage across various linguistic landscapes. Significant contributions to this field include the works of LL scholars like Güven et al. (2016), Laskurain-Ibarluzea (2020), Shohamy and Gorter (2009), and Shohamy et al. (2010), alongside monographs that delve into the signage practices of specific nations.

Connor et al. (2020) highlight that public signage often targets particular audiences and serves distinct communicative goals. This body of research covers a wide array of topics, from the representation of minority languages in public spaces to the association of sign visibility with prestige, functionality, and symbolic value. Nonetheless, much of this literature tends to focus on the sociolinguistic dimensions of signage, with less attention paid to the translation quality of public signs, the prevalence of errors, and translation strategies. This gap underscores the need for a translation-focused analytical framework (Amenador & Wang, 2022). The investigation into signage from a translational standpoint was notably advanced by Vinay and Darbelnet (1995) who analyzed inconsistencies in French-English road sign translations in Canada, highlighting the challenges of ensuring linguistic accuracy. Snell-Hornby (1988) explored English-German sign translations, stressing the crucial role of contextual understanding in public signage translation and its inherently cross-cultural nature. Radtke (2007) addressed the phenomenon of Chinglish through "Chinglish in Translation," showcasing how poor translations can lead to confusion and misunderstandings, often rooted not in linguistic errors but in a failure to grasp the translated signs' cultural context. Tufi and Blackwood (2016) documented instances of mistranslation on their blog, pointing out signs that bewildered non-native speakers, like an airport sign misguidedly warning of a "Mountain landslide" rather than cautioning about a "Wet/Slippery Floor."

Scholars like Edelman (2010) and Reh (2004) have significantly contributed to linguistic landscape (LL) research by developing classifications for translation strategies in multilingual writing. Edelman expanded on Reh's framework by differentiating translation strategies into "free" and "literal," introducing "partial translation" for fragmented texts and a "no translation" category for complete multilingual writings. This classification, however, has been critiqued for its simplification, prompting Koskinen (2012) to argue that any such classification should consider the target audience and specific language pairs. Following this, Bilá et al. (2020) examined Slovak tourism notices, advocating for translation adjustments to cater to different "language cultures" through a communicative translation approach, underscoring the need for targeted translations in the LL.

Despite the wealth of LL research, the intersection with translation studies is less explored in Western contexts. This gap highlights the importance of considering the unique functions and

features of public sign texts through a translation lens, as suggested by Koskinen (2012). This study, therefore, focuses on the translation nuances of public signs.

In China, the translation of public signs within translation studies has garnered considerable attention. Early research efforts in the late 1980s, such as Ding's (1989) work on enterprise name translation and discussions by Zeng Shiying on place name translation and standardization laid the groundwork in this field. Xiang Yang's contributions to standardizing Chinese to English translations, especially for street names, further enriched the domain (Xiang, 1994). Additionally, Ni and Liu's (1998) article on public sign translation principles marked a pioneering theoretical exploration in China, addressing the complexities of tone and humor in translation. These efforts underscore China's rich tradition in public sign translation research, revealing a vibrant area of study still burgeoning within the global translation studies field (Zhang & Wang, 2018).

The lack of a clear definition for public signs in China was addressed by Hefa Lv in 2005, who provided a pioneering comprehensive definition and stressed the importance of tailoring reports to the needs of a globalized audience for better information services. Lv and Dai further differentiated public signs into static and dynamic categories, identifying their functions as directive, suggestive, restrictive, and mandatory, enriching the understanding of their societal roles (Dai & Lv, 2005). Wang and Chen (2004) delved into translation errors in public signs, underscoring the critical role of convention in translation practices. Li (2009) proposed practical translation models, outlining principles and strategies to tackle translation challenges effectively.

The field of public sign translation research in China saw a significant uptick in interest following the 2005 National Seminar on Public Sign Language Translation in Beijing, drawing a wave of scholarly contributions to the area (Koskinen, 2012; Yang, 2009). Zou et al. (2011) documented a dramatic increase in research output from 2008 to 2010, with publications surging to over 100 papers annually, a trend that continued to rise, reaching over 200 yearly publications between 2011 and 2020 and peaking at more than 300 papers in 2014.

