

Tourism and Terminology: Translating Travel Brochures

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ABSTRAKT

Bakalářská práce je rozdělena na dvě části – teoretickou a praktickou.

Cílem teoretické části je popsat existující teorie, přístupy a metody týkající se translatologie a terminologie v návaznosti na překlady terminologie v oblasti cestovního ruchu.

V praktické části se věnuji translatologické analýze s důrazem na terminologii u několika turistických brožur a dalších textů. Hlavním cílem analýzy je zhodnotit použité postupy a stanovit v těchto textech kvalitu překladu termínů. Dále v práci srovnávám několik různých překladů jednoho termínu a určuji mezi nimi nejvhodnější varianty překladu.

Klíčová slova: translatologie, terminologie, analýza, cestovní ruch, brožura, ekvivalence

ABSTRACT

The following bachelor thesis is divided into two parts – theory and analysis.

The aim of the theoretical part is to introduce existing theories, approaches and methods concerning translatology and terminology in relation to translations of terms in the field of tourist industry.

Practical part of the thesis is focused on the translatological analysis with accent on terminology in the translations of several brochures and other texts. The main task of the analysis is to evaluate used procedures and to determine the quality of translation in these texts. Further in the text, there is a comparison of various translations of one term and the most suitable term is being selected out of them.

Keywords: translatology, terminology, analysis, tourism, brochure, equivalence

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INTRODUCTION

The connection of tourism and translational studies is very strong nowadays. Especially from the beginning of the 20th century, when new discoveries and inventions allowed common people to travel abroad, standards of living started to rise and travelling became cheaper. Travelling started to be a common business - not only to neighbouring countries but also overseas.

And there is an issue of foreign languages, too. Together with the development of the tourist industry, a demand from travellers for accurate information became unbearable. Alongside with the growth of tourism, many translators started to translate texts, which were requested by the travel agencies, transport companies and various institutions.

There are many types of texts intended for the tourist industry. Huge amount of these texts are of advertising character, touting potential customers to visit new interesting places, to experience cultural differences, get some new adventures and memories etc. On the other hand, there are a lot of informative materials, describing history of places and people, architecture, geographical particularities of the landscape, local habits and so on. To ensure the safety of the visitors and protection of the historical landmarks, there had to be a system of orders and warnings developed. Every museum, nature park or airport has its own set of rules and regulations. All of these materials have to be translated into foreign languages.

Methods and approaches used to translate tourist materials appear from various translational theories, which apply on many fields of human activity. In this thesis, there are the most important theories and methods of translation described and further used in the practical analysis of some of the translations of tourist texts. This thesis is not focused only on the translation studies, but also onto a more specific linguistic branch – translation of terms, which are widely used in many segments of tourism.

The main aim of this thesis is to introduce various aspects of terminology and translation studies and their practical application in the field of tourism. In the theoretical part, the objective is to describe connections of theories of terminology and translation with tourism and their impact on translation of tourist brochures.

For the purposes of the practical part of the thesis, the Czech language was chosen to represent the source language of the translations and English language to represent the target language. That means the thesis is focused on brochures originally written in the

Czech language, which were translated into English to be used by English-speaking tourists visiting the Czech Republic.

Practical part analyzes already translated tourist texts, which were carefully chosen to create a wide sample of different types of topics and styles. The analysis tries to determine if the translated texts are equivalent to the source text and if the used terminology conforms to known approaches, sets of standards and terminological theories. Further on, there are several more or less equivalent translations in target language of a single term in source language being analyzed. The goal of this part is to choose the most equivalent term from several possibilities and to justify the selection according to terminological theories and methods.

I. THEORY

1 TRANSLATOLOGY

This chapter belongs to the theoretical part of this thesis and is devoted to the term “translation studies”. It describes the basic theoretical approaches to this field and further represents traditional and contemporary theories of the translational process. There is also a brief survey of functional equivalence and functional styles being presented.

The main topic of this thesis (Tourism and terminology: translating travel brochures) is partially based on the outcomes of the theoretical sciences concerning language, specifically theories, methods and approaches to translation, creation of new terms etc.

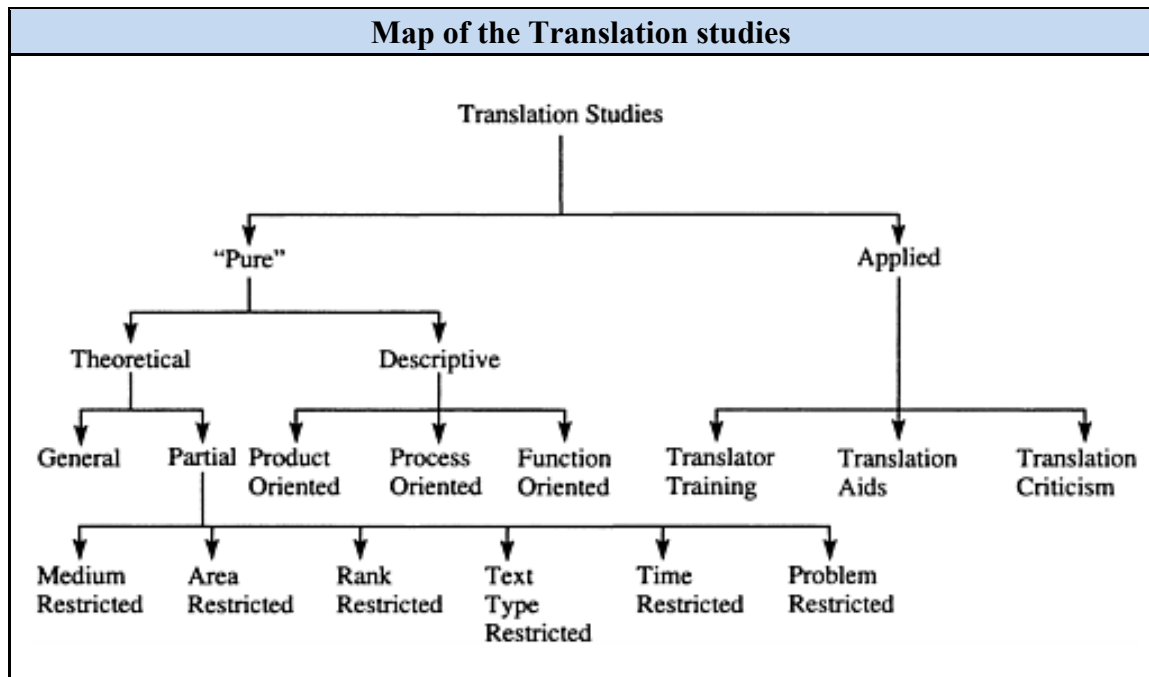
1.1 Translation studies

The academic discipline called “translation studies” is concerned with the study of translation, including written literary and non-literary translation, various forms of oral interpreting, as well as dubbing and subtitling in media. Translatology also covers the whole spectrum of research and pedagogical activities, develops theoretical frameworks and uses its findings in applied fields such as training of translators.

There are two important types of research within the discipline itself:

- The study of translatology (the history of translational studies, the history of translator training, etc.).
- The study of methods and models for particular research in the discipline.¹

¹ Mona Baker, *Routledge Encyclopedia of translation studies* (London: Routledge, 2001). 277.

Table 1. *Map of translation studies*²

1.2 Translation

Translation is the process of converting a message written in one language (in translatology usually referred as a “source language”) into another language (called “target language”). The aim of translation process is to produce an equivalent text and to preserve the meaning of the original message. Process of translation is based on many elements, such as the knowledge of the context, grammatical rules of both languages, idioms, cultural background and written conventions, skills of the translator etc.³

The process of translation is of a great importance in the tourist industry basically because travelling is about visiting new places, other countries or observing different cultures. And of course there is most of the time a language barrier. For that the visitors must have some kind of informational or advertising brochure telling them vital information what to do or where to go.

² See Baker, *Routledge Encyclopedia of translation studies*, 278.

³ Edita Gromová, *Interpretácia v procese prekladu*, 13.

