

THE LANGUAGE OF TOURISM: TRANSLATING TERMS IN TOURIST TEXTS

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Annotation: International tourism, as one of the biggest and the most dynamic industries in the world, inevitably influences all the aspects of social life, including language. The development of international tourism has given rise to increase in professional communication in the field. The present research aims at investigating tourist terms found in different types of tourist texts. By tourist texts we mean all types of written address to tourist or tourist professionals be it a brochure, a leaflet, a price-list, or a catalog. The present paper makes an attempt to analyze the language of tourism used to create a tourist text and particularly tourism terminology used in the process.

Key words: tourism, text, terminology, tourist text

Here we address the question of defining the degree of specialization of language of tourism, mentioned in the works of different researchers (Agorni, 2012; Muñoz, 2012; Calvi, 2005 to mention but few). We make an attempt to classify the degree of specialization by means of discriminating between different types of tourist texts starting with those describing the destination (country, region, resort etc) through the texts, aimed at providing detailed information, to the professional-oriented tourist texts (price lists, newsletters, special offers etc). The term density of different types of tourist texts will be calculated and compared. Part of the research deals with the division of abbreviations into categories according to their function and gives general review of the approaches to acronym translation. Almost everybody at least once in their lives has encountered tourism-related acronyms (e.g. in tickets, bookings, reservations, advertisements). Nevertheless, there is no, to the best of our knowledge, comprehensive investigation into the subject of translating tourist abbreviations. This is an important issue for future research which is already underway.

A recent review of the literature on the topic of translating tourist texts as the type of specialized discourse has found that there is a considerable amount of literature on translating specialized texts. Eugene Nida (1964), Peter Newmark (1993) have made thorough research into translation of different types of specialized discourse.

The study of terminology by Juan Sager (2001), M. Teresa Cabré (2010), Márta Fischer (2010) and others provide an in-depth studies and background information pertaining to terms and their translation.

Peter Newmark (1993), Alan Duff (1981), Mary Snell-Hornby (1999) make rather negative comments regarding the quality of translation in the tourism sector of economy. Patrizia Pierini (2007) investigates the quality of translation of online tourist texts and makes some suggestions concerning approaches to translating tourist texts. Dorothy Kelly (1997) deals with some constraints the translator of the tourist literature is challenged with. She emphasizes the need to professionalize the translation process in the sector of international tourism. Gloria Cappelli (2006) devotes a number of her works to different aspects of tourism texts and their translation. She investigates inter alia the degree of specialization of tourism discourse and translation of tourism-related websites.

Mirella Agorni (2012), Elena Manca (2004), Isabel Durán Muñoz (2012), He Sanning (2010), have carried out a number of investigations into different dimensions of translating tourist texts and the language of tourism. He Sanning (2010) suggested the new strategy for translation of tourist texts, the neutralizing strategy, as opposed to domesticating and foreignising strategies.

Graham M.S.Dann has carefully investigated the language of tourism and the way it helps to “convert...[tourists] from potential into actual clients” (Dann, 1996,2). The scholars from different countries (M.Gotti, 2006; M.G.Nigro, 2006; R.Mocini, 2005 to name but some) have carefully investigated and proved that the language of tourism can indeed be considered as the specialized discourse.

Few researchers have addressed the issue of tourism terminology (N.Ivanova, O.Maslennikova, 2013). A number of studies have been published on the question of translating tourism terms with a few lines devoted to tourism abbreviations (G. Denisova, A. Drozd, R. Romanovich, 2011).

However, there is still a need for the careful investigation into the types of tourist terms, degree of their specialization and means of their translation. Moreover, the specific area of tourist acronyms and means of their translation has been overlooked in the previous studies.

In order to proceed to the corpus-based study of translation strategies used in tourism, we need to make a distinction between different types of tourism terms. Having analyzed the terms used in the above selected tourist texts; we divided them into the following groups:

- Types of tours and tourism (e.g. agro tourism/ agro tour, incentive tour, rural tourism, space tourism, extreme tours, sustainable tourism, independent travel, self-guided tour, package tour, culinary tourism, Tolkien tour, week-end tour, day trip etc)
- Industry professionals (e.g. guide, event organizer, chef, travel agent, kitchen assistant, airport baggage handler, car valet, tourist information center assistant, delivery assistant, sports therapist, resort representative, outdoor pursuits leader, air traffic controller etc)

- Accommodation (e.g. standard room, daily average rate (DAR), net rate, rack rate, reservation, cancellation, to book, room facilities, SPA, air-conditioning, limited-service hotel, mezzanine, occupancy, vacant, franchisee, staff department, check in, prepaid room etc)

- Catering (e.g. full board, American plan (AP), waiter, white glove service, buffet, a la carte, back of the house, all inclusive, expediter, in the weeds, front of the house, coffee shop, side station, tip, bev nap, cover, comp, half board, table turn, well drink etc)

- Transportation (e.g. charge, refund, non-refundable (NRF), BT, PS, gate, access drive, actual passenger car hours, excess baggage, head end, return ticket, scheduled flight, charter flight, frequent flyer, shoulder, shuttle, cancellation fee/ charge/ penalty etc)

- Excursion (e.g., itinerary, overnight, local venue, sightseeing, city guide, departure point, meeting point, driver-guide, guided tour, shore excursion, step-on guide, excursionist, day visitor, heritage site, meet and greet, hop on hop off etc)

- Abbreviations (e.g. RT, IATA, AAA, WTO, B&B, GS, NTA, QA, FAM, FIT, DOS, SITE, VIC, WTM, PS, OFFMKT, APC, BA, NTA, SPO, VIP, WATA, OOO, MICE, BIT, IHA, LTC, MCO, RTO, VISA, XO, TDC, TBRE, CTA etc)

The division of tourism terms is rather relative since terms are interchangeable between groups. For instance, full board or B&B can belong both to accommodation and catering groups, whereas reservation is the term, used in accommodation, catering and excursion groups. Moreover, abbreviations can be found in all groups of tourism terminology. But due to the problems abbreviations create for the translators and readers alike we found it appropriate to form them into a separate group and further investigate strategies for their translation.