Despite the growing scholarly attention, research in public sign translation has faced criticisms for focusing narrowly on correcting mistranslations, resulting in repetitive studies of varying quality and a lack of standardization in terminology. Studies often rely on anecdotal evidence and lack theoretical underpinnings (Mo & Jin, 2008). Liu and Pan's (2020) examination of Russian translations in Hainan highlighted specific challenges but lacked comprehensive methodological approaches for resolution. Research has predominantly centered on English translations, with other languages less explored, and regional disparities in research engagement persist. Additionally, certain areas within the public sign translation domain remain lightly touched, indicating potential avenues for further academic exploration (Ye & Hu, 2022).

The field of Chinese-to-English (C-E) public sign translation research has seen a notable increase in scholarly activity, particularly during the period from 2005 to 2012, highlighting a growing academic fascination and a rise in publication output, as documented by Amenador and Wang (2022). This growth in interest is largely attributed to China's hosting of significant international events, which underscored the need for improved public sign translations to cater to foreign visitors and tourists, as discussed by Koskinen (2012). Despite this, research output slightly declined after 2013, with a peak in 2014, and experienced variable trends in publication volume and thematic focus from 2015 to 2020. A detailed content analysis within this timeframe identified four primary research themes: linguistic properties of public signs, their functional roles, translation challenges, and strategies for overcoming these challenges in public sign (PS) translation. Such analysis underscores a sustained and expanding interest in C-E public sign translation studies, marking a continued emphasis on exploring a diverse array of themes within this academic domain (Amenador & Wang, 2022).
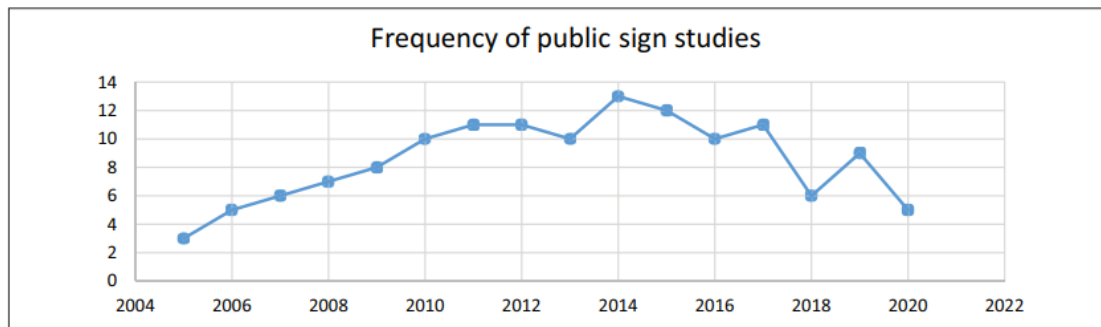
Figure 1: Frequency diagram of the selected articles (Amenador & Wang, 2022)

METHOD

Research Design

In this study, we adopted a mixed research method, combining questionnaires and in-depth interviews, to explore readers' perceptions of the translation quality of public signs in Xuzhou. The approach is based on Skopos theory and reader feedback theory and aims to fully understand the needs and preferences of the audience. The advantage of mixed research methods is the ability to combine the breadth of quantitative data with the depth of qualitative data to provide a more comprehensive perspective. A questionnaire survey can collect feedback from a large number of audiences and provide a reliable data basis for research. Interviews, on the other hand, can dig into the detailed views of individual interviewees and the reasons behind them and reveal the complex situation and motivation behind the data. Through this approach, we aim to improve the performance of Xuzhou tourist attraction signs identified by the Xuzhou Tourism Bureau in terms of linguistic accuracy and cultural sensitivity, thereby enhancing the overall visitor experience.