1.3 Approaches to translation

There are a number of theoretical approaches, from which translation can be studied. The major groups of approaches are: **Communicative/Functional approaches, Linguistic approaches, Polysystem theory and Psycholinguistic/Cognitive approaches**. Some of these approaches are obsolete; some of them are still widely used by modern linguists and translators.⁴

Some of these approaches are also used by the translators translating texts concerning tourist industry. Before beginning the translation process, translator examines the source text, decides what style and approach to the translation will be used, what audience the text is designated for, what are its typical features etc. For example the approach to translation based on Polysystem theory can be used in translations of tourist texts because it takes into consideration cultural background and domestic norms.

1.3.1 Communicative/Functional approaches

There are several approaches within this group, which can be together defined as approaches representing a view which refuses to separate the act of translating from its context, insisting upon the real-world situational factors which are prime determinants of meaning and interpretation of meaning.⁵

1.3.2 Linguistic approaches

The relationship of linguistics and translation can be on two levels: findings of linguistics can be applied to the practice of translation and linguistics can be applied to literary, economic or somatic theory of translation.

Typical branch of this approach is sociolinguistics, which studies relation of language to social situation and what it has to say about translating (applies for dialects, narratives etc.).

There are also other schools of linguistic approaches such as psycholinguistics or theory of dynamic equivalence.⁶

⁴ See Baker, *Routledge Encyclopedia of translation studies*, 279.

⁵ See Baker, *Routledge Encyclopedia of translation studies*, 29.

⁶ See Baker, *Routledge Encyclopedia of translation studies*, 120.

1.3.3 Polysystem theory

A theory, developed in 1970's by Itamar Even-Zohar, is based on substituting univalent causal parameters with polyvalent factors as an instrument of explanation for the complexity of culture, both within the boundaries of one single community and between several communities. This theory was at first put to work for analyzing sets of relations in literature and language, but later on used for the more complex analysis of socio-cultural systems. The objects of study were no longer texts and products, but rather the cultural models that determined the production of concrete cultural objects. There were many case studies accomplished in many languages, which have shown that what appears as discrepancies between the source and the target texts can be explained only as the result of actions governed by domestic norms.⁷

1.3.4 Psycholinguistic/Cognitive approaches

Translation involves the transfer of meaning from text in one language into a text in another language. This transfer presents a mental process which is dependent on sophisticated information processing skills. Psycholinguistics establishes the approach, how translators processes information, which are distinct from others writers and from each other. The approach takes monolingual communication as a starting point while recognizing that translation is a special instance of bilingual communication.⁸

1.4 Traditional methods of translation

The process of translation uses various methods, ways and procedures. In the past, the methods and procedures were not strictly given, many of the translators or linguists were using so called "generally known procedures". Traditionally, the major percentage of translated texts was of religious and literal origin, but with the demand for translations of technical and scientific texts, the need of stating some set of rules and methods of translation became necessary.⁹

⁷ See Baker, *Routledge Encyclopedia of translation studies*, 176.

⁸ See Baker, *Routledge Encyclopedia of translation studies*, 186.

⁹ Dagmar Knittlová, *K teorii i praxi překlada*, (Olomouc: Univerzita Palackého v Olomouci, 2003). 14.

There are seven basic principles of translation. These methods were used to solve the absence of direct equivalent of the target language.

These methods are generally used in translations of tourist brochures, the translator need to adjust the text because of linguistic or cultural differences of the languages (e.g. transcription: *Telčský zámek – Telc chateau*).

These methods are:

- **Transcription** (rewriting of the source text into the target language with or without some adaptation of the text). This method is closely connected with Transliteration (rewriting the text using different alphabet, usually causing some sound distortion – *Mao-tse-tung* changes from /*mawdzung*/ to /*mawtsetung*/).
- **Calque** (literal translation – *potflower* = *hrnková květina*).
- **Substitution** (replacing one language term with another, which is equivalent to the original term e.g. noun replaced with personal pronoun and vice versa).
- **Transposition** (necessary grammatical changes in consequence of different language system).
- **Modulation** (alternation of the aspect – *angle-joint of the pipe* = *koleno potrubí*).
- **Equivalence** - it is concerned to be not very suitable term for the use of stylistic and structural devices, which differs from the source text, e.g. expressivity (*my sweet girl* = *děvenka*).
- **Adaptation** (substitution of the situation described in the original text with adequate situation, e.g. when there is no equivalent proverb in the target language.¹⁰

1.5 The Contemporary theory of translating process

“In the past, source texts were viewed and evaluated as a product, while modern approaches are focused mainly on the process, which results in the final product.”¹¹

¹⁰ See Knittlová, *K teorii i praxi překlada*, 14.

¹¹ See Knittlová, *K teorii i praxi překlada*, 21.

All modern Anglo-Saxon monographies concerning theory of translation are focused on macro-approach and also on cultural background, historical and local setting, literal allusions, relation of the author to the topic and audience, type of the reader, type and function of the text etc. First after the strategic decision, which is based on the classification of the source text into the given frame, starts the stage of the detail decision-making. As a last stage, there is a micro-approach, which concerns about particularities, grammatical structures and their lexical content, and builds the final targeted text.¹²

This principle takes into account the major characteristics of the text, what is the genre of the text, for what audience is it intended, what is its function, what factors are needed to be respected the most etc.

With the rapid development of computer technologies and progress on the field of AI (artificial intelligence), attempts have been made to use computers for the translation of natural-language texts (machine translation) or to aid human translator with the translation itself (computer-assisted translation).¹³

The macro-approach with accent on cultural background, historical and local settings is the most used approach in the translation of tourist texts. The text has to take into account the differences between cultural background, religion, knowledge of the history and customs of the tourists and natives and adjust the target text in the way the readers can understand the message (e.g. visit of the tourists from Japan to wine cellars in the south-Moravian region, connected with the presentation of local habits, music and dances).

1.6 Functional (dynamic) and formal equivalence

In modern translation theories, for the primary principle of translation is considered functional approach, also referred as to functional equivalence. This principle is based on the theory, that it does not really matter, if there are used the same or similar language elements, but the essential point is that these elements carry the same function. Not only the function of the meaning and matter-of-factness (denotation, referential), but also connotational function (expressive, associational) and pragmatical function.¹⁴

¹² See Knittlová, *K teorii i praxi překlada*, 21.

¹³ See Knittlová, *K teorii i praxi překlada*, 21.

¹⁴ See Baker, *Routledge Encyclopedia of translation studies*, 77.

Functional equivalence is one of the most important elements of the translation. Translators are not forced to translate given texts into the target language word-by-word, so the translator is therefore in some level an author of the newly created text. This is crucial for the translations in the tourism industry. There is a huge stress on the knowledge and skills of the translator, who has to understand the topic and terminology and who has to be able to analyse and subsequently choose and produce equivalent text, too.

“The basic element of the text is semantic function (contextual), expressed by lexical elements related to grammatical system.”¹⁵

There are three crucial aspects of the text: Beside denotational information focused on the content of the situation, there is a connotational information given by stylistically and expressive colouring of the language element.¹⁶

It is harder to translate into the target language, which has a wider basis of terminology (e.g. grammatical gender in the translation into the Czech language – *cook* = *kuchař/-ka*).¹⁷

1.6.1 Lexical equivalence

Methodology used in analysis and description of the lexical units has to be able to distinguish literary language from the non-literary one, common vocabulary from terminology and is to be able to consider functional and stylistic focus of the described material. It has to take into account specific unit and the system, relation between language and text and theory and practice.¹⁸

1.6.2 Grammatical equivalence

Grammatical equivalence could be problematical for a translator in case the source language and target language have different systems of grammatical categories such as gender, voice, verbal aspect, person etc. Even more difficult is the situation on the field of syntax, word order or sentence condensers.¹⁹

¹⁵ See Knittlová, *K teorii i praxi překlada*, 6.

¹⁶ See Knittlová, *K teorii i praxi překlada*, 6.

¹⁷ See Knittlová, *K teorii i praxi překlada*, 6.

¹⁸ See Knittlová, *K teorii i praxi překlada*, 33.

¹⁹ See Knittlová, *K teorii i praxi překlada*, 6.

