

TOURIST TRANSLATIONS AS A MEDIATION TOOL: MISUNDERSTANDINGS AND DIFFICULTIES

Isabel Durán Muñoz
Universidad de Málaga
iduran@uma.es

Abstract: This work pretends to emphasize the mediation role of translation in the tourism sector and the necessity of high-quality translations to reach an appropriate communication process with tourists. This paper will then highlight the importance of adequate translations of tourist texts and the multiple difficulties of this specialized language, especially regarding cultural elements, and also it will show some frequent linguistic and pragmatic mistakes found in tourist texts. Likewise, the importance of tourism nowadays brings us to establish a series of possible solutions to improve the quality of this kind of specialized translations so as to ensure a good relationship between source and target cultures.

Keywords: tourism, mediation tool, professional translator, misunderstanding, competence.

Introduction

Translation is one of the most important fields in which mediation is present, and its importance as a mediation tool between languages and cultures in the 21st century cannot be underestimated. Translators must then fulfil two different requirements regarding this mediation aspect: on the one hand, they must be linguistic mediators between languages; and on the other, cultural mediators between different cultures, which requires both a wide linguistic knowledge as well as a wide cultural knowledge. In this context,

translators must be aware of these cultural elements and of asymmetric aspects between languages in order to efficiently adapt the translation to the target culture. By reaching this aim, the translator will bring the target reader closer to the original text; he will transfer the original message and maintain the function established by the commissioner.

In general, all type of specialized translations make possible this contact between cultures, but in some of them this contact is found more often, and closer, than in others. For instance, tourist translation, community interpreting or social interpreting include a higher degree of cultural references in their contents as they serve as a cultural link to their users.

In order to guarantee good quality in any type of professional translation, the European Standard for Translation Services (EN-15038), published by the European Committee of Standardization (CEN), has elaborated a European norm that must be followed by professional translators. According to the recent norm, professional translators should have the following competences when translating: “translating competence”, which comprises the ability to translate texts to the required level; “linguistic and textual competence in the source language and the target language”, which includes the ability to understand the source language and translate it into the target language, by following its textual conventions and rules; “research competence”, which refers to the ability to efficiently acquire the required linguistic and specialized knowledge to understand the source text and to produce the target text; “cultural competence”, which includes the ability to develop suitable strategies for the efficient use of the information sources available; and “technical competence”, which comprises the abilities and skills required for the professional preparation and production of translations.

All these competences included in the mentioned norm ensure a more efficient and precise translation, i.e., the consecution of these competences by translators ensures a high level of translation quality and thus, an optimal communication with the target audience.

In our study, we will focus on tourism as a specialized language in which cultural and linguistic mediation is always present in a high degree, and we will try to emphasize the necessity of higher-quality translation in this sector.

Tourist translation as a mediation tool

Tourism is an activity which involves the direct contact between cultures and all that this includes (folklore, customs, gastronomy, etc.) and therefore, tourism language is considered here as a joint element between tourists and the place they are visiting and their cultures. In this context, tourist translation becomes indispensable, since tourists come into contact and get to know a country by reading and consulting tourist texts, such as brochures, tourist guides, advertisements, etc. This fact makes essential the quality of these genres and hence, good quality translations are highly required to guarantee a full comprehension and communication between the destination and real or potential tourists.

Translators must transfer information that may not exist in the target culture in a very attractive way, so as to attract tourists to the target destination. By doing so, translators become intercultural mediators and play an important role in the tourist sector. Likewise, translators must meet all the translation competences that we have seen before, that is, “translating competence”, “linguistic and textual competence in the source language and the target language”, “research competence”, “cultural competence”, and “technical competence” (see section 1).

In this sense, translators must keep the essence of the source text, its content, its function, its cultural references, and at the same time they must approach the translation to the target audience, by making the content comprehensive, promoting the destination and making it closer to them.

However, this quality is not always achieved, and tourist translations often present a lack of professionalism and expertise as we will see later on. The immediate consequence that arises from this fact is that tourists are not permitted to perceive the country as it is and thus, they create themselves a wrong idea about it. In Spain, for example, it is easy to find tourist translations in a bad quality, either because of terminology, spelling, comprehension mistakes or misadaptation, which provokes misunderstanding and comprehension problems.

