

A Study on Tourists Information and Language Transference

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관광정보와 언어전환에 관한 연구

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Abstract The purpose of this paper is to examine website information as well as promotional texts comparing source texts of Korean with translated versions of English, and drew characteristics of tourism texts from a discourse and communicative perspective. This study shows that the website or promotional texts is the first source of information in tourism, which is most referred to by the in-bound tourists, and the information given by the official homepage is most trustful content of Korean tourism. With comparison of source text of Korean with the translated English version, this paper shows that Korean source texts have a tendency to prefer the longer explication and more detailed information on the scenic spots and attractions than the English translations. When it is translated into English, the translated version does not follow the literal way of translation, and is segmented for reader's understanding and adapted following the target language's communicative conventions and the target culture. Consequently, this study supports the adaption in tourism promotional English translation, and ensures that the communicative constraints of tourism, that is, politeness and Grician maxims are preserved even in the written form of communication, translation.

Key Words : website information, tourism promotional texts, communicative convention, Grician maxims

요약 본 논문에서는 관광의 1차적인 정보원으로서의 홈페이지와 관광홍보물의 언어학적 전환의 특징을 살펴보고자 한다. 즉 관광관련 사이트의 한국어 원문과 영어 번역물을 비교하면서 관광정보 텍스트가 올바르게 언어전환되었는지 점검하고 나아가 전환된 영어번역물과 한국어 원문을 대조하면서 번역물에서 발생하는 언어규약과 의사소통의 특징을 살펴본다. 특히 한국어와 영어는 언어유형에서 대조적인 언어로서 번역을 통해 전환되었을 때 특이한 담화의 양상을 보인다. 즉 한국어에 비해 영어표현은 직설적이고 우회적인 표현을 피하는 경향이 있다. 또한 영어번역본에서는 영어 화자위주로 언어가 변형되어 표현됨을 주시할 수 있다. 이것은 영어를 사용하는 언어군에서 흔히 발생하는 양상으로 광의의 문화간의 차이로 간주될 수 있다. 따라서 외국관광객의 1차적 정보원으로서의 관광웹사이트는 관광정보를 제공하는 동시에 목적지의 문화를 간접적인 형태로 표현함으로써 사회적 이미지 형성과 문화간 차이를 대변하며 커뮤니케이션의 일환으로서 공손의 원칙과 Grice의 원칙을 준수하고 있다.

주제어 : 관광홈페이지, 관광홍보물, 의사소통규약, Grice 원칙

Received 28 January 2014, Revised 13 February 2014

Accepted 20 May 2014

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ISSN: 1738-1916

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1. Introduction

Internet, as a major media for information technology, is becoming an important vehicle to spread information as well as to advertise products. It is indispensable for promoting tourism, and advertising tourist destinations. KNTA official website in tourism is a major source of information and provides the site information as well as destination related information. The given information is provided not only by the written forms, but also by images or video clips to enhance viewers' sense of reality. Especially for tourism, the visual images such as the attractive pictures or virtual tours give influence on the tourists' decision making process. If the given website has links with other useful sites, then the tourists have more information. Thus tourism websites consist of three main sections; the brief but inspiring or persuasive information on attractions or tour courses, spectacular images on the destination, and handy information on the tourist facilities. Not only the website, but also tourism promotional texts advertise the target attractions; they are publicity-oriented to make the destination known to the tourists either domestically or internationally; and they are information-oriented to give the proper amount of knowledge either about the attraction or the facilities rendered; and eventually they are purpose-oriented to conduct the general public to visit the destination. In this way, the official tourism website comes to be the first access to the potential tourists and sometimes works as a decision maker for the tourist's destination searching.

As for the international tourists, the language convergence should be served for the destination information and advertisement. Translation as a main technic for the language convergence is a form of written communication, and it is employed not only in the virtual websites but also in the printed promotional brochures. If so, the written tourism promotional text and its translated version will show the same or at

least similar traits of communication. With this supposition, this paper will consider the discourse characteristics and the communicative traits comparing the tourism promotional texts with the translated versions.

2. Tourism and Language Transference

Translation studies show various approaches; the literal translation as in Nida & Taber [1] emphasizes that translation should reproduce in the reader's language the closest natural equivalent to the source language in terms of meaning and style; the functional approaches, skopos, is another branch, where the adaptive translation as in Vermeer [2] & Nord [3][4] is to translate the source text, focusing more on conveying the intended function of the original text than its linguistic features. Either the literal translation or the functional approach has the same goal to reproduce the best equivalent of the source text, even though the range of preservation and adaptation of the source text could be different. Therefore the norms of the target culture determine the aspects and the range of preservation and adaptation of the source text, and the linguistic difference of the source text and the target text decides the amount of adaptation in translation.