1.6.3 Textual equivalence

This category is concerned of the proper organization of the text, its informational structure, coherence and cohesion. There are differences between languages on this field as well. Essential aspect is the purpose of the text, if the translator decides to adapt the text to the principles of the target language or if he intends to preserve the particularity of the source language. Based on these criteria, the translator chooses the method of his work.²⁰

1.6.4 Pragmatical equivalence

Very important element of the text, which has to be considered by the translator, is the position of the text in complicated situational and experiential context of the given language community. The misinterpreting of this element may lead to false interpretation of the text by the reader. The translator should be able to distinguish between cases, when the used language features are dependent on type of the language, requiring adaptation of the target text with the minimal stylistical shift. These features are called language-specific and culture-specific.²¹

1.7 Functional styles

This chapter is focused on description of main functional (stylistical) styles of translation. It describes four major styles for writing translated texts; each of them is used for different purposes and audience. Each of these styles has its own specific properties and features. These styles are: **Administrative style (including Legal sub-style), Scientific and technical style, Journalistic style and Publicistic style.**²²

Every translated text has due to its nature some specific style, in which is the text written. There are usually two to three styles being used in the translation of tourist texts. The style varies due to the purpose of the text. For example administrative and legal style is used in the informative texts such as opening hours, prices etc. legal style is used when the tourist must be instructed about rules and regulations. Scientific, technical or popular-

²⁰ See Knittlová, *K teorii i praxi překlada*, 96.

²¹ See Knittlová, *K teorii i praxi překlada*, 104.

²² See Knittlová, *K teorii i praxi překlada*, 121.

scientific style is used when instructing the visitor about the history of the place, architecture etc. Publicistic or journalistic style is mainly used when promoting or advertising some place or event, it is intended to attract the tourist to visit the place and “taunt” him to become a potential customer.

1.7.1 Administrative style

This style, which is sometimes referred to as official style, procedural, official document style or officialise, is used mainly in questionnaires, business communication etc.

This style contains practically no esthetical elements, and because the essential condition for adequate translation is to transform pragmatic and aesthetic elements of the text, this style seems to be the least problematic for translation. It has pragmatism problems, though. Administrative style is with its directness related to publicist style, but it is more close to scientific style. Its typical features are pragmatism, clarity, exactness, lucidity and briefness. This style is usually stereotypic, lexically and syntactically poor, bookish and using stable terminology.²³

1.7.2 Legal style (Administrative sub-style)

This style is used in formal and legal documents, it uses specific vocabulary and phrases. Typical examples of this style are public notices, regulations etc. used to instruct or warn people (e.g. *It is not allowed to step on the grass.*).

1.7.3 Scientific, popular-scientific and technical style

It is a basic style of the matter-of-fact literature. This style is further divided into 2 branches: scientific and popular. This style is used in all fields of theoretical and applied sciences, technology etc.²⁴

Scientific style is represented by standardised terminology for every scientific field (e.g. medicine, computer science, physics), the structure of the sentences is sophisticated and it uses very precise expressions. The main function of scientific style is to provide information from different scientific fields; it is very precise, complete and cogent. This style is primarily used in written form, which assumes there is no feed-back from the

²³ See Knittlová, *K teorii i praxi překlada*, 127.

²⁴ See Knittlová, *K teorii i praxi překlada*, 136.

reader. Therefore the translated text must be stylistically and syntactically very clear and intelligible.²⁵

Popular-scientific style adds to the scientific style elements of colloquial language, Publicistic style, it is not that concentrated. The use of this style is intended for wider audience, therefore there is simpler terminology used or the terms are explained in the text. It uses richer text structure and shorter sentences.²⁶

1.7.4 Journalistic style

Very specific style, also called “Journalese”. It is frequently used in the newspapers, usually in short messages, advertisements, announcements and statements. It is separated for its specific features from the Publicistic style. Its main purpose is to inform the collective audience, to provide it with various information and facts without commentary and appeal.

This style is specific, consistent, must be able to give a clear message, the reader must understand every word of a sentence. The style is characterised by specific vocabulary, definite syntactic constructions and unusual type of headlines. The vocabulary of the text is mostly neutral and it uses common literary language.²⁷

1.7.5 Publicistic style

This fairly new style emerged from the administrative, artistic and scientific style. It is used in newspapers, magazines, television, radio broadcasting and in movies. It is used in situations, when there is a need to give a subjective, attractive and convincing message. It contains essays, analyses, commentaries, editorials etc.²⁸

Publicistic style is used mainly in three particular styles: reporting and informing, analytical and publicistic, literary–belletristic. Main element of this style is accessibility and intelligibility. Typical is a low usage of conjunctions, simple sentence with a lot of richly developed clauses. Used terminology is simple, clearly understandable; some colloquial words are used, too.²⁹

²⁵ See Knittlová, *K teorii i praxi překlada*, 127.

²⁶ See Knittlová, *K teorii i praxi překlada*, 128.

²⁷ See Knittlová, *K teorii i praxi překlada*, 158.

²⁸ See Knittlová, *K teorii i praxi překlada*, 178.

²⁹ See Knittlová, *K teorii i praxi překlada*, 179.

Summary of the chapter

There are the most important theories and approaches to translatology presented in this chapter. It briefly shows the structure of the theoretical studies of the translation studies and on their bases the thesis can logically continue to more specific aspects of the translatology.

2 TERMINOLOGY

Terminology is one of the theoretical and applied branches of linguistic studies, this chapter first states the meaning of the terms such as “terminology”, “concept” or “definition”, then describes how the terminology is related to translation studies and deals with the topic of standardization of terms.³⁰

From the point of view of tourism, terminology is very important field. As many other specific fields exploring human life and activities, tourism has a lot of specific terms, which are used in its segments (geography, architecture, history, travelling etc.). Due to the fact that different cultures encounter each other while travelling abroad, there has to be some way how to present necessary information to them. There are many term standards, specialized dictionaries and glossaries designated for translators to help them in their attempts to provide a foreigner with clear and exhaustive message.

2.1 What is terminology

Terminology is the study of terms and their use; it is the study of words and compound words that are used in specific contexts. There is a difference between the term “term” and the term “word”, because each of them is studied by different branch of linguistics. Lexicology is in the study of lexical items generally referred as “words”, while terms are studied by terminology. Terms, together with words and proper names, creates the general class of lexical items.³¹

Lexical items can be studied by pure linguistic theories (morphology, sense relations etc.), or as referential entities. Terms are always studied in relation to the conceptual system to which they belong.³²

Theory of terminology explains behaviour of terms, which differs from the behaviour of word and proper names, with respect to both knowledge and understanding and to the use of terms in specific field of human activity. Theoretical approach also contributes to understanding of term formation processes and the motivation of neologisms.³³

³⁰ See Baker, *Routledge Encyclopedia of translation studies*, 258.

³¹ See Baker, *Routledge Encyclopedia of translation studies*, 259.

³² See Baker, *Routledge Encyclopedia of translation studies*, 259.

³³ See Baker, *Routledge Encyclopedia of translation studies*, 259.

Terminology is also a linguistic branch which systematically studies the formation, development and usage of highly specific vocabulary, which occurs in one or more subject fields of human activity. Terminology also concerns research and analysis of these terms in context, for the purpose of documenting and promoting correct usage. For this purpose, there are a large number of dictionaries, databases and registers being compiled and subsequently published. Study of terminology can be limited to one language or can cover more than one language at the same time (multilingual terminology, bilingual terminology).³⁴

Terminology as a linguistic discipline is based on given theoretical principles and consists of several activities:

- analysing the concepts and its structures used in a specific field of activity
- identifying the terms assigned to the concepts
- creating new terms
- establishing correspondences between terms in the various languages (in case of multilingual or bilingual terminology)
- compiling, creating, publishing and managing of terminology indexes, registers, dictionaries and computer databases³⁵

From the linguistic science point of view, terminology as a linguistic discipline is closely related to translatology. Proper translation of terms is one of the crucial tasks in the process of translation.

Usage of terminology in translations of tourist brochures is based both on using of already created terms and on creating new terms as well. Most of the terms in the field of tourism are already developed and stated in the literature, computer databases or are indexed and published by some of the companies providing internationally recognized standards (such as the International standards organization - ISO). Because the whole tourism industry is rapidly evolving, new sports and leisure activities are emerging and new and faster forms of transportation are being developed, the need for new terms on this

³⁴ See Baker, *Routledge Encyclopedia of translation studies*, 259.