Extra problems occur due to the cultural difference in concepts between tourism terms in different countries. The ideal of terminology ‘one concept – one term’ (Taylor, 1998,37) is sometimes not applicable and even misleading when dealing with tourist terms. For example, standards for standard rooms vary between hotels of different countries or even hotels of one and the same country. Economy rooms in some countries offer shared facilities to their guests while economy rooms in other countries offer en suite facilities but have no balcony or are smaller in size. In some countries rooms are qualified as superior or even deluxe though they have the same facilities as the standard rooms in other parts of the world. There is no clear reference concerning bed size as well, therefore, some king-size beds are ‘more king-sized’ than the other ones. Likewise, if there is an abbreviation B&B (or ABF) in a hotel reservation confirmation, some hotels will offer their guests buffet-type breakfast with the wide selection of food while in other hotels the visitors will have set breakfast (e.g. some bacon-and-eggs with a toast, butter, jam and a cup of tea or coffee). Such discrepancies

in general tourism concepts add more challenge to the question of standardization of tourism terminology to say nothing of translation itself.

The global nature of tourism is somehow reflected in the existing synonymy of tourist terms. For instance, terms American Plan (AP), full pension (FP) and full board (FB) mean that the price of the room includes three meals a day. Modified American Plan (MAP), half pension (HP) and half board (HB) mean that the room rate includes breakfast and either lunch or dinner. Terms tour manager, tour conductor, tour escort, tour leader, tour director, tour courier are used to name a person escorting tour group during the entire trip. At the same time, in Ukraine and Russia tour manager is used to denote a person, called tour agent or travel agent in other countries.

The cases of polysemy are the most frequent with abbreviations (e.g. FIT is used to denote both free and independent traveler and foreign individual traveler; CTA means Canadian Tourism Alliance and Close to Arrival, AA can denominate American Airlines, Aerolineas Argentinas, Automobile Association, always afloat and apparent attitude and need context-based attention on translator's part.

The tourism abbreviations are used in all areas of tourism and can be further subdivided into smaller groups according to their function:

- names of organizations;
- types of services;
- professional communication;

The first category groups international and national organizations either state-, public- or private-owned, be it association, authority, company or board having direct or indirect relation to tourism (IATA codes included).

The second category covers all types of services offered in tourism, including types of tours (e.g. FAM, familiarization tour), meal plans, and room categories (e.g. STD, standard, DLX, deluxe) etc.

The third category embraces reservation/ cancellation remarks, jobs, financial notes, and professional slang.

International traveling progress shows no signs of slowing down and consequently supply and demand development and creation of new terminology proceeds rapidly. Hence the need for the standardization of tourism terminology raises new questions and creates new challenges. Christopher Taylor states that "standardization procedures are still being refined and are still far from complete" (Taylor, 1998,37). Juan C.Sager considers the standardization to be a two-step process consisting of "a) unifying and fixing each referent, and b) unifying and standardizing its designation" (Sager, 2001,255). Being far from transcendental idea of immediate consolidation of translators, tourism professionals and tourists we still want to raise the question of standardization of tourism terminology. As was mentioned above (cf. 4.2) there exists considerable discrepancy in the concepts of some tourist terms. Tourists,

booking a 5-star hotel abroad cannot be completely positive about its '5-starness'. One country's 5-star hotel is the other country's 3-star hotel. The common question of a tourist's traveling experience and background knowledge of facilities, that travel agent asks before dealing with holiday arrangements raises "security and safety considerations" (Sager, 2001,255). Additional comments are often added to relate the linguistic form and the corresponding concept of some tourism terms. Hence the motivation is substantiated for raising the level of appropriateness between the term and the concept when dealing with tourism terminology.

The benefits of the standardization process can immediately be revealed through the raising quality of translation in the industry of tourism. Standard terms can help translators recreate the communicative effect of a source text in a target text. There will be no need for clumsy glosses supposed to explain to a reader the exact concept of tourist denotatum. Thus the higher level of precision can be achieved and all the misunderstandings avoided.

However, we do understand all the limitations for the process. The global nature of tourism itself points at the biggest limitation to standardization probability. Furthermore, the rapid development of international traveling creates new concepts and influences term formation. Still, further investigations into tourism terminology can add to the future opportunities to unify all the referents and designations in the industry of tourism.

Our work made an attempt to prove that the level of term density of tourist texts is receiver-dependent, future research could lead to higher generalization of our results. Besides, our work left behind the relevant question of the practice of acronyms formation and usage in tourism. Moreover, the methods of translation of tourism abbreviations leave much space for further investigations.

The results of our study seem to show that the translation of tourism terminology is likewise reader-dependent. The preliminary analysis of translation mistakes shows that much is left to be desired by means of translation quality. Further investigations can determine the correlation between proper and improper translation of tourist terms.

The list of used literature:

1. Agorni, M. 2012. Questions of Mediation in the Translation of Tourist Texts. *Confini mobili: lingua e cultura nel discorso del turismo* 2: 1-11.
2. Cabré, M.T. 2010. Terminology and Translation. In Y.Gambier, L.van Doorslaer (eds.) *Handbook of Translation Studies*. Amsterdam/Philadelphia: J.Benjamins Publishing Company.
3. Dann, G.M.S. 1996. *The Language of Tourism – A Sociolinguistic Perspective*. Oxford: CAB International