

# Survey and Enlightenment of Translation Talents Demand in Guangdong-Hong Kong-Macao Greater Bay Area

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**Abstract** -- Translation services play a bridging role in international exchanges and cooperation in the Guangdong-Hong Kong-Macao Greater Bay Area. Therefore, studying the need for translation talents is of great significance to promote the development of language services and improve the quality of international cooperation in the Bay Area. This paper analyzes the current situation and changing trend of the demand for translation talents from multiple perspectives through a self-designed questionnaire. A total of 9 translation companies in Guangzhou, Zhuhai and Shenzhen were selected to carry out a questionnaire survey. Through data analysis, this paper examines and analyzes the requirements of the talent market in the Bay Area for translation talents in terms of professional experience, professional competence and professional quality. The findings are as follows: 1. Demands for the post of translators tend to be diversified; 2. The quality of translation talents and professional qualification requirements are gradually standardized; 3. The application of machine translation technology is becoming popular.

**Keywords**- Guangdong-Hong Kong-Macao Greater Bay Area; translation talent; applied talents

## 1 INTRODUCTION

The Guangdong-Hong Kong-Macao Greater Bay Area has obvious regional advantages in international exchanges and cooperation, and its development provides strong support for the enhancement of innovation and competitiveness of the Chinese economy. In international exchanges and cooperation, translation services play a vital role as a bridge between home and abroad. "With the rapid development of technology, the objects, methods, tools and means of translation services have changed."<sup>[1]</sup> "However, for a long time, due to the weak market awareness, the training of talents in colleges and universities in our country is mostly academic oriented, and it is difficult to directly connect with the market."<sup>[2]</sup> An objective analysis of the social demand for translation talents in the Guangdong-Hong Kong-Macao Greater Bay Area will help to "provide the community with double-high and double-strong (high translation and professional quality, strong cross-cultural communication and language service ability) translation talents."<sup>[3]</sup> In addition, the analysis of the current situation of translators provides some enlightenment for the formation of professional quality and career development of translation talents.

Guangzhou is the capital of Guangdong Province, and Shenzhen and Zhuhai are its two special economic zones. They are the main economic pillar of Guangdong Province and have an important influence on leading the economic development of the whole Greater Bay Area. In order to obtain more cutting-edge, effective and authentic information and data, and better understand the current demand for English translation talents in the Guangdong-Hong Kong-Macao Greater Bay Area, this study selects three cities Guangzhou, Zhuhai and Shenzhen as the representatives and investigates the demand for translation talents through the self-made questionnaire--*Questionnaire for Translation Talents in the Greater Bay Area*. The changes in social demand for translation talents will be analyzed mainly from three aspects: professional experience, professional competence and professional quality. In the face of various changes and new trends in the translation industry, how should translation majors, translation job seekers and translation lovers identify the current situation so as to know the challenges and opportunities they face? How will they better adapt to the new demands in the talent market? This study will provide some enlightenment in these respects.

## **2 RESEARCH METHODS**

It is understood that most organizations in need of translation services take the way of translation outsourcing and entrust translation work to translation companies. Therefore, translation companies have the best knowledge of translation talent. In this study, a total of 9 translation companies in Guangzhou, Zhuhai and Shenzhen were selected to carry out a questionnaire survey, and 223 valid questionnaires were collected. The participants were mainly interpreters, operators and human resources management personnel of translation companies. The questionnaire consists of 18 questions, including 10 single choice questions and 8 multiple choice questions. The questionnaire is divided into three categories, involving three dimensions: professional experience, professional competence and professional quality of translation talents, so as to understand the new requirements of the current industry for translation talents.

By analyzing the data collected in the questionnaire survey, this study objectively analyzed the demand for translation talents in the region from three aspects: professional experience, professional competence and professional quality. The analysis of the current situation of professional experience is divided into three aspects: education background, vocational certificates and work experience. The analysis of professional competence is divided into three aspects: professional accomplishment, industry knowledge and technical ability of translation. The analysis of professional quality is also divided into three aspects: vocational ability, innovation ability and professional ethics.

### **2.1 Demands on Professional Experience of Translation Talents**

The market requirements for translation talents are examined from three aspects: education background, qualification certificate and work experience. The rapid economic development of the Guangdong-Hong Kong-Macao Greater Bay Area has brought more and more job opportunities to the region, which has attracted a large number of labor resources. As we all known that the most basic changes of an industry are reflected in the allocation and requirements of human resources for the posts. The translation industry is a highly practical

and professional industry. Therefore, the human resource status of the translation industry has a certain influence on the healthy and sustainable development of the industry. With the rapid development of the information technology era, the translation industry has also undergone profound changes of demand on educational background, vocational certificates and work experience of its employees in the translation industry.