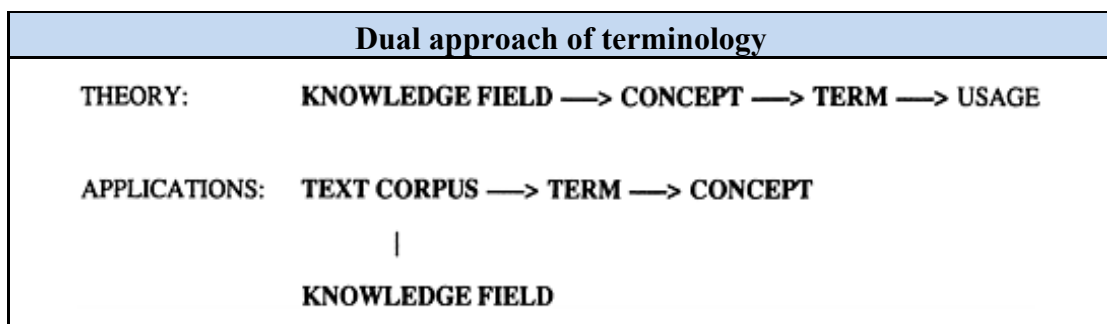
³⁵ See Baker, *Routledge Encyclopedia of translation studies*, 251.

field is obvious. Therefore the theories of creating new words, its rules and principles are vital for all the translators involved in translating of tourist texts.

2.2 Translation and terminology

Both categories are part of linguistics, but as a discipline, they are focused on different areas of language study. Translating is an applied linguistic activity, concerned with the manipulation of the text, while terminology is a discipline, which uses both theoretical and applied linguistics and uses texts as one of the source materials. Terminological theory shifts from basic unit called “concept” to the identification of appropriate terms of expressions. This dual approach is shown in the chart below:³⁶

Table 2. *Dual approach of terminology*³⁷



The difference between translation and terminology is also in the focus of the each discipline. Translation deals with language in use, while the terminology is focused on recording facts of the language as an abstract system.³⁸

2.3 Concepts, definitions and terms

The theory of terminology is concerned with concepts, their definitions and their linguistic realization as terms.

³⁶ See Baker, *Routledge Encyclopedia of translation studies*, 259.

³⁷ See Baker, *Routledge Encyclopedia of translation studies*, 259.

³⁸ See Baker, *Routledge Encyclopedia of translation studies*, 259.

2.3.1 Concepts

Concepts are defined as units used to structure the knowledge and perceptions of the surrounding world. They appear in form of primitives or complex concepts, which are formed by linking primitives into new combinations. There are theoretically infinite number of concepts, but only a limited number is realised in language, due to restriction of expression forms available to it.³⁹

2.3.2 Definitions

Definitions of the words are usually found in dictionaries, because a dictionary proceeds semasiologically (studies meaning of words regardless of their phonetic expression) from the word to its meaning. Terminology proceeds onomasiologically (departs from the concept and asks for its name). In terminology, definitions are of an analytic and synthetic nature. Definitions first tries to link the concept to be defined to its most closely related concept, and then they attempt to describe in which way is this concept different from other concepts in the same field.⁴⁰

2.3.3 Terms

Terms refer to conceptual properties, activities and relations in a particular subject field. A distinction has to be established between terms, which have a reference to one particular field and words, which refers to a variety of subject fields. To increase the specificity of terms, agreements are concluded on the meaning and form of term in the purpose of creating standards, regulations and harmonisations. Ideally, there should be clearly defined concept behind every term, which is related to the other concepts that make up the knowledge structure of the text. The chosen term should reflect this concept unambiguously and effectively and the form of the term should be generally acceptable.⁴¹

³⁹ See Baker, *Routledge Encyclopedia of translation studies*, 260..

⁴⁰ See Baker, *Routledge Encyclopedia of translation studies*, 260.

⁴¹ See Baker, *Routledge Encyclopedia of translation studies*, 261.

2.4 Standardization of terminology

There are several worldwide organizations, which are concerned with terminology. They are particularly specialised in gathering, classifying, unifying and publishing the data. These companies operate on the level of international business and politics, trying to develop a generally recognized system of international standards. These organizations try to appeal on national, international and regional terminology institutions, governmental organizations and networks, as well as public, state-owned and non-profit institutions engaged in terminological activities to use a standardised terminology.⁴²

Using standardized terminology can help a translator to save a lot of work in searching for appropriate terms and to verify, if the terminology used in his/hers translations are correct. Especially in such a wide field, as tourism definitely is. It is valuable for a professional translator to buy a set of standards for each terminological field, in which his/her work may be involved from a world-wide known company such as ISO. However, the price of a single set of standards is quite high and a translator must decide if it would be worth it to buy the set or a whole collection.

There are two well-known institutions:

- International Organization for Standardization (ISO) – the world's largest non-governmental organization, developing and publishing International standards. ISO network connects national standards institutes of 157 countries. In year 2007, ISO Catalogue contained more than 17.000 published international standards.⁴³

Table 3. *Examples of ISO standards related to terminology and tourism*

Examples of ISO standards related to terminology and tourism		
<i>Label</i>	<i>Description</i>	<i>Price</i>
ISO 704:2000	Principles and methods of terminology ⁴⁴	140 USD
ISO 18513:2003	Tourism services - Hotels and other types of tourism accommodation – Terminology ⁴⁵	110 USD

⁴² See Baker, *Routledge Encyclopedia of translation studies*, 255.

⁴³ International Organization for Standardization, "About ISO.". <http://www.iso.org/iso/about.htm>.

⁴⁴ International Organization for Standardization. "Products."

http://www.iso.org/iso/search.htm?qt=ISO+704%3A2000&published=on&active_tab=standards.

- INFOTERM, the International Information Centre for Terminology, was founded in 1971 by UNESCO, the United Nations Educational, Scientific and Cultural Organization, with the objective to support and co-ordinate international co-operation in the field of terminology.⁴⁶

Summary of the chapter

There were the crucial terms on the field of terminology explained in this chapter. There is also a link between two linguistical branches of translatology and terminology explained and the chapter contains valuable information about standardization of terminogy on the various fields of human activity. The knowledge of these issues opens the door to more practical parts of this thesis.

⁴⁵ International Organization for Standardization. "Products,"

http://www.iso.org/iso/search.htm?qt=ISO+18513%3A2003+&published=on&active_tab=standards.

⁴⁶ International information centre for terminology. "Home," <http://www.infoterm.info/index.php>.

3 THE TRANSLATION OF TOURIST TEXTS

This chapter, which is still the part of the theoretical section of this thesis, concerns more concrete and practical issues on the field of terminology studies, particularly focused on terminology of tourism. There are some of the theories and approaches stated in previous chapters applied to practical examples for better understanding of the whole problem. The practical examples use as a source and target languages Czech and English language.

3.1 A translation of tourist texts

In the past, many of the translated tourist brochures and tourist-guide books were written in a way, that the reader felt confused, mystified or even amused by the provided information. Recently, the situation has improved and there are already some high-quality translations, but it is still common for a foreigner to obtain poorly translated texts.

3.1.1 The most common mistakes in translation of tourist texts

The most visible problem is that these texts are translated by non-native speakers and there are a lot of mistakes of spelling, word order and grammar. But even if the text is formally correct, the message in it does not sound natural. The manner of writing texts in various languages is very different.

“Every language has its own collocations and own clichés for tourism.”⁴⁷

3.1.2 Functional styles used in translations of tourist texts

Another commonly made mistake is that the texts look like a research paper instead of short informative summary – the author is well informed about the topic of the tourist text and uses very informative text with a lot of details of local environment and history and containing a lot of abstract nouns – which is far too much for a average tourist seeking a bit of information about the place. English texts are usually written in more casual, journalistic style, addressing the reader directly and using the suitable amount of information. So the situation, when the final text is full of mistakes and is also written in

⁴⁷ Heather Trebatická, “The Translation of Tourist Texts,” in *14x o překladau*, ed. Andrej Rády (Praha: Jednota tlumočnicků a překladatelů, 1998), 80.

intellectually demanding scientific style, discourages the visitor to read the text which can lead to his refusal of visiting the place.⁴⁸

This situation stated above clearly shows the solution for translating tourist texts. If the text is written primarily for the foreign visitor, the importance is on the tourist, not the writer of the source text or the translator. Attempts to create a text, which will sound “exotic” to the tourist is not the right choice, too. The translator of the tourist text, nor the writer, is the one who should decide how to amend the source text to make it understandable to the reader.

