DIFFICULTIES OF TRANSLATING TOURISM RELATED TERMINOLOGY (BASED ON EU DOCUMENTS)

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Comme le tourisme est l’une des industries les plus développées au monde, notre objectif dans cette recherche est d’étudier la terminologie utilisée dans les documents de l’Union européenne dans ce domaine. On a aussi pour objectif d’identifier les difficultés de traduction et les moyens de les résoudre, en analysant les techniques appliquées pour rendre les termes de l’anglais en roumain.

According to the Spanish linguist Maria Teresa Cabré, terminology is the discipline concerned with the study and compilation of specialised terms, of which social and political importance has been recognized on both the national and international scale [2, p.1]. The author named three different concepts related to the word “terminology”: a) the principles and conceptual bases that govern the study of terms; b) the guidelines used in terminographic work; c) the set of terms of a particular special subject [2, p.32].

Thus, terminology is the foundation of a specialised translation. As M.-T. Cabré mentioned, “translation is a process aimed at facilitating communication between speakers of different languages” [2, p.47]. Technical translation requires multilingual terminological activity due to the fact that the understanding of the source text requires knowledge of the specific terms of both the source and the target language. Pamela Faber and Silvia Montero-Martínez highlighted that terminology is crucial for the translator because it activates the knowledge structure conveyed by a specialised text and represents a means to achieve the interlinguistic transfer of terminological units and the knowledge that they encode [3, p.5].

As concerns the language of tourism, it has been defined as a specialised kind of discourse, being especially evident in the context of cross-cultural communication. Mirella Agorni notes that this type of discourse is characterised by a large variety in terms of fields of professional application, ranging from tourist and information agencies, accommodation providers, tour operators, to restaurants and to the publishing sector, which creates guidebooks and specialised literature [1, p.13]. Noa Talaván Zanón remarks that tourism can be considered an open field due to the fact that this area of specialisation includes a whole range of activities that can be involved in a tourist process at a certain point. Thus, the major challenge of translating tourist texts is the wide number of field/ sub-fields that the translator needs to be familiar with: hotel management, sports, culture, art, entertainment, marketing, law, weather, games, geography, landscape, history, insurance, gastronomy, catering, transport, etc. [5, p.58].

Peter Newmark, who was an English professor of translation at the University of Surrey, explained that technical translation is primarily distinguished from other forms of translation by terminology, which usually only makes up about 5-10% of a text. According to him, twelve main procedures should be used in the process of translation [4, p.103]: transference; cultural equivalent; neutralisation (i.e. functional or descriptive equivalent); literal translation; label; naturalisation; componential analysis; deletion; couplet; accepted standard translation; paraphrase, gloss, notes and classifier.

Based on the corpus of examples (287 terms) selected from 10 EU documents, we found that calque (loan translation) was the most frequently used in the translation of tourism terms into Romanian (183 terms). As stated by P. Newmark, calque or "through-translation" is sometimes used to fill useful gaps. At the same time, through-translations are frequently used in tourism related documents because they are already recognised terms [4, p.84]. Some examples are the following: *destination market – piață de destinație; Single European Sky – cerul unic european; tourism attraction – atracție turistică, etc.*

The second most used technique inn our corpus is modulation (54 terms): e.g. *spa tourism – turism termal; wine and food tourism – turism enologic și gastronomic; package tour – circuit touristic,* etc.

Fifteen terms were rendered using the TL equivalent: e.g. *accommodation – cazare; tourism – turism; visitor – vizitator; tourist – turist, etc.*

We also discovered that ten terms were translated using couplet, which means different combinations of two techniques were applied. By way of example, there were used literal translation + borrowing: *all-in arrangement – servicii all-in; wellness tourism – turism de wellness.* Another example is the paraphrase + calque combination: *transnational and intermodal door-to-door ticket – bilet internațional și intermodal valabil pentru întreaga rută („de la ușă la ușă")*.

The procedure of paraphrase (explanation or amplification) was used in the case of 9 terms, e.g. *cycling package – pachet de excursii cu bicicleta; winter tourism – flux turistic în sezonul de iarnă; package travel gift box – bon-cadou constând într-un pachet de servicii de călătorie, etc.*

Seven terms had recognised translations as the majority of them were names of international organisations: e.g. *World Tourism Organisation (WTO) – Organizația Mondială a Turismului (OMT); European Agency for Tourism – Agenția Europeană pentru Turism,* etc.

Reduction was applied for three terms: *package holiday – vacanță; package travel – călătorie; supply of tourism services – ofertă turistică*. One term was translated using naturalisation, which implies the adaptation of the SL word first to the pronunciation and to the morphology of the TL: *agri-tourism – agroturism.* There was also a case of borrowing: *Schengen acquis – acquis Schengen.*

In addition, we noticed that different techniques were applied for the translation of four terms within the same document. *Traveller* was translated through paraphrase

as *persoană care călătorește*, and then, it was translated through TL equivalent as *călător.* The same situation was in the case of the term *tourism demand* (paraphrase – *cerere din sectorul turismului*, calque – *cerere turistică*) and *tour operator (*calque – *operator de turism,* modulation – *agenție de turism operatoare*).

We also encountered some terms that had different translations in different documents. For example, *tour operator* was translated in one source as *operator turistic* and in another source it had two versions of translation: *operator de turism* and *agenție de turism operatoare*. *Spa tourism* was translated as *turism balnear* and *turism termal*. A similar situation occurred with the terms *package holiday, package tour* and *package travel*, which were rendered in Romanian as follows: *vacanță/pachet de vacață, circuit turistic/pachet de circuit, călătorie/pachet de servicii de călătorie.*

To conclude, judging from the corpus of examples, we determined that various techniques/procedures are used in translating tourism related terminology. However, the most common one is the calque due to the fact that there are a lot of recognised terms, but also because this technique is helpful in preventing lexical gaps. Some difficulties may arise in the process of selecting the appropriate version of translation. In such situations, translators may combine two translation techniques, following the suggestion of P. Newmark. Very often, it is necessary to add some extra elements and to change the structure in the target language. That is why, in such cases future translators should not hesitate to apply the paraphrase technique or explanation translation.

Resources:

1. AGORNI, M. Tourism Across Languages and Cultures: Accessibility Through Translation. In: *Cultus.* 2016, vol. 2, nr. 9, pp. 13-27.
2. CABRÉ, M. T. *Terminology. Theory, Methods and Applications*. vol. 1, Amsterdam& Philadelphia, John Benjamins Publishing, 1999. 263 p.
3. FABER, P., MONTERO-MARTÍNEZ, S. Terminology (Chapter 14). In: *Routledge Handbook of Spanish Translation Studies* [online]. 2019, Routledge [visited on 05.04.2022]. Available at: https://www.researchgate.net/publication/334112813_Terminology.
4. NEWMARK, P. *A Textbook of Translation*. Prentice-Hall International, 1988. 304 p.
5. TALAVÁN, N. Z. *A University Handbook on Terminology and Specialized Translation*. Madrid: Editorial UNED, 2016. 122 p.

Recomandat
***Rodica CARAGIA**, lector univ.*