
TRANSLATION OF REALIA IN THE SPHERE OF TOURISM

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Abstract: The paper is focused on translation problems of realia related to tourism. The author attempts to analyse the most common techniques and ways to translate realia. The article identifies the main skills and knowledge the translator should have in order to overcome translation difficulties during the work.

Key words: Realia, tourist texts, non-equivalent vocabulary, translation techniques, transcription, transliteration, translator

Nowadays cross-language communication has become an urgent necessity in public life. One of the fastest growing sectors of the world economy is tourism. And tourism, first of all, is focused on the client being a consumer of tourist goods and services. In this regard, it is necessary to understand the original texts related to this industry and their translation correctly. Translatability of the so called culture-specific expressions has always been the hot topic among theorists of translation and translators.

Although the theory of the tourist text is widely studied in modern linguistics, only certain difficulties of translation in the field of tourism are highlighted. Particularly, E. A. Kutsenko considers ways to overcome difficulties in translation of informational texts of tourism; A. A. Novozhilova pays attention to the difficulties of translating a tourist site; L. V. Bazarova considers the difficulties of translating guidebooks; S. Maki and V. Godnich describe the difficulties of transmitting special tourist vocabulary [2,4,5,6]. In addition, as V. V. Korableva underlines, the cultural aspect of translation of the tourist text is still not examined all around [3]. The purpose of the present paper is to examine different translation problems and techniques applied in the English tourist texts with a special focus on realia in this sphere. The object of the study is the interpretation arrangements utilized by the professional translators in practice. The materials for the research are English advertising booklets, travel agency guidebooks and documents specific to tourism activities. A comparison of the original and target texts helped to reveal the main difficulties related to the translation of texts in the field of tourism, and the skills that a translator working in this sphere should have.

Realia contribute to the most visual transmission of the familiarity of language and culture. This layer of lexical units can quickly respond to all changes in the life of society.

The guidebook, as the most important source of information about natural, economic and cultural features of the country is a visual card of the people, which provides communication between representatives of different countries in the cultural space.

One of the lexical features in guidebooks is their richness with various realia, i.e. the names of everyday objects, historical facts, geographical names, etc. The realia fill the text of guidebooks with the color of a certain country, and convey the cultural features specific only to this country.

The main difficulties in reproducing realia are related with: 1) the absence of a corresponding unit (equivalent, analog) in the target language due to the lack of an object (phenomenon) that this realia denotes; 2) the need to convey not only the objective meaning (semantics) of the realia, but also the color (connotation), national and historical coloring [7]. In addition, when translating this specific unit, it is necessary to take into account the functional role of the realia and its informative content.

From the practice of translation, we know the following main methods of transmitting realia: transliteration and transcription; creation of a new / complex word; descriptive (explanatory) translation; approximate translation (using an analog); contextual translation.

Transcription and transliteration. The method of transcription means that the translation reproduces the sound of the original word: *mantı* - манты; *korolyok* - королёк; *barbecue* - барбекю.

The method of transliteration conveys the graphic form of the word: *halva* – халва; *kebab* - кебаб; *lagman* - лагман; *chalop* - чалоп.

The inconvenience of transliteration as a translation technique is the failure to completely reveal the content of the new concept, therefore we use notes that are placed either in brackets and follow the realia, or at the end of the page as a footnote: *tendir kebab* – тандыр-кебаб – наименование популярного в Центральной Азии блюда из жареного мяса (кебаб), запеченного в специальной печи – тандыре.

If the realia is not assimilated, a descriptive translation is utilized: *a rooming list* - список проживающих с разбивкой по комнатам (при групповой заявке на бронирование мест в гостинице); *a facility trip* – поездка политических деятелей за счет государства.

When translating the text, we use such a method of translating realia as hyponymic translation – the replacement of a specific concept with a generic one, that is, the transfer of realia by a language unit that has a broader meaning than the translated one. The English phrase “*catering services*” has a general meaning and, according to the context, will be translated into Russian as “питание”.

The main difficulty was due to the fact that when translating phrases, it’s easier to use the method of calque instead of searching for an equivalent word. For instance, the phrase *Cornelian cherry* should be translated into Russian as “кизил” (“Корнелианская вишня” is the wrong variant), and the phrase *kebab house* – as «шашлычная» («дом шашлыка» is the wrong variant).

Thus, all the above mentioned examples demonstrate a variety of techniques that can be used in translating realia. However, in practice, which particular technique should be used depends on various factors, such as the need or non-requirement of transmitting coloring, adjusting the text to a certain circle of readers/listeners, etc. These factors will ultimately determine the choice of the method of translation.

