



# Translating Tourism

## An academic perspective

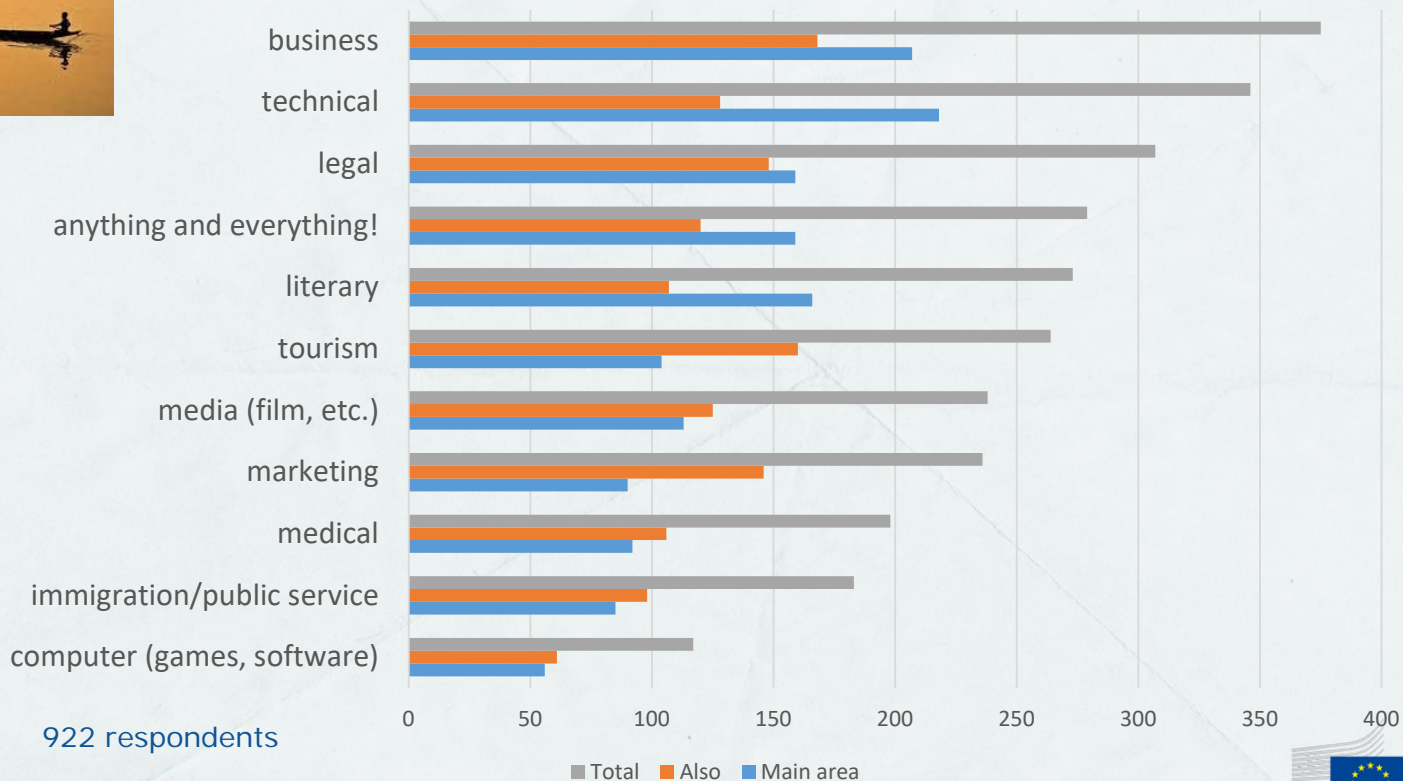
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# HOW IMPORTANT IS TOURISM TRANSLATION



'Main' & 'also' areas



- ▶ assume given: e.g. Kelly (2005)
- ▶ 1. Communicative and textual competence
- ▶ 2. Cultural competence
- ▶ 3. Subject Area competence
- ▶ 4. Instrumental and professional competence
- ▶ 5. Psycho-physiological/attitudinal competence
- ▶ 6. Interpersonal competence
- ▶ 7. Strategic competence

- ▶ This competence encompasses all the general or language-specific linguistic,
- ▶ sociolinguistic,
- ▶ **cultural and**
- ▶ **transcultural knowledge and skills**
- ▶ that constitute the basis for advanced translation competence.
- ▶ It is **the driving force** behind all the other competences described in this reference framework.