1. Tourism as a specialized discourse

Tourism discourse has recently started to be investigated from a linguistic perspective and also to be considered as a specialized translation. This is basically due to two main features: on the one hand, its interdisciplinarity, that is, this field is highly influenced by other disciplines (geography, economics, history, and sport, among others) and employs their terminology very frequently; and on the other hand, its level of specialization, i.e., the recipients of tourist texts are usually non-specialists in the field, what makes the discourse to be close to general language and then, very low specialized. These features have provoked that the tourist discourse had not been considered as a specialized discourse until very recently.

Calvi (2005: 33) summarizes the aforementioned about the language of tourism as followed: “un linguaggio dalla fisionomia sfuggente” which does not have a well-defined content and clear functional boundaries as it is influenced by a vast range of disciplines like history, geography, art, etc. and encompasses different communicative functions (informative, persuasive, argumentative).

As other relevant authors (Calvi 2000, Dann 1996, Kelly 1997), we defend that tourism language shows some particular lexical, syntactic and textual features which justify its inclusion

as a specialized discourse. And, therefore, we do not find any justification to consider it part of general language, despite its low-medium level of specialized terminology, nor to consider it part of other specialized languages, in spite of being greatly influenced by other disciplines as mentioned before. Thus, language of tourism must be definitely considered an independent specialized language which presents its own features and terminology.

In a specialized discourse, terminology is the most visible feature. It is mainly through lexis that a particular specialized language can be set apart both from general language and from other specialized languages. As Hoffman (1998) proposes, specialized lexicon can be divided into three different categories: the first category refers to specific vocabulary, i.e. highly specialized terms (e.g. late-perpendicular architecture, in the tourist field); the second one makes reference to common specific vocabulary, i.e. common words which have been subjected to semantic restriction (e.g. package tour or travel agency, in the tourist field); and the third one is general vocabulary, i.e. common words which have not been subjected to semantic restriction (e.g. hotel or restaurant, in the tourist field).

In tourist texts, we can find Hoffman's three different categories. However, the vast majority of specific vocabulary found in tourist texts (brochures, guides, leaflets, etc.) belongs to the many disciplines which characterize it (history, geography, art, etc.). In the following example, we see instances of highly specialized vocabulary:

The Henry VII Chapel, in the easternmost part of the abbey, is an outstanding example of **late perpendicular architecture**, with spectacular **circular vaulting** on the ceiling. The wooden **choir stalls** are carved with exotic creatures and adorned with colourful **heraldic flags**. (*Lonely Planet London* 2004: 126).

Apart from the highly specialized terminology used in this short fragment, we can also observe some of the most common features in tourist language: firstly, the use of positive adjectives to give beauty and distinction to the text (*outstanding, spectacular, exotic, colourful*); and secondly, the use of superlatives, either with adjectives or with the morphological form (*the most easternmost*), is very high. For instance, *Windsor Castle is **the oldest and largest occupied castle in the world.*** (Windsor Castle – leaflet).

There are also other features in the language of tourism. Another common feature of this type of discourse is the very careful lexical choices of keywords as *away, adventure, dream, imagination, pleasure, escape* to comply with the tourist's expectations about holidaying. Also, the use of keywords referring to one of the following psychological themes is very present in tourist texts: romanticism, regression, rebirth; happiness, hedonism, heliocentrism; fun, fantasy, fairy tales; sea, sex, sun, socialization, since there are positive thoughts and feelings. Other features of this discourse are the use of a technique called *linguaging* (Potter in Dann 1996: 183), which refers to the use of foreign and invented words in tourist texts to induce a sense of exotic feeling in the tourist; and the use of cultural references, called *realia* (*chiringuito, gazpacho*, etc.), which do not have any equivalent in the target language. Other frequent techniques used in this kind of texts are the comparison, the testimony, and the humour, which are employed (again) to attract potential tourists and make them real tourists.

Regarding the syntactic features of this specialized discourse, there are some very common elements that are mostly present in tourist texts. Among others, we can find the following ones:

- nominalization (e.g. when you arrive at the hotel > upon arrival at the hotel),

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- the use of passive forms (e.g. the tour guide will show you all the major sights of the city > you will be shown all the major sights of the city)
 - imperatives, in order to urge the tourist to avail him/herself of the opportunities which are on offer (e.g. To taste genuine food, go to one of the local open-air street markets).
 - the use of present and past participle instead of full relative clause as premodifier (e.g. the little town which is charming > the charming little town; one of the churches which is most fully decorated > one of the most fully decorated churches),
 - the use of the present simple tense, in order to make the time of the holiday seem still and everlasting. (e.g. Standing alone in the vast empty tract of the Salisbury plains and with origins dating back nearly 5,000 years, Stonehenge remains a place of wonder and mystery (*Bath, Windsor & Stonehenge* – brochure)
 - transformation of the verb of the relative clause into a present participle (e.g. the three tiers of frescoes which represent the life of Mary > the three tiers of frescoes representing the life of Mary)