Xuzhou, an eastern Chinese city with over 3,000 years of history and a population exceeding 8 million, is celebrated as the birthplace of Emperor Gaozu of Han, whose reign ushered in a golden era akin to ancient Rome's splendor. Today, Xuzhou is a vibrant cultural hub dedicated to safeguarding China's heritage and showcasing the richness of Han culture. Key attractions such as the Terra-cotta Warriors, Han dynasty tombs, and ancient sculptures underscore its historical significance. The city blends historical marvels with natural beauty, aspiring to be a global symbol for the preservation and celebration of Han culture. It offers visitors a unique combination of historical depth and modern vitality, making it a compelling destination for cultural tourism. This study explores Xuzhou's culturally significant sites, highlighting its charm and significance as a cultural tourism hotspot.

Instrument and Study Population

To effectively translate tourist attractions, understanding tourist preferences is crucial, but gathering direct tourist feedback is often hindered by policy, language barriers, and logistics. Foreign university students, with their diverse cultural backgrounds, offer a practical alternative for valuable insights on appealing translation for international visitors. For assessing translation quality, the selection criteria for students should emphasize language proficiency and diverse academic backgrounds without requiring deep source text knowledge. The process involves randomly selecting students (585 for the questionnaire and 10 for the interview) for unbiased evaluation, ensuring anonymity to encourage honest feedback. Informing participants about the evaluation's context enhances transparency and understanding, allowing for insightful contributions.

This study utilized a 30-item questionnaire, informed by Skopos theory principles, to collect data on public readers' views on translation practices. Organized into sections on demography, the Skopos rule (purpose of translation), Coherence rule (translation clarity), and Fidelity rule (accuracy to

source), it underwent pilot testing for reliability (Cronbach's alpha = 0.876), ensuring its efficacy in capturing professional perspectives on translation.

Conducting interviews with the general public aims to understand the impact of translation quality on both tourists and locals encountering these signs. This segment focuses on gathering perspectives from University of Malaya students, offering a wide array of views on translation effectiveness. Unlike expert interviews, these sessions are more open-ended, encouraging participants to share their personal experiences and opinions freely. The interviews seek to assess the translations' understandability, comprehensibility, and cultural appropriateness, collecting user-based suggestions for improvements.

Data Collection Procedure

This study employs questionnaires as a primary instrument to gather insights, particularly focusing on the Skopos theory's key aspects. The questionnaire, designed with 36 questions in a 4-item Likert scale format, is divided into four sections: Demography, Skopos Rule, Coherence Rule, and Fidelity Rule. This structure ensures comprehensive coverage of the research topics. Targeting the English-fluent University of Malaya students, the questionnaires are distributed digitally for convenience and quick access. The collection schedule spans three days with a submission deadline of one week, aiming for thoughtful yet timely responses. Data integrity and confidentiality are prioritized, with a preliminary analysis sorting complete from incomplete responses. Challenges include ensuring a high response rate, potentially addressed by extending deadlines or conducting awareness sessions to boost engagement.

Semi-structured interviews complement the study with a balance of structured and open-ended questions designed for University of Malaya students with a background in translation studies. These interviews, consisting of 7 questions and lasting no more than 30 minutes each, are conducted via phone or social media to facilitate participation across diverse schedules. This approach allows for in-depth discussions while accommodating broader insights. Anticipated challenges like technical issues or distractions are mitigated through clear communication and effective questioning techniques.

ANALYSIS AND FINDINGS

This section examines the effectiveness and cultural appropriateness of translations in public signage within tourist areas, focusing on how these translations bridge cultural gaps and enhance the visitor experience. Utilizing Questionnaire Interviews and analyzing responses with SPSS for quantitative data, alongside content analysis for qualitative insights, it aims to gather diverse opinions on translation practices from international tourists and local stakeholders.

Quantitative Data of Questionnaire

In investigating the public acceptability of translated signage, a multivariate statistical analysis approach is employed to yield comprehensive insights. The study, aiming to assess translation effects and their alignment with public needs, gathers feedback on translated public signs. Employing frequency analysis as a foundational step reveals public consensus on translations, highlighting prevalent attitudes and preferences toward different signs (Sullivan & Artino, 2013). Regression analysis then examines how demographic factors correlate with satisfaction levels, identifying key predictors for enhancing translation practices (Field, 2013). Furthermore, correlation analysis investigates relationships among survey responses, such as the link between sign comprehension and acceptance, elucidating the interplay of translation aspects on overall public satisfaction (Pallant, 2020). Lastly, ANOVA scrutinizes satisfaction variances across demographic groups, pinpointing specific needs or preferences and identifying any statistically significant satisfaction disparities (Howell, 2013). This layered analysis strategy provides a nuanced understanding of public responses to sign translations, informing targeted improvements.