### 2.1.1 Educational background

According to the survey data, 31.8% of translation companies require translation practitioners to have a master's degree, 53.36% require a bachelor's degree, and 14.84% require below bachelor's degree. It can be seen from the data that the translation industry in the Guangdong-Hong Kong-Macao Greater Bay Area has increased requirements for academic qualifications. The proportion of enterprises that regard bachelor's degree as the minimum requirement for translation talents has increased, and translation talents trained in formal higher education have become a trend. As far as any mature professional field is concerned, an important sign of its professionalization is to put forward certain requirements for the relevant academic qualifications or certificates of the practitioners. As the social and economic environment continues to change, people's thinking continues to improve, and the overall academic qualifications of the society have been improving. Therefore, the academic structure of the relevant talents in the post has also changed.

**Table 1** Educational Background of Translators

Certificate	Number	Percentage
Doctor's degree	0	0%
Master's degree	71	31.8%
Bachelor's degree	119	53.36%
Below bachelor's degree	33	14.84%

### 2.1.2 Qualification certificate

In such a highly specialized profession as translation, relevant qualifications are essential. According to the survey, 82.95% of the practitioners have obtained Certificate of China Accreditation Test for Translators and Interpreters (CATTI) or TEM-8 certificate. Professional certificates are the stepping stones to enter the translation industry.

**Table 2** Requirement on Qualification Certificate

Certificate	Number	Percentage
CATTI-HIGHER	29	13%
CATTI-VANTAGE	89	39.91%
TEM-8	67	30.05%
OTHERS	38	17.04%

### 2.1.3 Work experience

In the recruitment requirements of translators, work experience is generally required. 73.99% of translators are required to have 1-5 years of work experience, but most of them are required to have 1-2 years of work experience (62.78%). In this rapidly developing economic environment, most language service industries have relatively low requirements for working life, and their employees are mostly young and highly mobile. It can be seen that the experience threshold for translators in the Guangdong-Hong Kong-Macao Greater Bay Area is not that high, indicating that there are more and more opportunities for graduates and young translators.

**Table 3** Requirement on Work Experience

Years of service	Number	Percentage
More than 5 years	6	2.69%
3 to 5 years	25	11.21%
1 to 2 years	140	62.78%
no requirements	52	23.32%

## 2.2 Demands on Professional Competence of Translation Talents

The dimension of professional competence of translation talents mainly focuses on three aspects: knowledge of language and culture, industry knowledge and ability of translation technology. “First of all, the cultivation of translation talents is not only the cultivation of language ability”.<sup>[4]</sup> As a professional translator, it is very necessary to constantly seek knowledge and continuously improve one's own professional knowledge reserve. Furthermore, with the frequent international exchanges and the popularization of artificial intelligence, translation technology for high-efficiency and high-quality translation is becoming a new development trend. The translation service industry is concerned with the practical skills of workers, the use of various translation tools. The requirements for extensive professional and cross-professional knowledge have also been continuously improved.

### 2.2.1 Knowledge of language and culture

According to the survey data, from high to low, the translators' professional qualities that enterprises value are high level of foreign language (83.85%), cross-professional knowledge (70.24%), strong awareness of local culture (63.67%), high level of Chinese (56.5%), strong cross-cultural communication ability (52.91%) and outstanding memory (41.25%).

From the above data, it is not difficult to find that translation practitioners should not only have strong foreign language ability, but also have cross-professional knowledge. What is more noteworthy is that local cultural awareness and Chinese proficiency are also highly valued indicators by enterprises, which is in line with the national strategy of “China going global”. The translation major undertakes the national mission of “telling Chinese stories well”.

Broad knowledge of language and culture and solid bilingual skills are the basic skills of translation. The translator must be a true cultural person. First of all, translators must master two languages. But translators cannot really master the language without understanding the social culture in the language. Therefore, translators should not only need to have a deep understanding of foreign cultures, but also a deep understanding of the national culture. And more importantly, they have to constantly compare the two cultures. Because during the procession of translating, translators needs to deal with individual words, and also faces two major cultures.<sup>[5]</sup>

What Mr. Wang said vividly summarizes the relationship between translation and culture. Abundant encyclopedic knowledge and common sense are the prerequisites for the translator's understanding of the original text and the final expression of the target text.