With reference to the functions employed in the language of tourism, the referential or informative function is always the main function, as in other specialized languages, since the objective of tourist texts is to inform and describe a country, a region, a community, etc. However, we must keep in mind that tourism uses language to manipulate reality, and as Dann (1996: 2) states, its major aim is “to persuade, lure, woo and seduce millions of human beings, and, in so doing, convert them from potential into actual clients’ place into a tourist destination”. According to

this statement, the other predominant function in tourist texts is persuasive or vocative function. This function, at the same time, is accompanied by other secondary functions here: expressive function, conative function, and poetic function, which are also present in some tourist texts. All these functions are expressed through the lexical and syntactic techniques indicated above, but also by using pictures, photos, symbols, etc., that is, non-linguistic or non-verbal elements.

These non-linguistic elements play an important role in tourist texts, and also hold a persuasive function, and even a poetic function. They are essential elements for persuasion, attraction, seduction, etc. and are often considered to be the trigger elements to tourists when deciding where to go or what to visit before and during the visit. Due to this, they should not be undervalued when writing the source text, and even less when translating.

In the following examples taking from tourist brochures and leaflets, you will find most of the features we have commented above.²

Enjoy smooth music as well as a smooth beer at this laidback local hangout. The unusual pub grub includes a selection of authentic Thai dishes. Just off the bustling shopping area, it attracts a trendy but unpretentious and welcoming crowd.

Andalucía posee una riqueza cultural que te transporta a la más temprana antigüedad, con importantes yacimientos arqueológicos, legado de las distintas culturas y civilizaciones que se asentaron en esta bonita y rica tierra del sur de España.

Just as examples, in these four paragraphs we observe the frequent use of positive adjectives (*smooth, trendy, welcoming, unpretentious, authentic, bonita, rica*, etc.), the use of present simple tense and imperatives, descriptions, the poetic and persuasive functions, among other common features.

All these lexical, syntactic and functional features make us consider the language of tourism a specialized discourse in its own and then, different and independent from other specialized languages.

2. Communicative situation and tourist expectations

Apart from linguistic and non-linguistic features, tourist texts are also characterised by the communicative situation. That is, there are influenced by the author, the audience, the channel, the mode, etc., which determine the level of text specialization, in the same way as other specialized languages. This statement is clear and we all agree with this. However, content in tourist texts can considerably be changed when translating due to the differences which lie in the reader, and their experience and knowledge. Let us imagine a text written to promote tourism to the city of Córdoba. The information required by a Spaniard from Madrid regarding the city, taking into account their knowledge, education and background is not as substantial as that required by a foreigner. On the other hand, having the basic knowledge of history and other cultural aspects, it is probable that the Spaniard would like to receive more detailed information regarding specific events, places or people. On the contrary, this would probably constitute an information overload for the foreigner. That is, it is not simply a case of the foreign visitor requiring more explicit information, but also of the foreigner requiring that information to be dosified in some way to prevent an overload which would lead to a breakdown in communication. In this sense, translators need to adapt the source text to the target audience and culture so as to elaborate a text regarding the communicative situation in which the target text is to be used.

This adaptation responds not only to the need to fulfil the informative and persuasive functions of the text, but to the need to meet reader' expectations regarding the text they are about

to read. Tourists' expectations make reference to content and to style, and come mainly from the reader's knowledge of text conventions in their own language and culture. For example, in the case of Spanish and English, there is a more emphasis given in Spanish texts to history, architecture, art history, and more emphasis in English to practical information (opening times, telephone numbers), etc. Also avoiding taboo elements or words could be considered part of the translator's task as an expert in intercultural mediation (Kelly 1997: 36).

Regarding style, also there are some differences between languages and cultures. For instance, Spanish tends to be more formal and less colloquial than English, as well as Spanish texts employs more poetic structures and description than English ones. All this makes English and Spanish texts be different from a style viewpoint.

These differences between source and target cultures make translator question themselves whether to reproduce the source text conventions or opt for the target text conventions. As Kelly (1997: 37), we declare ourselves «targeteers» and thus, we believe that the more the target cultural conventions prevail, the more successful translation are and the more success is achieved during the communication process.