Using SPSS, this study analyzes 585 questionnaires on tourism public sign translations, blending open and closed questions for depth and breadth in capturing industry views. This methodology, suited for addressing translation's subjective and cultural aspects, benefits from rigorous validity and reliability checks: a KMO value of 0.956 and significant Bartlett's Test affirm factor analysis readiness, while a Cronbach's Alpha of 0.894 assures questionnaire consistency, strengthening the research findings.

Frequency Analysis

Our analysis unveiled varied opinions on the translation length in local tourism signs, with a significant majority of 486 participants deeming the translations excessively lengthy, signaling a preference for succinct, easily digestible information in tourist areas. This contrasts with 99 participants who were satisfied with the detail level, illustrating the subjective nature of translation effectiveness and the balancing act required between detail and brevity. Additionally, the survey highlighted concerns over Chinglish, with 464 respondents noting its prevalence and its potential to confuse or misinterpret, while 121 participants viewed such linguistic hybrids more favorably, pointing to diverse audience reception. The incorporation of Pinyin was noted by 411 participants, raising questions about its balance with translation comprehensibility, whereas 174 participants did not find its use excessive, underscoring the diversity in translation practice perceptions. Moreover, translating specific cultural concepts poses its challenges, with 35% of participants finding historical content the hardest to translate due to cultural nuances, whereas descriptions of natural landscapes were considered easier, reflecting the complex interplay between language, culture, and knowledge in translation and the need for translators to have a deep understanding of cultural contexts (Table 1).

Table 1: Survey Findings on Public Sign Translation Acceptability and Challenges

Aspect	Major Concern (Participants)	Not a Concern (Participants)	Key Insights
Translation Length	486	99	Preference for more concise information in tourist areas.
Presence of Chinglish	464	121	Potential confusion or misinterpretation among tourists and locals.
Use of Pinyin	411	174	Questions about balancing pronunciation aid with comprehensible translations.
Challenges in Translating Content	35% for historical content	Easier for natural landscapes	Cultural nuances and significance are challenging to convey, especially in historical and religious content.

The examination of participant responses regarding the translation of public signs in tourist areas has revealed significant insights into perceptions of translation quality and effectiveness. The observations highlight a nuanced landscape where linguistic accuracy, cultural expression, and clarity intersect, shaping visitor experiences. The prevalence of Chinglish points to a tension between maintaining linguistic precision and embracing cultural uniqueness, suggesting that translations often straddle the line between clarity and cultural expression. Similarly, the substantial use of Pinyin underscores efforts to aid non-Chinese speakers, though it also raises questions about the balance between facilitating pronunciation and ensuring comprehensive understanding for a global audience. Furthermore, the identified challenges in translating cultural concepts, particularly historical knowledge and religious content, illuminate the intricate task of conveying deep cultural

nuances across languages. These complexities contrast with the perceived ease of translating natural landscapes, which may resonate more universally.

Correlation Analysis

The correlation analyses conducted across the three fundamental principles of the Skopos theory—namely the Skopos rule, Coherence rule, and Fidelity rule—provide a comprehensive examination of factors influencing the quality of translation in public tourism signs. Drawing on responses from 585 participants, these analyses reveal significant insights into how adherence to each of these theoretical principles correlates with the perceived effectiveness and quality of translations. The Skopos rule emphasizes the translation's purpose, the Coherence rule focuses on internal consistency and clarity, and the Fidelity rule pertains to the accuracy and faithfulness of the source material.