**Table 4** Requirement on Translator's Knowledge of Language and Culture

knowledge of language and culture	Number	Percentage
High level of foreign language	187	83.85%
Cross-professional knowledge	59	70.24%
Strong awareness of local culture	142	63.67%
High level of Chinese	126	56.5%
Strong intercultural communication skills	118	52.91%
Outstanding memory	92	41.25%

### 2.2.2 Industry knowledge

Translation activities in the Guangdong-Hong Kong-Macao Greater Bay Area are mainly involved in manufacturing, game localization, public utilities, finance, medical care, service industry, education, transportation, agriculture, forestry and animal husbandry. This shows that translation practitioners need interdisciplinary knowledge in order to adapt to the trend of the translation field towards industry segmentation.

Students must have a background in management, industry, etc. Training requirements for translators should reflect the requirements of practical orientation mainly based on professional standards, which can not only enrich the translation knowledge system, but also provide more options for the future employment direction of graduate students. Therefore, in the learning process, students will have the spirit of interdisciplinary integration. In the process of research and cultivation, the cultivation of learners' interdisciplinary consciousness is indispensable.

**Table 5** Requirement on Industry Knowledge

Industry knowledge	Number	Percentage
Manufacturing	98	43.94%

Game Localization	58	26%
Public utility	56	25.11%
Financial sector	53	23.76%
Medical field	50	22.42%
Service industry	46	20.62%
Education	33	14.79%
Transportation	23	10.31%
Agriculture, forestry, animal husbandry	16	7.17%

### 2.2.3 Ability of using translation technology

In the question of whether machine translation tools can improve translation efficiency, 86.54% of respondents agree that machine translation can improve translation efficiency. In the question “Is it necessary to learn machine translation tools?”, 98.2% respondents think it is necessary to learn how to use machine translation tools.

Previously, most people associated machine translation with stereotypes like “stilted expression” and “porous language”. However, with the development of artificial intelligence, computer and information technology have brought great changes to the language service industry. Compared with traditional manual translation, Computer Aided Translation (CAT) has incomparable advantages, improving the efficiency and quality of translation.<sup>[6]</sup>

With the continuous progress of artificial intelligence and the continuous expansion of the corpus, the quality of machine translation has gradually improved. Machine translation has played an auxiliary role for most of the practical manuscripts, which is reflected in the preliminary processing of manuscripts, reducing part of the reading time and input time, etc. It can be seen that the development of machine translation technology has been closely following the development of disciplines such as computer technology, information theory, and linguistics. Computer Aided Translation (CAT) is to store the translated text content through the database function. In the subsequent translation work, the computer memory is used to directly provide the data stored in the computer for the translator as a reference. This function plays an extremely important role in commercial application translation, effectively reducing the cost of translation in this field. Coincidentally, in the *Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area*, it is mentioned in the cultivating new advantages of international cooperation to deepen cooperation with countries along the "Belt and Road" in infrastructure interconnection, economy and trade, finance, ecological and environmental protection and other fields.

**Table 6** Whether Translation Tools Can Improve The Efficiency of Translation

Attitude	Number	Percentage
Couldn't agree more	72	32.29%

agree	121	54.26%
In general agreement	30	13.45%
Disagree with	0	0%

**Table 7** Necessity of Learning Machine Translation Tools

Attitude	Number	Percentage
Very necessary	92	41.26%
necessary	127	56.95%
Not necessary	4	1.79%

### 2.3 Demands on Professional Quality of Translation Talents

The dimension of professional quality of translation talents mainly focuses on three aspects: occupational ability, innovation ability and professional ethics. In today's world, economic and social development is increasingly dependent on innovation in theories, systems, technology and other fields. New advantages in international competition are increasingly reflected in innovation capabilities. Whoever takes the lead in innovation will have the initiative to lead development. The Guangdong-Hong Kong-Macao Greater Bay Area has obvious regional advantages and an excellent background for gathering innovative elements. Guangdong, Hong Kong, and Macao have outstanding technological research and development as well as transformation capabilities, and the attractiveness of innovative elements is pretty strong. Translation jobs are also changing with the times.

#### 2.3.1 Occupational ability

In this survey, a total of five professional abilities of translators are investigated. The results of the survey from high to low are: coordination capacity 88.41%, communication skill 80.26%, learning ability 74.88%, strain capacity 63.67%, information technology capability 59.15%. The top two important indicators of "coordination capacity" and "communication skills" indicate that the current translation industry attaches great importance to the team spirit of translators in their work. In the face of the ever-changing translation industry, learning ability, strain capacity and information technology capability are also important occupational abilities for translation practitioners.

Therefore, translators in the Guangdong-Hong Kong-Macao Greater Bay Area should not seal themselves up and just keep working and working. At present, when a translation work is running, translator should also coordinate the overall situation, give full play to the spirit of teamwork, and try their best to make effective communication with the leaders and colleagues around them when there is any need about work and learning. In this way, translators can give more play to their own advantages and strive for maximizing the work benefits.