3.1.3 Substitutions, emphasizing cultural differences

There are other problems, which have to be solved by the translator. From the point of view of terminology, every language has its “untranslatable” words, which have no accurate equivalent in the target language. In the Czech language, these could be for example *přírodopis* or *vlastivěda* and cultural words, such as *roubenka*, *škvarky*, *ozembouch*, *pomlázka*... Many of the translators substitute these local terms by a descriptive phrase used without the original term (*wooden cottage* or *chalet*, *boiled pieces of pork fat*, *local music instrument made of various percussions mounted on a long stick*, etc.). Most of these descriptions will not help the reader to visualize exactly how the object looks like. Also the term *boiled pieces of pork fat* does not sound very tasty. The reason people are travelling abroad is visiting and experiencing something new. It is vital to lure the tourist to something exotic and it is needed to emphasize these cultural differences. For this reason, the good way how to present these terms in a brochure, on a www page or in a menu is to use the original term with the description phrase written in italics or put into brackets.⁴⁹

3.1.4 Transcription in local names

Transcription is also widely used in the tourist terminology. Czech language and English language are both based on Latin script; therefore it is easy to transcribe Czech terms into English by just removing Cyrillic diacritics. In the past, there was not much respect for the local names and spelling (*Jan Hus* became *John Huss* and *Husité* became *Hussites* in many

⁴⁸ See Trebatická, *14x o překladi*, 80.

⁴⁹ See Trebatická, *14x o překladi*, 80.

English-written history books). Nowadays, there is an effort to keep local names at their original form. On the other hand, when using globally known names, it is appropriate to keep writing it by using English spelling (*hra od A.S. Puškina – play by A.S. Pushkin*).⁵⁰

3.1.5 One-to-one equivalence missing

Another problem, which occurs when translating tourist texts, is that the source language may have a wider variety of words or phrases for a group of things. For example when describing landscape, Czech language uses various terms for mountains and hills (*vrchovina* and *pahorkatina* are usually both translated as *hills* in dictionary translations). Problem is also when determining the type of historical building such as castle, chateau, stronghold, keep, etc. - usually there is one-to-one equivalent missing. On the other side there is a phrase “*Městská památková rezervace*”, which has a variety of expressions in the target language (in this case in English) with the same status – an Urban Conservation Area, an Urban preservation Area, Historical Town reserve, an Urban Heritage Reservation or Town reservation. It is again the translator who should decide which term will be used in the translation (supposing there is no officially given terminology).⁵¹

3.1.6 Proper names

Especially confusing topic for the translators could be translations of proper names (geographical terms, the names of institutions and events). There is no given standard of translating proper names that is why the translations differ from one work to another. It is translators' decision, which method of translating will be used (for example geographical region of *Jižní Morava* is usually translated as *The South Morava region*, *The South Moravian region*, *Southern Moravia*). The same variability can be observed in the names of churches, castles, cathedrals etc. (*katedrála Svatého Víta – St. Vitus Cathedral, the cathedral of St. Vitus*).⁵²

There is also a disputable situation closely connected to this topic, when some of the generally well-known places, events etc. have already English terms, such as mountain ranges (*Beskydy – Beskyds, Tatry – The Tatras*). This does not mean that translators should use the same translation procedure to other similar and less-known places (*Javorníky –*

⁵⁰ See Trebatická, *14x o překladu*,81.

⁵¹ See Trebatická, *14x o překladu*,84.

Javorníky sound a bit strange and no foreign tourist would have a clue, what does that mean and where to find it). As it was said earlier in the text, it is better to keep local terms in their original form. Another situation occurs, when there are geographical names, which already contain description of the place (*Drahanská vrchovina, Jizerské hory, Orlická přehrada*). There are several ways how to translate these terms – one is to omit Czech description of the place, usually the last word (*Drahany highlands, Jizerka Mountains, Orlik dam*). Another approach is to use English explanation in brackets (*Českomoravská vysočina (highlands), Jizerské hory (mountains), Orlická přehrada (dam)*). This approach is stylistically correct, however for the reader it is quite disturbing element in the text. Another approach, which is probably the best stylistic solution, is the use of “of”, which is also very common in English (*the valley of.., the hills of....*).⁵³

Other possibilities are to use both source and target language descriptions (*Jizerské hory mountains*). This is stylistically correct though not used by translators for the obvious reason – it is strange for the translator to repeat the same expression twice. On the other side, tourists usually do not speak both languages, so from their point of view this type of translation is understandable and clear. This type of translation ensures the visitor to easily find the name of the place on the map.⁵⁴

Style of translation, which should be avoided, is the one using local names in original form and its English translation in brackets - *Masarykova ulice (Masaryk's Street)* – this translation does not give any valuable information to the reader. *Červená voda (Red Water village)* could without any further explanation make the reader think, that there is a lake or river coloured in red in the village. There is one exception in this style, when there is used an expression, which could possibly attract the reader (*Pustý žleb – Deserted dry valley*). Deserted could evoke the feeling of something mysterious.⁵⁵

3.1.7 Translation of names of institutions, events and exhibitions

The group of terms, which includes names of institutions, organizations, events, exhibitions, museums etc., could be tricky to translate as well. Generally, Slavic languages

⁵² See Trebatická, *14x o překladu*,82.

⁵³ See Trebatická, *14x o překladu*,83.

⁵⁴ See Trebatická, *14x o překladu*,83.

⁵⁵ See Trebatická, *14x o překladu*,84.

use longer names than English, so the translator should not use literal translation, but some shortened version (*Expozice přírodního a nerostného bohatství Moravského krasu a jeho okolí – The Moravian Karst Exhibition*). It is also useless to translate terms, which will not give the reader any new information. In this case, it is suitable to use some more explanatory term (*Jizerská padesátka – 50km cross-country skiing competition of the Jizerske hory mountains*).⁵⁶

3.1.8 General advices

As a conclusion and a general advice for the translators of the texts designated for tourists, it is appropriate for the translating team to include both expert on local terminology and source language and native speaker of the target language to do editorial work, to establish a directory or dictionary with the terminology, which was used for the local place names, institutions, events etc. This could make the future work easier and there is also a huge advantage for the final recipient of the translated text, who will be spared of unwanted confusion.

Summary of the chapter

There are a lot of practical examples of translating of tourist texts in this chapter being described. The chapter contain advices and suggestions for more suitable ways of translating tourist texts and show the theoretical principles of the science on these examples. There are examples in Czech and English language used in the chapter.

⁵⁶ See Trebatická, *14x o překladu*,84.

II. ANALYSIS

4 TRANSLATIONS OF TOURIST BROCHURES

This is the main analytical part of the thesis – there are the most important areas of tourism industry in the Czech Republic being examined. There are some of the typical examples of various tourist texts (advertising, informative, legal texts etc.) chosen from the selected area of tourist industry, followed by the translational analysis (with the accent on terminology) performed on these examples. The analysis is focused on the usage of the terminology related to the area, to state the style of translation, equivalence etc. The analysis is based on translated texts, where the Czech language figures as a source text and English language as a target text. Every section has 3 parts – translational analysis, practical examples of translations with commentary and authors own recommendations of better or more effective translations of these texts.

4.1 Cave systems terminology analysis

The analysed tourist brochure is promoting the beauties of the “Moravian Karst National Nature Reserve” located north of Brno. It is the longest cave system in the Czech Republic, visited by thousands of tourists every year and due to its unique nature, it a perfect place to visit for the foreigner.

4.1.1 Translational analysis (with accent on terminology)

The brochure seems to be translated well, the description of places is clear and there is only a limited number of technical terms being used.