Through Pearson correlation analysis, the results revealed statistically significant positive correlations ranging from 0.383 to 0.488, with the highest at 0.488 and p-values at 0.000, demonstrating a strong link between adherence to the Skopos rule and enhanced translation quality. The analysis further highlighted the importance of the Coherence rule in Skopos theory, showing a high correlation (.508) between error correction and satisfaction with tourism sign translations. Advanced language use for capturing cultural nuances positively impacts satisfaction (.423), while lengthy translations and minor elements like Chinglish and Pinyin have negligible effects on satisfaction. The study also emphasizes the critical role of translators' skills and cultural knowledge, as indicated by a strong positive correlation (r = .524) between technical proficiency and the relevance of cultural background (r = .466). These collective findings underline the necessity of purpose-driven translation practices, error correction, cultural depth, and comprehensive training for translators to achieve high-quality, coherent, and culturally resonant tourism signage translations, aligning with the multifaceted nature of translation quality as guided by the Skopos theory's principles of purposeful content adaptation, coherence, and fidelity to cultural essence (Table.2 & 3 & 4).

Table 2. Correlation Analysis-Skopos Rule

		The significance of improving the translation of tourism public signs lies in setting an example for other cities and promoting the standardization of the translation of public signs nationwide
Tourism public signs translation can let tourists understand the local cultural background	Pearson Correlation	.468**
	Sig. (2-tailed)	.000
	N	585
In the translation of tourism public signs, the most important factor is to express the artistic conception of the scenic spots in China	Pearson Correlation	.392**
	Sig. (2-tailed)	.000
	N	585
The significance of improving the translation of tourism public signs lies in showing the real image of Chinese cities to foreign tourists	Pearson Correlation	.422**
	Sig. (2-tailed)	.000
	N	585
	Pearson Correlation	.476**
	Sig. (2-tailed)	.000

Collecting public feedback can reduce translation errors of tourism public signs	N	585
Encouraging the public to supervise and report to relevant authorities can reduce errors in the translation of tourism public signs	Pearson Correlation	.383**
	Sig. (2-tailed)	.000
	N	585
Regular improvement in the translation of tourism public signs can improve their quality	Pearson Correlation	.488**
	Sig. (2-tailed)	.000
	N	585
Strengthening supervision of the department responsible for the translation of tourism public signs can reduce translation errors	Pearson Correlation	.389**
	Sig. (2-tailed)	.000
	N	585
The most important factor in the translation of tourism public signs is the standard specification, seeking professional translation can make a good translation	Pearson Correlation	.442**
	Sig. (2-tailed)	.000
	N	585

Table 3: Correlation Analysis-Coherence rule

		The translation of local tourism signs in my city is generally satisfactory
Mistakes in the translation of public tourism signs should be corrected immediately.	Pearson Correlation	.508**
	Sig. (2-tailed)	.000
	N	585
Tourism public signs translation needs to use a lot of advanced words and phrases to convey culture better.	Pearson Correlation	.423**
	Sig. (2-tailed)	.000
	N	585
Is it necessary to translate tourism public signs too long?	Pearson Correlation	-.002
	Sig. (2-tailed)	.966
	N	585
Is it acceptable to accept Chinglish translation?	Pearson Correlation	.040
	Sig. (2-tailed)	.333
	N	585
There are many grammatical errors in the translation of local tourism public signs.	Pearson Correlation	.130**
	Sig. (2-tailed)	.002
	N	585
There are a lot of spelling mistakes in the translation of local tourism signs.	Pearson Correlation	.093*
	Sig. (2-tailed)	.024
	N	585
Whether the translation of pinyin is acceptable	Pearson Correlation	-.006
	Sig. (2-tailed)	.886
	N	585