The translator must have excellent skills of working with certain language units in the field of tourism. The translator should include ready-made translation solutions in the strategy of working with such texts. In particular, an extensive group of lexical units requires learning ready-made translation correspondences. These are, first of all, proper names. This includes geographical names (*Turkey, Antalya, Uzbekistan, Russia*), names of hotels (*Hyatt, Hilton, Plaza*), common cultural names (*Swiss cheese, Arabian night, Italian cuisine*). The translator ought to have a set of correspondences for the names of tourist operators and transport

companies, especially those that are well known in the tourist market: *Tez Tour, Sunrise Tour, Natalie Tours, Thomas Cook*. This group also includes the names of major transport companies: *British Airways, Lufthansa, Aeroflot, Swissair, Uzbekistan Airways*.

The translator should be aware of the abbreviations that require equivalent solutions. For instance, FC-Find Cruise, VIP-Very Important Person, LMC -Last-minute Cruise, Cab - Cabin, GTC-Group & Theme Cruisers.

A preliminary specialization in the field of travel industry would be an incredible benefit of a translator, since the tourist business includes specific information on location, transportation, food and entertainment of tourists. This specialization can be accomplished by familiarizing yourself with travel literature or by acquiring translation experience. Thus, particularly, information on the international classification of hotels in accordance with the number of stars helps the translator to choose the right correspondences for hotel services: *luxury, premium, deluxe*. Knowledge of room classification permits you to create a glossary of translation correspondences for these units. For instance, *standard room* - стандартный номер, *handicapped rooms* - номер для людей с ограниченными возможностями, *senior suite* - люкс (номер повышенной комфортности), etc. Travel business vocabulary can be divided into four groups: client accommodation (*facilities, lobby bar, wellness center, room service*), entertainment (*activities, diving, shopping, excursions*), catering (*international cuisine, open buffet, world-class gastronomy, specialties, gourmet booking*), transport (*liner, service bureau, high season, cruise, route end, rout*). Depending on the type of tourism, the thematic vocabulary may vary. Thus, in particular, when translating ecotourism texts, the translator will have to investigate a great number of words describing the landscape, flora and fauna: *“natural outdoor wellness, unspoilt nature, natural wilderness, natural heritage”*.

It should be noted that another difficulty that the translator may face in the field of tourism is the cross - cultural aspect of translation. The translator ought to possess both erudition concerning foreign language culture and techniques to transfer foreign language vocabulary. Since the translator is not a native-speaker, realia can often be difficult to interpret due to their form, lexical, phonetic and morphological features, as well as their position in the text [1]. The translator's decisions depend primarily on how well a particular realia is known to the recipient, as well as on the role of this unit in the text. Thus, widespread realia or those that do not have an important semantic meaning can be conveyed using transcription or transliteration. In fact, such realia can have ready-made correspondences: *Piccadilly Circus - Площадь Пиккадилли, Art Nouveau - стиль модерн*. In other cases, when the realia is semantically concise and contextually significant, the translator may need a descriptive translation and a creative approach to transfer such non-equivalent vocabulary: *“a prop of Bulgaria - опора болгарского национального духа, kosolci - специальные постройки для сушки сена и овощей, madrasah - медресе (высшая духовная школа мусульман)”*.

The problem and mistake is not the transfer of quantities and lexical units into the target language. It is important to show in brackets the units which are most common among the population of the target audience. It is necessary to decipher abbreviations in the target language.

The lexical composition of the tourist text stimulates the need to master translation techniques and correspondences for their rapid and adequate transmission in the target language. Although grammatical transformations are not so often used in the translation of

tourist texts, yet they are important, since they help to avoid interference, to adjust the grammatical structure of the original text closer to the grammatical norm of the target language. So, when translating the phrase “*we recommend a visit*”, it is obvious that we need to replace a noun with a verb, since the nominalization characteristic to the English language is not inherent in the Russian language: “*рекомендуем посетить*”. When translating the phrase “*bronze-coloured sand – песок цвета бронзы*”, we replaced the participle with a noun because of differences in the derivation of English and Russian.

Texts on tourism are the most important sources of information about natural, economic and cultural features of the country, serve as a business card of the ethnic group. One of the most sophisticated points in the compilation of tourist texts is the use of various realia straightforwardly related to the portrayed country or certain city.

Translators of tourist texts can use translation correspondences of transmitting the realia 1) when it is very well-known and does not need to be translated, and is clear to the target audience; 2) when the original tourist text contains names of local cafes, shops, etc. For this situation, the tourist should know their names in the original sound.

Thus, the translator, working with tourist texts, should pay considerable attention to the adequate transmission of realia by means of the target language. Pragmatic adaptation plays an important role and the interpreter ought to know the culture and history of the target audience.

The prospects of this research are expressed in the possibility of its utilization in the planning of training courses for higher education institutions, and in the compilation of guidebooks and the formulation of an adequate linguistic and cultural space. Likewise, this investigation can be used in the further development of the issue being studied.

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