Apart from the linguistic or stylistic differences that a translator may encounter during the translation process, there are other constraints that must be taken into account. One of the main constraints refers to publication of the same text (leaflet, brochure) in different languages (multilingual or bilingual editions) at the same time, with the same photographs, and the same space for the text. These types of edition require the different language texts to be of similar length, and to be relevant to the pictures printed. This sometimes becomes very hard to achieve, since languages do not present the same length when explaining something and, as we have seen above, some visitors need more information than other, or at least presented differently.

Another important constraint makes reference to the extra information that a tourist text of any nature should include so as to facilitate identification when visiting a place. For example, when visitors are walking around the city, town, museum, etc. they will find visual information in the source language and thus, they have to identify what they mean. Therefore, it is important to provide information about signs, food, roads, streets, etc. in the source language by including the source terms and, if possible or required, the translation equivalent, to permit the visitor to recognise this kind of information.

3. Breakdown of communication in tourist translations

As we said above, tourists come into contact with a town, a region, a country by reading and consulting tourist texts (tourist brochure, leaflet, guide book), and it is often the case that tourists receive their first impression from a translation of these texts. With the complexity of the language of tourism, the need for language experts in this field is evident and thus, growing steadily. We need experts that can create effective promotional materials to achieve success in a field characterized by keen competition. At the same time, we need professional translators that can translate efficiently these tourist texts and ensure a good communication with tourists.

Tourist texts present several difficulties that are based on the features that we have seen before. Nevertheless, the major problem in translating tourist discourse is due to its cultural content. This type of texts describes and informs about other cultures and therefore, their main difficulty is to introduce a reality (being a city, a country, a type of food, etc.) to a person who may have never heard of it. Also, we often find words or concepts that do not exist in other cultures, so called *realia*, what makes translators employ different techniques with the aim at transferring the original meaning to the target audience and thus, to solve the problem.

Apart from that main problem about *realia*, the translation of tourist texts also present other difficulties related to cultural aspects. In our opinion, the cultural problems that present tourist texts would not exist if translators had an adequate level of knowledge about the cultures involved, source and target cultures. However, translators who translate tourist texts are not trained to do so and lack cultural knowledge so as to offer high-quality translations. Contrary to what happens to other specialized translations, most of translators in the tourism domain are not professional and therefore, they do not have the competences required by the European norm EN-15038.

Also, clients usually order translations to non-professionals, sometimes with a limited knowledge of the target language and no specific training in translation or domain-specific languages, who accept low fees and produce quick translations.

The choice of non-professional translators to translate tourist texts is mainly due to the fact that the language of tourism is not considered a specialized discourse. This is the idea behind all orders to translate tourist texts: anyone can do it because it is very easy. Besides, economic and time constraints are also very important in this type of work, and they limit the level of quality of translation results. These three elements together provide detrimental to translation of tourist texts.

Following with the problems that can be found in tourist texts and that can cause translation mistakes, we have to mention another cultural difficulty: translation equivalents of proper names (people, museums, institutions, typical dishes, customs, festivals, etc.).

The translation of proper names is controversial and of high difficulty, since every language treat them in a different way and there is no a unique rule to translate them. For example, nowadays in Spanish we just translate proper names of kings and queens (*Elisabeth II*, in English = *Isabel II*, in Spanish) and popes, but before we used to translate all proper names (*Karl Marx*, *William Shakespeare*, etc.), either artists' names or kings. In German

happens the same as in Spanish, but in English, they are usually kept as they are (*the King Juan Carlos I*, for example, in Spanish) (cf. Seibel 1994: 280). However, these rules are never absolute and translators always have to look for the correct information before applying it.

Regarding typical dishes, festivals, places, etc. the translator must look for an adequate solution according to the text function, its audience, and the media, in order to maintain the same message as in the original text and to correctly transfer it to its target audience. This is considered a very important matter, since the target audience must understand the text in order to do, go, buy or whatever the aim of the text be. In case the audience did not understand the text, the function would be broken and therefore, its aim would not be fulfilled and the communication would fail.

Place names are also proper names, but they cause a diverse difficulty, since there is no rule to translate them. We can find some equivalents in other languages that are used nowadays (*New York*, in English = *Nueva York*, in Spanish; *Sevilla*, in Spanish = *Seville*, in English), but also we can find equivalents that are not used any more (*Neu-York*, in German). In this sense, not all place names are adaptable neither the adapted ones are always easy to recognise.