Table 4. *Moravian Karst National Nature Reserve advertising brochure analysis*⁵⁷

Moravian Karst National Nature Reserve advertising brochure analysis	
Amount of used terminology	Not many terms present – advertising text focused at average tourist, simple, not confusing
Explanations of terms	Only one term is explained in the whole text – Road train (<i>tractor-drawn small train...</i>)
Functional style	Publicistic style – easy to read, attract the reader to visit the place (e.g. <i>the beautiful decoration of...</i>)
Style of translation	Close translation
Similarity of the text (equivalence)	approximately 90% (excluding local and proper names)
Grammatical, spelling, word-order mistakes	Low number - text was possibly revised by native speaker For example the term: “ <i>Obří dóm</i> ” (dome) is illogically translated as “ <i>Obří Dom</i> ”
Mistakes in translation of geographical, local and proper names	High number of different forms of translated or transcribed names, even in one article, possibly translated by more than one translator

4.1.2 Practical examples (with commentary)

- Problems in translation in this text are mostly in translation of proper names. For some reason, names of the places are not unified and there are several versions of the original name throughout the text, which might actually confuse the reader. For example:

Amatérská jeskyně – The Amatérská (Amateur) Cave,
the Amatérská jeskyně (“Amateur’s”) cave
Amatérská jeskyně

Pustý žleb – dry Pustý Žleb valley x Pustý Glen

⁵⁷ Společnost pro Moravský Kras, *Macocho, Moravský kras* (Blansko: SMK, a. s., 2005).

Punkevní jeskyně – Punkva caves x The Punkevní Caves

říčka Punkva – The Punkva Rivulet x the Punkva River

- Czech term *potok* is translated into English one time as a *creek*, another time as a *brook* which is term used mainly in American English:

Sloupský potok – Sloupský creek x Jedovnický potok – Jedovnický brook

- The term “*Lanovka*” is once referred to as “*cable-car*”, in another article as “*cable-railway*”.
- There are two different terms for the same vehicle used in the text:

silniční vlak x eko-vláček – road train x eco-train

- In the Czech terminology, there is a general term “*krápník*” (although there are also terms “*stalagmit*” a “*stalaktit*” present in the Czech language, but with their specific meaning) translated as “*stalactite*” and “*stalagmite*” in English (*krápníková výzdoba – stalactite and stalagmite decoration.*)
- In two cases, the name of a local place was translated with the totally different approach by omitting the original name completely, probably because there were no difficulties in translation:

Galerie – “Gallery”

Přírodní chodba – “Natural Hallway”

- There were also some questionable translations of terms:

Rozměry Hlavního dómu... – Dimensions of the Main Dome... (better expression would be size of the dome).

Naučné stezky – Nature Trails (naučné does not have the same meaning as nature).

4.1.3 Recommendations

It would be appropriate for the publisher of this informative material to unify the proper and local names to prevent the readers to be confused. It is advisable to create a reference

list with the original names of the places on one side and one universally usable term for every target language the material will be translated into.

It is also highly advisable to use services of the native speaker to make corrections to the target text to ensure the translated material is of a high quality.

4.2 National parks – tourist information analysis

The administration of “Podyjí National park” released the set of rules, warnings and recommendations for the visitors of the National park, to prevent them to inflict any damage to the park itself and to protect the visitors from getting injured.

4.2.1 Translatological analysis (with accent on terminology)

From the first sight, the translated text looks very amateurish and it is clearly visible that the translator does not have much experience in translating from the Czech language to English. The most obvious mistake is the usage of terms, vocabulary and idioms, which can not be used in specific situations as it is used in the text. The text is more or less understandable to the reader, but for some people, the text can be at least funny and strange-looking.

Table 5. Podyjí National Park – General information for tourists - analysis⁵⁸

Podyjí National Park – General information for tourists analysis	
Amount of used terminology	Large number of terms used, however of poor quality and equivalence
Explanations of terms	There are no explanations of any terms, even though some of the terms should be explained (e.g. <i>bivouac</i>)
Functional style	Almost clear rigorous Legal document style, giving commands and warnings to the reader (e.g. <i>...it is forbidden to bath in the river...</i>)
Style of translation	There are attempts to create a Close translation in the text
Similarity of the text (equivalence)	approximately 70%
Grammatical, spelling, word-order mistakes	High number – the text was definitely not revised by native speaker For example the term: “ <i>tourisme</i> ”, “ <i>keep please in mind</i> ” etc.
Mistakes in translation of geographical, local and proper names	There are only a few proper names in the target text, the correctness of translation is arguable (e.g. <i>Middle Podyjí</i>)

4.2.2 Practical examples (with commentary)

- Usage of wrong expressions and idioms in English:

všeobecné informace – general informations

regulace pohybu a chování návštěvníků - regulations of movement and comportment of visitors

při jízdě na kole – while driving a bicycle

provázovat vodní sporty - to pursue water sports

koupat se v řece Dyji a rybnících - to bath in the river Dyje and in the ponds

⁵⁸ Národní park Podyjí, “Tourism – General informations,” http://www.nppodyji.cz/_E_PODYJ.HTM.

...jsou v terénu označeny tabulkami... – ...are marked out by tablets in the terrain...

...jezdit na kolech mimo silnice a vyznačené turistické trasy. - ...to ride bicycles outside highways and marked tourist routes.

- There are also some questionable and strange-looking stylistical formations, even in the source language:

Několik vážných úrazů z minulých sezón varuje.. - Several warning grave injuries happened during the last seasons.

V území nejsou rozmístěny odpadkové koše. - In the area there are no waste baskets.

Mimoto hrozí na cestách možnost případného střetu s lesnickou mechanizací - In addition there is also danger of clashing with some forestry machines.

...označené studánky s pitnou vodou, jejíž kvalita je pravidelně sledována. - ...marked wells with drinking water, the quality of which is being regularly checked.

Na území NP je zakázáno vjíždět a setrvávat motorovými vozidly. – It is forbidden to drive in and stay with motor vehicles.

4.2.3 Recommendations

From the high number of examples it is obvious that the translator did not completed the task. What is more alarming, even the source text is full of stylistical mistakes. Therefore I would strongly recommend to the Administration of the park to completely revise both source and target texts. It could be a good idea to search for some examples of directional phrases and expressions written in English on the Internet or in the literature. In this case, it is crucial to use more qualified translator or supervision from the native speaker. Such a badly translated text might damage the credit of the organization.

4.3 Castles and Chateaus

4.3.1 Translatological analysis (with accent on terminology)

The translation of the text concerning history of “State Castle of Sychrov” into English is a perfect example of a high-quality translation. Both source and target texts are highly stylistically developed, full of precise information of history of the castle, architectural

modifications of the castle starting up in the Middle Ages. There is also brief but exhaustive information about all owners of the castle. The style of the source text indicates that it was written by someone with very detail knowledge of the topic and with the experience with publishing, too.

Table 6. *State Castle of Sychrov – Historical overview - analysis*⁵⁹

State Castle of Sychrov – Historical overview analysis	
Amount of used terminology	Many terms especially from architecture are used. Some of them are explained, however translation is hard to read – the text is too technical, which is quite common concerning gourmet food (e.g. <i>garlic crostini</i>)
Explanations of terms	There are no explanations of terms, though some terms in the texts need to be explained (e.g. decorative neo-Gothic oriels)
Functional style	Scientific style - giving clear and strict information about the topic, complicated complex sentences, there are no emotional nor popular elements in the text
Style of translation	Almost perfect word-to-word translation
Similarity of the text (equivalence)	approximately 95%, the message of the text in both languages is identical
Grammatical, spelling, word-order mistakes	Several minor spelling mistakes in the source text, no mistakes of this category in the English text, supposedly checked by native speaker
Mistakes in translation of geographical, local and proper names	No mistakes. There are a number of proper names, aristocratic titles etc. (e.g. knighted Lamotts family of Frintropp)

4.3.2 Practical examples (with commentary)

- The usage of complex sentences, which underlines the scientific style:

⁵⁹ Státní zámek Sychrov, “History,” <http://www.zamek-sychrov.cz/en/>.

Členy tohoto francouzského šlechtického rodu můžeme zařadit do kategorie důstojníků, kteří byli za služby rakouskému císaři v době třicetileté války odměňováni statky konfiskovanými české šlechtě. - Members of this French aristocratic family can be classified as belonging to the category of officers who were being rewarded with lands confiscated from Czech aristocracy for their services to the Austrian Emperor during the Thirty Years' War.

- The usage of the specific field terminology – in this case it is the Architecture:

...bohaté řezbářské ozdoby (např. výplně stropu ve schodišťové hale), francouzské tapety tlačené z vepřovice - avish carvings (e.g. ceiling panelling in the staircase hall) and French embossed wallpapers made of pigskin...

...se jeho prohlídková trasa rozšířila na východní křídlo a chodbu jižního zámeckého traktu - the tour route expanded to the south wing and the corridor of the south annex...