# TOURISM TEXTS PURPOSE ....

Type	Function	Reader response	Type of language	Focus	Example publications
Vouloir					
Savoir					
Pouvoir faire					

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Vouloir	Stimulate interest	"I want to go there"	Colourful, emotive, superlatives	The destination, generalities; values, <b>push factors</b>	Posters, coffee-table books
Savoir					
Pouvoir faire					



Ardachy House Hotel, Uisken, by Buessan, Isle of Mull, Argyll, PA67 6DS  
Tel: 01681 700505 Fax: 01681 700797 Email: [info@ardachy.co.uk](mailto:info@ardachy.co.uk)

## Ardachy House Hotel

Ardachy is tucked away in rugged farmlands of a typical croft some two miles

We look forward to welcoming you to Ardachy House and hope that you will enjoy a tranquil interlude away from the roar of traffic and stress of city life.

Well behaved children and/or dogs welcome!

Ardachy House is a completely no-smoking hotel.

# TOURISM TEXTS: CULTURAL FACTOR....

Type	Function	Reader response	Type of language	Focus	Example publications
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Savoir	Give knowledge	"I now know more about ..."	Lexically dense, factual	History, art, architecture, 'culture', <b>background</b>	in-depth guide books, Michelin Green guides
Pouvoir faire					



# SAVOIR?



La Lecce barocca è nota a tutti, ma questa rappresenta solo la fase più recente di una lunga storia, ....

**Everyone** knows about Baroque Lecce, but this is just the most recent part of a long history, ....



# PROCEDURES: STEALTH GLOSS



Everyone knows about Baroque Lecce, but this is just the most recent part of a long history, ....

Baroque Lecce is well known, **but the 17th century** is just the most recent part of a long history.  
...



# TOURISM TEXTS: CULTURAL FACTOR....

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Pouvoir faire	<b>Empower</b>	<b>"I can do (visit, eat, stay ...)"</b>	Readable, clear instructional language	Practical, 'how-to' for the DIY tourist	Lonely Planet, Rough Guide

# TRANSLATING FOR OUTSIDERS?

Vuoloir  
Savoir  
Pouvoir faire

(How to drink) Coffee in Trieste



## To each his own coffee

In a Triestine *caffè*, one can hear orders like this: "Give me a long decaffeinated cappuccino in a cold glass without little foam." This is the rule, not an exception. And while coffee is definitely still coffee, in this northernmost corner of the Adriatic this tautology takes on unusual forms. Coffee is called a "nero", the cappuccino is not the same as it is everywhere else, there are subtle variations such as the "gocciato", and everyone is free to choose the size and shape of their coffee-cup.

### "Nero" and its variations

Yes, coffee is still coffee, but if you wish to enter into the local spirit, then it is best to ask for a "nero". Which





## NARRATIVE? FROM LISTS TO MEANING

**Il visitatore entrerà nelle vie dell'antica città medievale, incontrando le genti che la popolavano con le loro attività quotidiane: Pugliesi, Veneziani, Albanesi, Greci e soprattutto ebrei che abitavano nel quartiere**

**DEEP L: The visitor will enter the streets of the ancient medieval city, meeting the people who populated it with their daily activities: Apulians, Venetians, Albanians, Greeks and especially Jews who lived in the neighborhood**







## NARRATIVE FROM LISTS TO MEANING

The visitor will enter the streets of the ancient medieval city, meeting the people who populated it with their daily activities: Apulians, Venetians, Albanians, Greeks and especially Jews who lived in the neighborhood

**You are now about to start your journey through the streets and alleys of ancient medieval Lecce. And on these streets you will meet the people who were living there at the time: local Puglians, Venetian merchants, and from across the sea, Albanians and Greeks, but above all the Jews.**





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Mockrát děkujeme!  
Σας ευχαριστούμε πολύ!  
Muito obrigado! Go raibh maith agaibh!  
Vielen Dank! Multumesc!  
Nuoširdžiai dėkojame! Najlepša hvala!  
Благодаря! Köszönjük szépen!  
Merci beaucoup! Grazie mille!  
Děkujeme vám velmi pekne! Hartelijk dank!  
Tack så mycket! Kiitos! Nirringrazzjawk hafna!  
Hvala lijepa! Muchas gracias!  
Dziękujemy za uwagę!  
Mange tak!