Table 4: Correlation Analysis-Fidelity rule

		The quality of local translation of tourism signs can attract readers' interest in the source text (Chinese)
The translation theory of translators has the greatest influence on the translation of tourism public signs	Pearson Correlation	.413**
	Sig. (2-tailed)	.000
	N	585
The translation skills of translators have the greatest influence on the translation of tourism public signs.	Pearson Correlation	.524**
	Sig. (2-tailed)	.000
	N	585
The cultural background of the translator has the greatest influence on the translation of tourism public signs.	Pearson Correlation	.466**
	Sig. (2-tailed)	.000
	N	585
If the translator's vocabulary is short, the translation quality of tourism public signs will be low	Pearson Correlation	.488**
	Sig. (2-tailed)	.000
	N	585
If the translator is not familiar with the translation field, the translation quality of tourism public signs will be low	Pearson Correlation	.483**
	Sig. (2-tailed)	.000
	N	585
If the translator's translation skills are not enough, the translation quality of tourism public signs will be low	Pearson Correlation	.457**
	Sig. (2-tailed)	.000
	N	585
If the translator is not experienced enough, the translation quality of tourism public signs will be low.	Pearson Correlation	.506**
	Sig. (2-tailed)	.000
	N	585
If the translator's foreign language is not good enough, the translation quality of tourism public signs will be low	Pearson Correlation	.495**
	Sig. (2-tailed)	.000
	N	585
Do you find that most tourism public signs are translated verbatim	Pearson Correlation	.442**
	Sig. (2-tailed)	.000
	N	585

Regression Analysis

In the present study, multiple linear regression analysis was employed to elucidate the extent to which the Skopos, Coherence, and Fidelity rules, conceptualized as independent variables, account for variations in the quality of translation of public tourism signs, designated as the dependent variable. This statistical approach facilitated a nuanced exploration of the predictive relationships

between theoretical constructs inherent in translation practices and the observable outcomes in translation quality.

The resultant R squared (R^2) values from the regression models—0.385 for the Skopos rule, 0.303 for the Coherence rule, and 0.447 for the Fidelity rule—serve as indicators of the model's explanatory power. Specifically, the R^2 value associated with the Skopos rule suggests that it explains approximately 38.5% of the variance in translation quality, thereby highlighting its significant yet partial influence on the dependent variable. Similarly, the Coherence rule accounts for 30.3% of the variance, underscoring its role in ensuring internal consistency and clarity in translations. Most notably, the Fidelity rule, with an R^2 value of 0.447, emerges as the most predictive of translation quality, explaining nearly 44.7% of the variance. This underscores the paramount importance of fidelity to the source material in producing high-quality translations.

The statistical significance of these models was further corroborated by the F-test results, with p-values reported as 0 (less than 0.05) for all three models, thus surpassing the conventional threshold for statistical significance. This outcome not only validates the models' robustness but also confirms the meaningful regression effects, as evidenced by F values of 45.152 for Models 1 and 3, and 35.775 for Model 2. Such findings unequivocally affirm that the collective influence of the Skopos, Coherence, and Fidelity rules significantly impacts the quality of translation, rendering the regression models both meaningful and substantively significant.

Table 5: Correlation Analysis of the Fidelity Rule on the Quality of Tourism Public Sign Translations

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.621[a]	.385	.377	.811
2	.550[a]	.303	.294	.878
3	.668[a]	.447	.438	.767

In conclusion, this comprehensive regression analysis substantiates the theoretical assertion that the Skopos, Coherence, and Fidelity rules fundamentally shape translation practices, with a particularly pronounced impact on the quality of public tourism signage translations. Among these, the Fidelity rule's prominent predictive capacity highlights the criticality of accuracy and cultural sensitivity in translation endeavors. These insights not only contribute to the academic discourse on translation studies but also offer practical implications for enhancing translation quality in tourism contexts, advocating for a balanced integration of these pivotal theoretical principles in translation pedagogy and practice.

ANOVA Analysis

Using ANOVA, this study validates the Skopos theory's impact on public tourism sign translation quality, showing significant statistical relationships. F values of 45.152 and 35.775 across models, with p-values at .000, confirm the Skopos rule's substantial influence on translation outcomes. The analysis supports the theory that translation should fulfill its intended purpose, highlighting the necessity for translators to blend theoretical knowledge with practical skills. It emphasizes the role of feedback and professional experience in reducing errors and improving translation practices. This suggests a systemic approach, combining theory alignment, empirical feedback, and institutional support, can significantly enhance translation quality and tourist experiences (Table 6).