Stylistic conventions also differ from one language to another and hence, translators have to know discursive, syntactic and textual conventions to obtain an optimal result. In the following fragment, taken from the official site of the Italian Agenzia Nazionale del Turismo,¹ we can observe several examples of misadaptation and lack of nativeness:

(Italian) Dove dormire in Italia? Esiste solo l'imbarazzo della scelta. Agli oltre trentatremila alberghi, disseminati in ogni località, si aggiungono altri trentacinquemila indirizzi di campeggi, alloggi agrituristici, bed & breakfast, ostelli per la gioventù, alloggi privati e così via.

(English) Where to sleep in Italy? There is only an embarrassment of choice. In addition to more than thirty thousand hotels located in every part of the country, there are an additional thirty five thousand addresses of campsites, country farmhouses, bed and breakfasts, youth hostels, private accommodation and so forth.

The translator transferred Italian discursive and linguistic features into the target text, instead of adapting the message to the target culture. Due to this, the translator maintains the non-personalisation of the original text, i.e. lack of first and second person pronouns; he uses a heavy style, with long and complex sentences, and writes syntactic oddities (e.g. *There is only an embarrassment of choice*), and his lexical choices are influenced by the Italian version. In short, the example above exhibits clumsy language with signs of non-nativeness due to interference and non-adherence to the stylistic conventions established for tourist texts in English.

Pragmatic problems related to lexical choices are also found in tourist texts and are a frequent source of translation mistakes. Consider the next example, taken from the site of The Lodge Hotel:

(English) The Lodge Hotel Edinburgh is owned and managed by Jean and Steve de Roeck with the help of a small, dedicated staff.

(Italian) Il Lodge Hotel di Edimburgo è gestito da Jean e Steve de Roeck con l'assistenza di un ristretto numero di collaboratori fedeli e cordiali.

The meaning assigned to *Dedicated staff* in the English version is not the translation equivalent to the Italian version *fedeli e cordiali*. In fact, a more correct and natural translation should have been *uno staff attento alle esigenze dei clienti*. In this sense, the translator must be very careful with the choice of their lexical units and

collocations, since they can give a wrong meaning to the message and then, a misunderstanding and a communication breakdown.

Also, we can find some information loss due to retention of Spanish term in the next example, taken from the bilingual English/Spanish promotional web page *Hotel Rural La Morada de Juan de Vargas*:²

(Spanish) quienes caminen por sus calles podrán descubrir su rico pasado y disfrutar de la belleza singular de su **Plaza Mayor**, presidida por la imponente **Iglesia de San Andrés**, del barroco con pervivencias renacentistas de la fachada del **Hospital de Santiago**, del magnífico patio formado por gruesas columnas que se esconde en el interior de la **Alhóndiga**, actual sede de la Casa de Cultura, del soberbio pórtico neoclásico de la *Casa del Arco*, o del precioso patio con pilares de la **Casa de los Estudios**.

(9) (English) (...) Undoubtedly those who strolls through its streets will discover its rich past and enjoy the unrivalled beauty of its **Plaza Mayor** (main square) dominated by the imposing **Church of San Andres**, or the baroque renaissance façade of the **Santiago Hospital**, the magnificent patio encircled by wide columns that serve to conceal the interior of the **Alhondiga**, present day seat of the **Casa de Cultura** (Culture House), the superb neoclassical doorway of the **Casa del Arco**, or the beautiful pillared **Casa de los Estudios**.

Here we have a case of lack of explicitation in the target text. The information existing for the source text reader (Alhóndiga) has not been properly transmitted for the target text reader, causing a probable breakdown in communication. The reader requires the information to be added to the texts as it stands: «Alhondiga or corn exchange» or «Alhondiga (corn exchange)», so as to understand the whole paragraph and to distinguish the Spanish term «Alhóndiga» from a proper name or another building.

Besides these cases, which are not so easy to notice, there are some much visible mistakes that reduce the quality of translations. For instance, it is very common to find wrong constructions (*a part of which looking*), implausible translations (*coffee alone* instead of *black coffee* to say *café solo*, in Spanish; or *sky bacon* instead of *tocino de cielo*, in Spanish), spelling mistakes (*at the end you will be *drived to your hotel [driven]*), confusion between prepositions (*On Mondays, the visit of [to] the Royal Palace of La Granja will be substituted by the visit of [to] the Royal palace of Ríofrío*), among many others.

As aforementioned, the main reason to these mistakes is basically the lack of training and professionalism of translators. As Pierini (2007: 99) states:

The complexity of promotional tourist discourse is underestimated by clients and translators: it may appear to be deceptively easy to translate with its extensive use of general language; yet, it is a specialized discourse with specific linguistic/cultural features.