**Table 8** Requirements on Occupational Ability

Ability	Number	Percentage
Coordination Capacity	206	88.41%
Communication Skill	179	80.26%
Learning Ability	167	74.88%
Strain Capacity	142	63.67%
Information Technology Capability	123	59.19%

### 2.3.2 Innovation ability

As for the survey on the innovation ability of translation practitioners, all respondents agree that translators need to be innovative. Among them, 36.77% hold that innovation capability was “very needed” and 63.1% “needed”. It can be seen that the Guangdong-Hong Kong-Macao Greater Bay Area with strong innovation capability needs talents from all walks of life to make continuous progress and innovation, and translation practitioners are no exception.

It is not difficult to find that the “status” of innovation ability is gradually increasing. The reason is not that difficult to find. It is precisely because in contemporary society, innovation ability is the core of economic competition. The competition in today's society is not so much a competition for talent as a competition for human creativity. This is in line with the development plan Outline of the Guangdong-Hong Kong-Macao Greater Bay Area, which clearly states that it wants to become an “international technological innovation center with global influence”. It can be seen that innovative translation talents play an indelible leading role in the innovation and development of translation activities in this region.

**Table 9** Requirement on Innovation Ability

Level of Need	Number	Percentage
In great need of	82	36.77%
Need to be	141	63.23%
No need	0	0%

As to the question of “What innovative abilities should translators haven?”, 90.13% of the respondents chose “innovation in translation skills” and “innovation in project management 78.92%. In this era of emphasis on innovation, the innovation abilities of translators focus on innovation in translation practice, while the innovation of translation theory is not very important. This shows that translation is a profession that attaches great importance to the innovation of application ability.



**Table 10** Innovation Abilities

<b>Innovation Abilities</b>	<b>Number</b>	<b>Percentage</b>
Innovation of Translation Skills	201	90.13%
Translation project management innovation	176	78.92%
Translation theory Innovation	27	12.1%

### 2.3.3 Professional ethics

Every professional activity has a code of conduct that its employees should abide by, and the translation service industry, as a highly professional industry, is of course no exception. According to the *Code of Professional Ethics and Code of Conduct for Translators* issued by the China Translators Association in 2019, the basic principles that translators should follow include correct attitude, professional competence, faithful interpretation, neutrality, confidentiality, compliance with contracts, cooperation, proper use of technology and self-improvement. That is to say, excellent translators should also have the professional ethics of love, dedication, responsibility, time consciousness and sense of confidentiality.

In view of the professional ethics that translators should follow, this survey mainly investigated six aspects: dedication spirit, sense of responsibility, self-motivation, time consciousness, confidentiality awareness and work efficiency. Among them, sense of responsibility accounts for the highest proportion (94.17%). It can be seen that an excellent translator should uphold the professional spirit, be responsible for the quality of his translation work, and consciously maintain the reputation and dignity of his translation duties. Time consciousness (91.03%) and work efficiency (87.89%) comes after the sense of responsibility, indicating that translation services should be based on the requirements of customers and meet the reasonable requirements of customers on time and with good quality.

**Table 11** Requirement on Professional Ethics

<b>Professional Ethics</b>	<b>Number</b>	<b>Percentage</b>
Sense of responsibility	210	94.17%
Time consciousness	203	91.03%
Work efficiency	196	87.89%
Confidentiality awareness	184	82.51%
dedication spirit	169	75.78%
self-motivation	143	64.12%

### **3 ENLIGHTENMENT**

With the continuous expansion of China's foreign trade and frequent economic exchanges between China and foreign countries, the translation industry has received more and more attention. The translation market will continue to expand, and the translation industry will develop in the direction of standardized management and professional talent training.

#### **3.1 The demand for translation talents tends to be diversified**

In the past, the translation service industry was in its infancy, and the needs and requirements for translators were relatively simple and vague. With the continuous progress of society, the needs of all walks of life are gradually diversified. In the current market environment, translation activities are no longer limited to fields such as diplomacy, and demand for translators is no longer limited to language conversion ability. More and more industries are "bringing in" and "going out". National strategies, new fields, new things and new perceptions have stimulated the new demand for translation service jobs. In this respect, translators should not be restricted by the traditional translation requirements, but should conform to the general trend and constantly put forward new requirements for their own professional and comprehensive abilities. The market favors "cross-professional" translators. "Interdisciplinary" means that graduates need to possess knowledge or skills in more than one discipline or specialty. Compound talents should meet the market's diversified needs of "knowledge integration, compound ability and comprehensive quality". But looking back, the translation industry was given the stereotype of "sitting in an office". From a layman's point of view, translators don't need to communicate much with others. However, it is not difficult to find that "extroverted translators with strong language expression ability and strong communication ability"<sup>[7]</sup> is becoming more and more popular among enterprises. Therefore, in the face of such a constantly changing demand mechanism, one of the most important goals of translators is the diversification of knowledge structure.