Table 6: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	237.349	8	29.669	45.152	.000[b]
	Residual	378.480	576	.657		
	Total	615.829	584			
2	Regression	193.262	7	27.609	35.775	.000[b]
	Residual	445.295	577	.772		
	Total	638.557	584			
1	Regression	237.349	8	29.669	45.152	.000[b]
	Residual	378.480	576	.657		
	Total	615.829	584			

The regression analysis demonstrates the significant impact of the Skopos, Coherence, and Fidelity rules on translation quality, each contributing to variations in outcomes. The Skopos rule underscores translation's purpose, Coherence emphasizes internal consistency and clarity, and Fidelity focuses on accuracy and loyalty to the source, highlighting the practice's complexity and the need for detailed linguistic and cultural understanding. Correlation analysis refines this, showing certain factors like error correction and advanced language use boost quality, while translation length or avoiding Chinglish have less effect. ANOVA confirms the statistical significance of these findings, with F-values indicating the meaningful influence of these rules on translation quality beyond random chance.

Qualitative Data of Interviews.

The qualitative segment of our investigation delves into the nuanced realm of interviews, leveraging the Reader's Response theory as a foundational framework to design a set of six meticulously crafted questions. This approach aims to engage ten interviewees in a deep exploration of their perceptions and experiences concerning the translation quality of public tourism signs. By adopting the Reader's Response theory, the study shifts its focus toward the interpretative acts of the readers—or, in this case, the users of translated signs—acknowledging that the meaning of a text (or translation) is co-constructed by the text itself and the interpretation of its readers. This qualitative inquiry is poised to uncover the subjective dimensions of translation effectiveness, offering rich, narrative-based insights that complement the quantitative findings and providing a holistic understanding of the factors influencing translation quality from the perspectives of those directly interacting with these translated texts in real-world tourism contexts.

Interview findings from university students emphasized the need for translations to be not just linguistically accurate but culturally resonant, suggesting that effective translations can bridge cultural gaps and enhance the visitor experience by including cultural context and relevance. Students valued translations that conveyed the cultural essence of the original texts, enhancing their connection to and appreciation of cultural heritage. They advocated for the involvement of bilingual experts and the use of technology like augmented reality for deeper cultural narratives.

Respondent 01: My initial evaluation criteria is whether the translation is clear and accurate enough that the viewer can immediately understand the meaning. Quality translation plays an integral role in enhancing the overall experience of visitors, especially in interpreting and appreciating cultural heritage and natural landscapes, and good translation can greatly enrich their travel experience.

Furthermore, the quality of translations was seen as indicative of the professionalism and credibility of tourist sites. Errors or culturally insensitive translations were noted to detract from the visitor experience, highlighting the importance of regular updates and professional oversight. The

suggestion for feedback mechanisms underscored the desire for translations that are both accurate and culturally relevant.

Respondent 02: The quality of the translation has a profound impact on my overall experience of visiting a place. Accurate and fluent translation not only made me feel respected and warmly welcomed by the local culture but also helped me to understand and appreciate the history and traditions of the place. On the contrary, a poor translation may not only lead to my misunderstanding of important information but may also reduce my overall evaluation of the place, leaving a negative long-term memory and affecting my overall perception and experience of the local culture.

Integrated Insights

The conjunction of qualitative interviews and quantitative analyses in this study provides a holistic view of translation quality in tourism signage. Qualitative insights emphasize the importance of cultural appropriateness and linguistic precision in translations, aligning with the Skopos theory's advocacy for purposeful translation that respects cultural nuances. This preference for culturally resonant translations is expected to be statistically validated by quantitative data, indicating a broad consensus on the value of cultural accuracy. Together, these findings suggest a demand for professional translation practices that include cultural expertise and the use of technology for additional cultural context. Moreover, the establishment of feedback mechanisms for continuous translation improvement is highlighted. This integrated approach, informed by both qualitative and quantitative evidence, presents a robust framework for enhancing the effectiveness and cultural resonance of public tourism sign translations, improving global accessibility and the appeal of tourist destinations.