- The usage of the complicated titles of the nobles:

...byla majetkem české královské komory. - ... the property of the Czech royal chamber.

...rytířská rodina Lamottů z Frintropu. - ... the knighted Lamotts family of Frintropp.

...získali i titul "princů z královské krve". - ...acquired the title of „Princes of Royal Blood”

- There is actually a problem with overusing of terminology – supposing that the visitors of the castles are regular tourists on holidays, such a scientific comment and unknown terms may be boring and confusing for them. Such as:

...třicátých let 20. století zámku přinesl funkcionalistickou úpravu, která nejenom změnila částečně exteriér stavby (byly odstraněny různé ozdobné novogotické arkýře a atiky, omítka z původně omítnutých věží byla odstraněna a nahrazena lomovým zdívem)... - ...the beginning of the 1930s brought to the castle functional adaptations which not only partially changed the castle exterior (various decorative neo-Gothic oriels and attics were removed, as was the plaster from the formerly plastered towers, which was replaced by rubble masonry)...

4.3.3 Recommendation

Overview of the history of the castles and chateaus are quite common information in the tourist brochures. There are some basic rules, which should be taken into account: The overview should not be too long and should not use many obscure terms. If the terminology is used, it is always better to explain these terms briefly by the comment in the brackets or at the end of the page. The common reader wants just some basic facts. It could be good idea to “popularize” this bald style by adding some interesting facts or a short amusing story to make it more interesting for the reader.

4.4 Translations of meal menu in restaurants

Usually only a well-known and luxurious restaurant produces written menus also in other languages. That clearly states the interest of the restaurant owners to attract foreigners to have a meal there. Therefore, a fine translation of the menu is crucial for the successful restaurant. The analysed menu originates from the “Restaurant Pravěk” situated in the centre of Prague. The meals described in this menu are not very traditional; they have exotic names and ingredients.

4.4.1 Translatological analysis (with accent on terminology)

The comparison of the source and target text shows slight degree of disarrangement, the names and ingredients sometimes does not correspond and the description of the meal it selves and differs in each language. It looks as if the translator did not pay much attention to original text.

Table 7. Restaurant “Pravěk” – the translation of the menu items - analysis⁶⁰

Restaurant “Pravěk” – the translation of the menu items - analysis	
Amount of used terminology	Many terms of rare ingredients, names of meals – regular customer can not know, what to visualise
Explanations of terms	There are no explanations of terms in a sense of terminology, only the ingredients, which are present in the dish are named e.g. <i>Jungle bowl (mushrooms,...)</i>
Functional style	Simple descriptive style - giving the list of ingredients separated by commas, using short sentences
Style of translation	Loose translation – many of the names of items on the menu do not correspond to each other
Similarity of the text (equivalence)	approximately 60%
Grammatical, spelling, word-order mistakes	Minor grammatical mistakes (omission of commas when naming the ingredients)
Mistakes in translation of geographical, local and proper names	Several mistakes. The names of the dishes in many cases do not correspond to each other (<i>jemný tomatovo cuketový krém x dragon-hole bowl</i>)

4.4.2 Practical examples (with commentary)

- The names of the dishes do not correspond:

Uruguay tatar x beef fillet tartare

kachní plátky v mango chilli omáčce x venison pate in tender batter

- Unfitting translations:

apropó už to doutná – its simmering already

rozpečená veka – toasted loaf (possibly a typing error – roasted?)

⁶⁰ Restaurace Pravěk, “Menu card,” <http://www.pravek.cz/?lang=2>.

polévka z masa, hub, špenátových listů a smetany – cream of meat, mushroom and spinach leaves

- Interesting differences between Czech and English conjunctions:

tzatziki s olivami a česnekovou plackou – tzatziki and olives with garlic pancake
pečené papriky s fetaki – baked peppers and fetaki

- Complex lexical collocations – differences in word-order:

grilované, slaninou obalené sušené švestky plněné mandlí – grilled dried plums stuffed with almonds wrapped in rashers of bacon

- Proper names – not even marked, may be confusing for the consumer, it is not clear for the foreigner, what Palava (geographical region in the southern part of Moravia) stands for:

Pálavské bodáky se zakysnou smetanou – Palava byonets in sour cream

4.4.3 Recommendation

There are a lot of differences between source language text and target language text, and even in the description of ingredients used in same dishes, where in one text some ingredients are omitted. This shows the laxity in the translation process. There should be a specialist, who will supervise the final translation (preferably someone, who knows the particular dishes and can decide, if the customer will be attracted by the name of the dish) and approve it to go public. The idea of giving the meals interesting names, which can eventually attract customers to order it together with complete list of used ingredients serves the purpose well.

4.5 Terminology in Spa resort

Properly translated terminology of the Spa procedures in the informational materials of the Spa resorts is very essential. Czech Spa industry has a long tradition and is very popular

among foreigners. There are promotional materials of various curative procedures from “Františkovy Lázně Spa” resort being analysed.

4.5.1 Translatological analysis (with accent on terminology)

This resort basically lives because of the interest from the foreign customers, therefore it is not a big surprise, that all the materials are translated very carefully, describing the procedures in detail and are translated word-to word. These materials are of all previous analysed texts the most specific and scientifically written. There is a huge amount of medical terminology in the text. These terms might not be understandable for the majority of population, but for the potential customers of Spa procedures with health problems the terminology is well-known.

Table 8. *Terminology used in Spa resort – analysis of the Spa procedures terminology*⁶¹

Terminology used in Spa resort – analysis of the Spa procedures terminology	
Amount of used terminology	Very large number – medical terminology, chemical, biological terms present
Explanations of terms	There are rare explanations of some of the medical terms in the text. e.g. “ <i>spasms</i> ” (<i>painful muscle contractions</i>)
Functional style	Scientific style - giving the detailed description of medical procedures, using a lot of scientific data, medical terminology
Style of translation	Close translation – translators can rely on standardized medical terminology
Similarity of the text (equivalence)	approximately 95%
Grammatical, spelling, word-order mistakes	No mistakes in both source and target texts
Mistakes in translation of geographical, local and proper names	No mistakes.

4.5.2 Practical examples (with commentary)

- Very complex medical, chemical and biological terminology expressions – hard to understand for a majority of people:

Je využíván suchý plynný oxid uhličitý z přirozeného vývěru. - The dry gaseous carbon dioxide from natural seepage is used.

Kromě srdečních a cévních onemocnění se tyto koupele úspěšně využívají také při léčbě pohybového aparátu a gynekologických obtížích. - Apart from the cardio-vascular diseases

⁶¹ Františkovy lázně, “The curative natural resources,” <http://www.franzensbad.cz/eng/leceni-procedurey.php>.

the baths are successfully used for the treatment of locomotive organs and gynaecological difficulties.

- Long complex sentences used to describe the procedure, the meaning is very clear:

Jde o podkožní injekci oxidu uhličitého, která působí jednak místní zlepšení prokrvení, dále může reflexně ovlivnit i vzdálenější orgány zlepšením prokrvení nebo uvolněním spasmů (tedy bolestivého stažení svalů). - These are hypodermic injections of carbon dioxide which help to improve local blood circulation, and which can influence even more distant organs by improving the blood circulation and by relaxing any spasms (painful muscle contractions). The injections are used for the diseases of locomotive organs and blood circulation.

- In some articles, there is the name of the Spa resort (Františkovy lázně) omitted:

Mnohaletou tradici má v Lázních Františkovy Lázně a.s. také léčba chorob pohybového aparátu. - There is a long tradition of the treatment of diseases of the locomotive organs in the spa.

- There is one article offering activities in an enclosed Aqua park. The translation is not that superb as in other sections of the text, there are some translational mistakes there, some terms are in one or the other language omitted. This part of the text might have been translated by some less-skilled translator:

3 vnitřní bazény s vodními atrakcemi - 3 inside and 3 outside pools with water attractions (Czech equivalent not mentioned in the source text) - whirlpool, relaxation hall tobogáan, (the term skluzavky is not mentioned) - helter-skelter, water slides

4.5.3 Recommendation

The whole text is of a high standard of translation. There are no spellings, grammatical or other mistakes in both texts, which prove very responsible approach to translation of the text. Presumably the text (which is very extensive) must have been translated by the group

of professional translators and native speakers. The only section of the text, where the translation was not proficient, was probably translated by the employee of the Spa resort. For the future, it would be good to use the services of professional translators once again. Maybe it would be advisable to place a glossary for the used terminology on the web pages of the Spa resort.