Reiss [5] refers to the translation as a written form of communication, and examines the text types of translation, that is, the informative text, the expressive text, the operative text, and the multi-medial text [6]. Tourism translation in general is a purposeful and dynamic process [7], and needs adaptation for the target readers' attention [8][9]. Seen from the comparative analysis on tourism texts in Korean and in their English translation [10], both the source text of the Korean language and the English translation fulfill the informative function as well as the vocative function at the same time. Therefore tourism

translation is hybrid where three text types of Reiss' are co-operated in one text. However, the informative function takes a central portion of tourism translation, and the other two functions remain basically, or merely play auxiliary, in spite of the hybrid characteristics of tourism promotional translation [10].

This implies one of the peculiar phenomenon for K-E translation of tourism promotional texts, which will be further considered from the linguistic distance as well as the cultural gap between two languages in this paper.

2.1 Tourism Communication

Tourism communication is used in special situations such as hotels, restaurants, and any places related to tourists. It is interdisciplinary in its nature; it is directly related to the tourism industry and simultaneously it discloses characteristics on the information transference, that is, communication. Tourism communication interacts with two phases at the same time; as a business of tourism, it needs extra-linguistic properties, that is, hospitality; as a medium for transferring message, it needs communicative conventions as well as linguistic competence.

Communication as a social interaction is subject to various constraints and functions of the language. As Hudson [11] pointed, communication is successfully delivered through the proper knowledge of discourse and abidance by social constraints. As Fasold [12] stated, the mode of expression serves as an indicator of the social knowledge and proper understanding, and the shared knowledge lead to the successful communication. Therefore the successful communication is accomplished only when it accords with the social norms and follows the social contexts. For effective communication, participants observe four major norms of conversational maxims proposed by Grice [13], that is, relevance, quality, quantity, and manner. As for the written communication, Gutt's [8] relevance is rendered.

2.2 Characteristics on Tourism Translation

Studies provided by S.J. Lee [14] point out that the translated English versions of tourism promotional texts tend to show higher frequency of appraisal expressions than the source texts of Korean counterparts. This is relatable to the functional effectiveness and the stylistic adjustment for the operative function; the needs and expectations of the receivers' target text are converged with the readership.

Tourism translation from the perspective of reception aesthetics depends on the translators' subjectivity in both conveying accurate tourism information and taking target readers' responses into consideration. The target reader's response is the main concern to achieve the reaction; to optimize the promotional effect, the tourism promotional translations render the target reader's expectations to become the most relevant factor in the translation process. Therefore, the information delivered by the tourism promotional translation should be fit to the receptor's linguistic needs and cultural expectations, and aim at complete naturalness of expression.

3. Analysis on Language Transference

3.1 Inter-Cultural Structure Transference

This section will consider tourism communication, and see if the conversational maxim and the communication constraint are effectively observed. For the analysis, this section compares the length of sentences. The source text information in Korean is generally given in a long sentence with a picture.

- (1) 해운대구 센텀시티 산업단지 내에 지하 1층 지상 9층, 연면적 54,335 규모의 '영화의 전당'에는 3개의 전용상영관과 영화를 비롯한 뮤지컬, 콘서트 등을 열수 있는 다목적 공연장 시설을 갖춘 '시네타운' 부산영화제 개폐막식이 열리는 야외공연장, '야외광장, BIFF 사무실 등이 입주하는 '비프

힐' 등을 갖추고 부산국제영화제를 알리고 있다.
[15]

The 'Home of Cinema in Busan' is located within the Centum City Industrial Complex in Haeundae-gu. This hall is 54,335m². The main building is 9 stories high. The hall consists of 3 theaters, 'Cine Mountain' which is a multi-purpose performance space where you can enjoy movies, musicals, and concerts, 'an Outdoor Performance Space' where the opening and closing ceremonies of the Busan International Film Festival are held, and 'an Outdoor Square' and 'BIFF Hill' where Biff headquarters is located.

The example (1) shows the contrast in the length of sentence between Korean source text and the English translation. Korean uses only 1 sentence to explain the Busan Cinema Center, but English translation uses 4 sentences. Generally Korean explanation takes the longer sentence than that of English translation, which might be caused by the linguistic parametric differences. Linguistically the Korean language is head-final, and the word order is free; whereas the English language is head-initial, and the word order is fixed. Therefore the head-final languages like Korean can take longer noun phrases, but the English language cannot allow the longer noun or the longer subject. It also explains that English takes expletive *there*, the impersonal subject structures, and extra-posed phrases with a functional subject *it*. The fact that English translation is segmented with short sentences for clarification is due to the difference in the language formation, linguistic culture, and communicative principles of Grice.