#### **3.2 Professional qualification requirements are gradually standardized**

According to the European language Service industry certification standard *Translation Services - Translation Service Requirements*, translators should have at least six professional abilities, namely translation, language, research, cultural, technical and professional ability. The gradual increase in the threshold of translation posts is a strong guarantee for the healthy and sustainable development of translation services.

To build a world-class city cluster is the grand goal of the Guangdong-Hong Kong-Macao Greater Bay Area, which determines that all aspects of its development should not be taken lightly. As a bridge of external communication, translation undoubtedly needs strict quality control and working standards. Examples of misunderstandings and losses due to unprofessional translation abound. In view of this, the survey data and results show that at present, the translator's quality is constantly improving. In the past, due to the negative impact of exam-oriented education, most college graduates only unilaterally and sincerely want to get a certificate for the purpose of verifying and upgrading their academic qualifications, thus ignoring the real requirements of professional industries for talents. In this way, the translation industry has an illusory appearance, and it is difficult to guarantee the quality that the market really needs. Recruiting new translators takes too much time to adapt to professional standards,

leading to confusion in the translation service industry. Therefore, it is not enough to cultivate students' translation ability only. In order to achieve the goal of cultivating qualified professional translators, we must pay attention to the cultivation of translators' abilities in all aspects. Therefore, in order to adapt to the new requirements, translators should also shape themselves according to professional norms while shaping themselves. We should not only improve our educational background and hold professional certificates, but also accumulate more work experience in continuous practice to become first-class high-quality translation talents.

### **3.3 The application of machine translation technology is becoming popular**

In 2005, foreign scholars Jekat Susanne and Gary Massey mentioned in her book *The Riddle of Translation Skills* that the special concepts of E-Learning and computational linguistics should be integrated into the training of future translators.<sup>[8]</sup> With the increasingly frequent communication in the international community, traditional manual methods are far from being able to meet the rapidly growing demand for translation, and people's demand for machine translation is also increasing unprecedentedly. Advanced information technology has provided the technical basis for the current translation posts, opened up the prospect of technological development, and provided unlimited possibilities for the further development of the translation industry. Machine translation has ushered in new development opportunities.

The use of computer aided translation has grown from a dispensable role to its present indispensable position. There is no denying that computer-aided translation can help translators complete their translation work with high quality and high efficiency. As a new generation of translation talents, translators should keep up with the pace of scientific and technological information age, put aside their inherent views on traditional translation work, and pay attention to language technology courses while learning professional knowledge of translation. While focusing on technical writing, film and television subtitle translation and other courses, students should strive to learn basic language technology courses such as corpus technology, computer programming and natural language processing. In addition, “the examination of technical competence in translation shall be added in the national qualification examination for translators.”<sup>[9]</sup>

## **4 CONCLUSION**

With the significant improvement of the comprehensive strength of the Guangdong-Hong Kong-Macao Greater Bay Area, the strong combination of cities in the region has brought many benefits to all walks of life, but also continuously put forward new requirements for the development of the industry. In this situation, the translation service industry is undoubtedly undergoing changes in all aspects, and the market has produced new changes in the demand for a new generation of translators. Through this survey, it can be found that:

Although the industry threshold of translation service industry has changed greatly, the requirements for translators' educational background and work experience are on the rise. In other words, the translation service industry tends to favor more and more highly educated and experienced translators;

The recruitment requirements for translators have been improved, and the comprehensive quality of translators has been continuously improved. That is to say, compound translators are more able to stand firm in the workplace;

Influenced by the development of information technology and technological innovation strategies, translators should not only have a good knowledge of language and culture, but also have a sense of self-cultivation of innovation, master the flexible use of various translation skills. In other words, the demand for the new generation of translators tends to be innovative and technical.

To sum up, the Guangdong-Hong Kong-Macao Greater Bay Area is in urgent need of interdisciplinary, innovative and technical professional translators. In the process of training translators and the construction of translation major, universities should establish “a market-oriented language service personnel training mechanism”.<sup>[10]</sup> Universities should closely track the changes in the market demand for talents and timely adjust the talent training program, so as to help the students walk more steadily and faster on the road of translation career after graduation.

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