For this reason, translators must receive a specific training to translate tourist texts, have a great linguistic and cultural knowledge of both languages involved, and know all its features (lexical, syntactic, conventions, functions, etc.). As well, it is necessary to be capable of looking for information to translate these specialized texts and of using software, the Internet, electronic corpora, database, and all kind of useful information sources. In short, it is necessary that the translator has all the competences established by the European norm EN-15038.

We shall dedicate the remainder of the paper to illustrating the possible solutions we can adopt to improve tourist translation quality and to achieve good communication with tourists.

How to increase quality in tourist translations

In our opinion, the professionalism of translators in the tourist sector urges in all countries, especially where tourism is one of the main factors in their economy. The specialization in this field will permit a real improvement in the interlingual communication with foreigners, especially in promotional tourist texts, and also an improvement in the image that visitors create themselves about the country being visited.

Translators of tourist texts should be familiarized with all the specific features seen in the above section (structure, content, lexical features, etc.), with all the difficulties when translating (translation of cultural aspects, style, proper names, etc.), as well as reliable resources available (*TourisTerm*, official web pages, WTO, etc.). It is essential that professional translators have specific competences (see section 1) when doing a tourist translation. The main aim at fulfilling all these competences is intercultural communication. A translation of any tourist text must be communicative and, to do so, translators need to hold all the competences required by the EN-15038. Otherwise, the result is a grammatically and linguistically correct target text, but deficient in the own features of tourist language (style, natural, etc.). In this case, the audience will probably find it weird and reject it, and communication will be damaged or limited.

It is also well-known that many factors hinder the quality of this kind of texts, such as time and budget constraints, low quality of source materials, technological problems, and lack of translation instructions. Among all possibilities, the main factor behind the quality of translations is considered to be the qualification of translators. This factor is essential to any type of specialized translation, and of course to tourist translation. In the tourism domain, most of the employed translators do not have these competences and they are not familiar with the main features of the language of tourism (lexical, syntactic, and functional features).

They lack training in tourism and an adequate level of cultural knowledge (either source or target culture) so as to provide an acceptable result in their translations. In short, they are not qualified to translate tourist texts.

In order to achieve a good result in tourist translations and to facilitate communication, it is necessary that the academic institutions on translation studies, that is, universities and postgraduate centres, pay more attention to this kind of specialized translation and stop undervaluing it. Up to this moment, translation of tourist texts is been studied and practiced as part of general translation, since there are very few universities that offer tourist translation courses as specialized courses. In Spain, for example, where tourism is the one of the main engines in its economy, only some universities offer training courses in tourist translations in Translation and Interpreting degree. University of Alicante offer an annual course in translation of tourist texts (English/Spanish–Spanish/English) and University of Seville also offers a course in tourist translation within a master in specialized translation (German/Spanish). The rest of Spanish universities undervalue tourist translation and include it in a course of general translation, without considering as a specialized translation.

In this situation, we can conclude that translators do not acquire concrete and specialized training for translating tourist texts and therefore, they lack professionalism and experience to elaborate highly-quality tourist translations which fulfil all visitors' communicative necessities and expectations. In our opinion, the best way to acquire this specialized knowledge and experience and to deal with promotional tourist texts is by establishing specific training in academic institutions, that is, specific courses in tourist translation where translator students will know all main genres of tourist texts, their features, cultural difficulties, strategies to translate, etc. and learn how to appropriately translate this kind of texts. In essence, translators' training and teaching will lead us to a

more efficient and precise communication, that is, to a high-quality translation in this field.

Conclusions

The aim of this paper has been to present a brief summary of some of the aspects of translation to be taken into account, some of the main difficulties facing the translator in tourist texts, and some considerations to be followed to achieve high-quality translations. The most important conclusion to be drawn from our study is the need to professionalise the work carried out in this field, where much work is commissioned to non-professionals. Similarly, we submit that the importance of this sector of country economies, together with the specificity of the translation problems involved would indicate that there is a need for the inclusion of this type of translation on university training programmes and therefore, for obtaining proper qualification to work on this kind of specialized field. This qualification and expertise will lead to achieve optimal results in their works and to increase the communication and integration of tourists when visiting a place. In other words, to achieve customers' satisfaction.

Notes

1. Ente Nazionale Italiano per il Turismo (ENIT): <http://www.enit.it/default.asp?lang=ES> (Retrieved 08/03/2010)
2. <http://www.lamoradadevargas.com/comodidad.htm> (Retrieved 08/03/2010)

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