(2) 수영장, 농구장, 조깅코스 등을 갖추고 있는 군위 국민체육센터와 각종 생활 체육시설을 통해 군민의 건강증진과 여가선용에 기여하고 있다.

プール, バスケットボール場, ジョギングコースなどの施設を備えた軍威國民体育館は各種生活施設の健康増進と余暇善用に寄与しています。

In addition to Gunwi National Sports Center having a swimming pool, a basketball court, and a jogging course. Other various sports facilities are available to help county people improve health and enjoy leisure-time activities.[16]

As seen from the example (2), Korean-Japanese translation doesn't have any changes in the sentence structure. It is because the Japanese language belongs to the same language group as Korean. The English translation seems to have 2 sentences, but it shows typological errors; the capital of the second sentence should be lowered, and the period should be changed to comma. The English translation shown in (2) shows interesting phenomenon; the given source texts says that 국민체육센터 and 생활편의 시설 are connected with a conjunction marker *와* literally 'and', and the subject is missing; however the translated English treats this equal relation in a different way; the first noun phrase is expressed with the adverbial phrase, and the second noun phrase takes the subject position. This structural change of sentence implies the cultural difference shown in the languages; the sentence formation of the Korean language is different from that of English. Therefore the translation process of Korean to English is not a language conversion but a transference from one world to another.

(3) 누리마루 APEC 하우스는 동백섬의 절경속에 요새처럼 자리하고 있다. 실제 APEC 정상회담이 이뤄진 곳으로 해운대 해수욕장과 광안대교의 빼어난 경관을 한눈에 내려 볼 수 있다.

In harmony with the exquisite scenery of Dongbaek Island the venue of the APEC Summit Conference overlooks Haeundae Beach and the beautiful landscape around Gwanggan Bridge. [15]

The example (3) shows that the translated version of English reduces the number of sentences from 2 of the source text to 1 in the translation text. The English translation drops a certain part from the 1st sentence, which could be said as under-loaded translation; the basic meaning is transferred, but the metaphor is removed. It may be said that the difference comes out of culture; the source text gives emphasis on the distinguished beauty as *요새*; the English translation does not consider the metaphor significantly, and delete to make it a fragment.

The professional voice of Korean source texts often transforms into a friendly dialogue as seen in (4):

- (4) 소설, 드라마, 영화속에 등장했던 남해안의 여러 명소들을... 나만의 이야기를 만들어보는 것도 재미난 여행법이다.

Wouldn't it be something to focus your creativity towards producing a story of your own..." [17]

Unlike the cases (1-4), the number of sentences increases in the process of translation. In the cases where the additional information was required to understand the Korean culture or Korean history, the translator decides whether additional descriptions were appended or not. Others such as the case of *천일염* is simply translated into *solar salt* to truncate long explanations. While the Korean source texts inferred a basic understanding of *임진왜란*, the translator had to include a brief description of the *Imjin War* in the English booklet. Even when the source text mentions *둘리*, the Korean beloved animation character without explanation, an appended explanation *Dooly [is a baby dinosaur, a cartoon character]* can be found in the English translation, because it is not familiar to the international tourists. Also, some nouns such as *명게비빔밥*, *난중일기* can be understood by most Korean people, but a basic description of the object in interest

must be provided for foreigners (i.e. *명게비빔밥: rice mixed with sea squirts*, *난중일기: Admiral Yi's war diary*).

These examples show the cultural difference projected from the use of languages. The conversion of Korean-English translation is to proceed to take different value system and uses different metaphors, resulting in a structurally different conversion. Therefore, it is impossible for the literal correspondence at the word level.

3.2 Inter-Cultural Communicative Constraints

As in the tourism communication, the main effects of tourism texts are giving emotional impact and persuade the tourists to visit. Therefore, as in the interpersonal communication, the more use of the auxiliaries (AUX) is found in the translation texts to induce effectiveness. Even in the text without using AUXs on Korean source text, English translation uses the AUXs.

- (5) 한국 근대역사 교육을 위한 전시관을 각종 문헌실과 특별전시실을 두어 부산의 역사를 테마별로 관람할 수 있다.

Busan Modern History Museum is an educational space where visitors **can** learn about the modern history of Korea. It has a special exhibition hall and various reference sections, where visitors **can** view the history of Busan by theme. [15]

As in the interpersonal tourism communication, the auxiliary modals *can* and *will* are frequently found in the translation; the use of *can* supports the possibilities with which the attraction provides, and the use of *will* is related to the subjectivity or volition; so that tourism translation texts also follow the communicative conventions of tourism communication. The frequency of the auxiliary *can* in the translation is about 23% higher than that of the source text of Korean [14].