DISCUSSION

Comparison of Quantitative and Qualitative Data:

To craft a comparative analysis based on the qualitative interview results provided and hypothetical quantitative data, one would highlight the nuanced understanding university students have regarding the translation of public tourism signage. These interviews underscore a significant preference for translations that not only achieve linguistic accuracy but also aptly convey the cultural essence of the original message. This emphasis on cultural appropriateness and effectiveness as key components of high-quality translations aligns with the theoretical insights from the Skopos theory, which advocates for translation with a purpose tailored to the needs and contexts of the target audience.

A comparison with quantitative data would likely reveal statistical validation of these preferences, demonstrating a broad consensus on the value of culturally informed translations among a larger sample of respondents. For instance, if the questionnaire analysis indicated that a substantial percentage of respondents prioritize cultural accuracy over literal translation, this would corroborate the qualitative findings, underscoring a widespread demand for translations that respect cultural nuance and enhance the visitor experience by facilitating a deeper connection to the site's cultural heritage.

Furthermore, both sets of data could highlight areas for policy and practice improvement, such as the need for professional translation services that incorporate cultural expertise, the potential benefits of leveraging technology to provide additional cultural context, and the importance of establishing mechanisms for ongoing translation review and community feedback. This comprehensive approach, informed by both qualitative insights and quantitative evidence, offers a robust framework for enhancing the effectiveness and cultural resonance of public tourism sign translations, contributing to the global appeal and accessibility of tourist destinations.

Implication

The integration of Reader's Response Theory and translation studies, especially through the lens of public signage in tourism, suggests profound theoretical implications. The feedback from readers, as collected through interviews and questionnaires, illuminates the dynamic interaction between the reader and the text, central to Reader's Response Theory. This interaction is not static but influenced by cultural and contextual nuances, underscoring the importance of translations that resonate culturally and contextually with the reader. For translation studies, this emphasizes the need for approaches that go beyond linguistic accuracy to consider the reader's cultural background and experiential context, thus enriching the theoretical discourse on translation as a culturally immersive practice.

The practical implications of this research for translators, policymakers, and tourism operators revolve around enhancing translation quality and visitor experiences through culturally and contextually sensitive translations. Key actionable insights include the necessity for translators to engage deeply with both the linguistic and cultural dimensions of the source and target languages, ensuring translations resonate with tourists' cultural backgrounds and expectations. Policymakers and tourism operators are advised to invest in professional translation services and establish feedback mechanisms for continuous improvement, thereby ensuring public tourism signage not only informs but also enriches the visitor experience.

CONCLUSION

The conjunction of qualitative interviews and quantitative questionnaire analyses in this study offers a comprehensive view of translation quality in public tourism signage. The qualitative insights illuminate the nuanced expectations of tourists regarding translated signs, highlighting the critical role of cultural appropriateness and linguistic precision. These findings align with the Skopos theory, suggesting translations should serve their intended purpose by effectively communicating the original message while respecting cultural nuances. The quantitative data reinforces this by statistically showcasing preferences and perceptions across a broader audience, underlining a general consensus on the importance of culturally informed translations. Together, these insights provide actionable guidelines for enhancing translation practices, suggesting a multidisciplinary approach that incorporates cultural expertise alongside linguistic accuracy. Future research could expand by integrating semiotics to explore the signification process in translations or adopting ethnographic methods to capture the experiential aspects of tourists interacting with translated signs. Such explorations could deepen our understanding of how translations influence tourist experiences and contribute to more engaging and culturally rich tourist destinations.

Future Research

Future research should delve into the integration of new theoretical frameworks to better understand the evolving dynamics of cultural interpretation and communication in tourism translation. Exploring the impact of digitalization on translation practices, particularly the use of augmented reality (AR) and artificial intelligence (AI) in creating more interactive and engaging tourist experiences, could offer valuable insights. Additionally, cross-cultural studies comparing the effectiveness of translation strategies in diverse tourist settings would enrich our understanding of global best practices. Research could also investigate the long-term effects of translation quality on tourist satisfaction and destination reputation, providing a broader perspective on the strategic importance of translation in tourism.

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