Let us consider the examples (6) and (7), which are cited from Stonehedge official homepage.

- (6) **It has been estimated** that the construction took more than thirty million hours of labors. Speculation on the reason it was built range from human sacrifice to astronomy. [18]
- (7) **Experience** Sunset Tours of Stonehenge and go into the stone circle. With these Tours on the right you **can** have a private viewing of the vast monoliths. The Tour guides will explain the history of the ancient site while you have time to enjoy the tranquility and experience a true sense of awe. [18]

The language they use in the example (6) and (7) is more expressive than that of Korean tourism promotional texts; the extra-posed subject as in (6), and the use of the imperative sentence and modal auxiliaries as in (7) are noticed. This shows difference in dealing with the promotional texts between Korean and English.

In other incidences of the Korean source text as in (8), there were phrases that shed negative light on some aspects of Korean society, history, or culture, which could be attributed to the Korean author's modesty stance. The translator has discreetly omitted such parts to emphasize the positive aspect of Korea.

- (8) 부산에 이렇다 할 음식이 없다고 생각했다면... [17]

The literal translation of the sentence (8) means that there is no food to represent Busan, the second largest city of Korea. This phrase is eliminated entirely by the translator from the English translation, either not forming the non-positive piece of image of the destination, or not contributing to form the entire image.

In this way translation offers unique opportunities

for cross-cultural communication. Tourism texts as a hybrid of informative, expressive, and operative in the sense of Reiss [5] show the independent use of language of tourism. Translation of the tourism promotional translation texts shown in the analysis shows limitation in transference, when we compare K-E translations (1-5) with English texts (6-7); the dense information over the simple structure should give way to the flexible structure with a variety expression.

Translation shows the world of languages which can be made a clustering depending on the particular language parameters; the Korean-English translation is farther than Korea-Japanese translation. Tourism communication being audience-centered, tourism texts are reader-centered. To produce reader's reaction as House's response-based approach [9] the linguistic distance between the languages should be understood and cultural values should be wisely rendered by the proficient translators. To achieve the flexible command of the target language, the cultural competence should be added to the linguistic understanding.

4. Conclusion

With these examples, we can induce that the promotional texts observe the communicative constraints; the frequent use of modal auxiliaries and the observance of communicative constraint. Even the omission can be further explained by the Grice's maxims[13]; whether the culture of the English language does not need the metaphor in the source text, or the given information is not relevant to the target culture, the source texts can be adapted. For the effective communication, the proper amount of information, quality, and relevance should be accommodated to justify the situation in a clarifying way; that is, following the norms of the target readers, the translated version should follow the 4 maxims of Grice.

The study of the source text and the translated version of English shows the cultural differences in the language; Korean as a high-contexted and high power-distanced language, prefers the longer sentences; English as a low-contexted and low power-distanced language takes direct and shorter expressions. However, Japanese belonging to the high-context language shows the similar sentence making process as in example (2). Therefore translation is not simply word matching from one language to another, but it is a transferring process of information, and it is a process of filling the gap between cultures as House [9] mentioned.

In the booklets studied in this paper, most of the translated sentences were modified in various ways. In general, the translator makes the English translation easier to read and understand compared to the Korean texts in such ways by adopting a friendly voice, appending basic information of Korea, or omitting information that is too specific; when the Korean text adopts a passive voice, which can be construed as a professional voice, the English translation adopts a more active voice, which sometimes can seem colloquial. This can be construed as an attempt to sound friendly to the tourists who is new to the destination, opposed to the savvy Korean visitor. The Korean texts sometimes contained information that was too academic or were dealing with specific aspects of Korean history and culture. This is not relevant to the tourists, where the translator uses his or her discretion to omit such superfluous factoids. Also, the source texts in Korean tend to concentrate a large amount of information in a single sentence. As directly translating such an elongated sentence into an English sentence, the foreign readers can easily be confused, where the translator chops the sentence into smaller but easier sentences for comprehension.

The different ways of expression cause difficulties in conveying the source text information, and the subsequent gaps shown in the language convergence is

due to the cultural differences in expression, that is, the preference of clarity, the higher use of auxiliaries, and the change of mode from the original sentence. The converging process of the languages in handling the tourism materials or in acquainting foreign tourists with the profound cultural knowledge behind Korean scenic spots, is a form of cultural mediation of the community. Therefore the translator's understanding of linguistic differences as well as cultural ones, and the communicative constraints are required to deal with the tourism contexts.

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