5 COMPARISON OF THE QUALITY OF VARIOUS TRANSLATIONS OF ONE TERM

Czech language and English have both wide terminology for describing geographical places, architectural structures, food or human activities, however the terms used in both languages are often not equivalent to each other. Therefore the translator who translates tourist terminology has to be well aware of the commonly used expressions (or better to know the standards) in the target language. It is also crucial to know all the necessary information about the subject of the translation. But the situation is in many cases different. The common praxis is that the translator uses regular bilingual dictionary, chooses the term which is at the uppermost position of available items and has no further interest in finding out, if the term is equivalent to the source text.

There are several examples of the terms used in the tourist industry and their more or less accurate translations into English. The equivalence of the quality of translation is analyzed and as a result, the most suitable term of all used possibilities is determined. As a method of choosing the most accurate term, I have used the Czech- English dictionary of tourism terminology and various Internet sources.

5.1 The term “*zámek*”

There are two frequently used terms for the historical mansions in the Czech language – “*zámek*” a “*hrad*”. The closest terms in English are “*castle*” and “*chateau*”. The definition in the glossary says that “*hrad*”⁶² is a medieval residence for the aristocracy, with the defence as a primary function. Definition in the glossary for “*zámek*”⁶³ says, that it is a medieval mansion, in contrary to “*hrad*”, its primary function is not defensive, but residential and representative. With these descriptions, it should be obvious from the features of the building itself, which term should be used. But there are many examples of translations, where these descriptions were not used. A possible reason is that the translator did not have specific information about the subject of the translation (photograph of the

⁶² Leda slovníky on-line, “termín zámek,” <http://www.leda.cz/slovniky-on-line/index.php#mid>.

⁶³ Leda slovníky on-line, “termín hrad,” <http://www.leda.cz/slovniky-on-line/index.php#mid>.

building) and misinterpreted the term. There are some examples of various translation of the term:

Table 9. *The term “zámek”*

The term “zámek”	
<i>Státní zámek Sychrov</i>	<i>State Castle of Sychrov</i>
<i>Státní zámek Konopiště</i>	<i>The Konopiste Castle</i>
<i>Státní zámek Březnice</i>	<i>State chateau in Březnice</i>
<i>Státní zámek Telč</i>	<i>The Telc Chateau</i>

I would use the term “chateau” for this type of building since the term “castle” has another meaning in the Czech language (*hrad*) and the visitor can be confused while searching in the map for interesting locations. For the most accurate translation, it would be wise to talk to the owner or administrator of the building and ask for the description of the building and which term would he prefer to be used.

5.2 The term “*Chráněná krajinná oblast (CHKO)*”

A translation of this term should be really easy for the translator, because there is a official state agency which associates all national parks in the Czech republic (Agentura ochrany přírody a krajiny ČR⁶⁴) and which administer a database of all types of Czech national parks with their official names and categories (including English names). But as it could be realized from the chart below, some translators did not use the given terminology for the description of the park:

⁶⁴ Agency for Nature Conservation and Landscape Protection of the Czech Republic, “National Conservation Authority,” <http://www.ochranaprirody.cz/index.php?lang=en>.

Table 10. *The term “Chráněná krajinná oblast (CHKO)”*

The term “Chráněná krajinná oblast (CHKO)”	
<i>CHKO Lužické hory</i>	<i>Landscape Reserve of Lusatian Mountains</i>
<i>Chráněná krajinná oblast Pálava</i>	<i>The Protected Landscape Area Pálava</i>
<i>CHKO Moravský kras</i>	<i>Protected Landscape Area Moravian Karst</i>
<i>Chráněná krajinná oblast Český les</i>	<i>The Czech Forest Protected Natural Area</i>

The officially recognized term is “Protected Landscape Area”, which should be used in all translations.

5.3 The term “tlačenka”

The Czech Republic is not famous only for its tourist sights amongst the foreigners but also for its cuisine. Many restaurants in the areas frequently visited by foreign tourists (e.g. Prague) have a special section in the menu called Typical Czech cuisine, offering popular old-time and present meals. There is always a problem in translation of meals because there are no equivalents to the meals (e.g. if the foreigner is asked to explain term *bread*, there will be many different descriptions given by them, because there are many variants of the *bread* worldwide). Trends in translating of meals recommend attaching a picture of the meal to the menu or give a brief description of ingredients and taste of the meal.

Table 11. *The term “tlačenka”*

The term “tlačenka”	
<i>Domáci tlačenka, cibule, ocet</i>	<i>House collared pork with onions, vinegar</i>
<i>Tlačenka s cibulí a octem</i>	<i>Brawn with onion and vinegar</i>
<i>Tlačenka vepřová s cibulí</i>	<i>Head cheese with onions</i>

“Tlačenka” is a very popular starter for the Czech people, most of the pubs and restaurants have it in their menu. There is no exact of generally known English term used for it. I would recommend to preserve the Czech term of this food and use a description in brackets or/and a picture if it in the menu.

5.4 The term “*potok*”

The term “*potok*” has only one meaning in the Czech language, so it is only a translators’ choice, how would he describe it in English. The translator should check the exact meaning of English terms concerning this area and choose the closest variant (e.g. creek - a narrow area of water that flows into the land from the sea, a lake, etc.⁶⁵).

Table 12. *The term “potok”*

The term “ <i>potok</i> ”	
<i>Úterský potok</i>	<i>Úterský brook</i>
<i>Sloupský potok</i>	<i>Sloupský creek</i>
<i>Bílý potok</i>	<i>White stream</i>

It is the translators’ choice - the size, surroundings, length etc. should be considered and then the most suitable term selected (there is a translation of the name *Bílý potok* – *White stream* in the chart above - it would be better to keep the original name, because such a translation could evoke the false image, that the stream is of white colour).

5.5 The term “*návštěvní řád*”

There are several widely used variants of the set of codes, which tells the visitors what is allowed and what is not. The Czech language usually uses two variants of this term for every field of human activity (provozní řád, návštěvní řád). There are more variants in English, but the usage is different for particular fields of activity. The translator should consider this.

⁶⁵ Cambridge dictionaries online, “Definition Creek,”

<http://dictionary.cambridge.org/define.asp?key=18189&dict=CALD>.

Table 13. *The term “návštěvní řád”*

The term “návštěvní řád”	
<i>Národní Park Podyjí – návštěvní řád</i>	<i>National Park Podyjí - Visitors regulations</i>
<i>Návštěvní řád Zoologické zahrady města Brna</i>	<i>Rules for visitors of Zoological Garden of Brno City</i>
<i>Návštěvní řád památníku Terezín</i>	<i>Terezín Memorial: Visitor Code</i>
<i>Pražský hrad – Návštěvní řád</i>	<i>Prague Castle: Rules and Regulations</i>

All of the variants of translation displayed in the chart above are clearly understandable by any English speaking tourist, but some of the terms may not sound natural for them. The most official used in variety of fields is “*rules and regulations*”, but it seem that on the field of tourism (national parks, museums etc.), there is a term “*visitor code*”⁶⁶ (visitor’s code) being used the most.

Summary of the chapter

The chapter shows some of the translated terminology in the field of tourism. From the previous examples it is obvious that translators preparing materials for English-speaking visitors use many different English terms for their translations. Some of them are correct; some of them show that the translator did not use all possibilities to find out the most suitable term. I have tried to search for the best possible solution of translating these terms, proposed the most suitable one and explained the reason why have I chosen the particular term for it.

⁶⁶ <http://www.google.cz/search?hl=cs&q=visitor+code&lr=>

CONCLUSION

The three theoretical parts of the thesis clearly and sufficiently introduced the linguistic fields of translatology and terminology. Every chapter contains its own introduction and summary part and there are other useful comments present within the text. There are comments on connections and important statements concerning tourism, too. The main task of the theoretical part of the thesis was to introduce various aspects of these two fields in connection to practical translations of tourist texts. This objective was accomplished by implementing some of my own remarks and comments on the topic.

The first of the two analytical sections of the thesis (Chapter 4) showed some more or less successful translations of various examples of tourist texts. There are comments on the quality of translations, usage of specific terms and how authentic are the used terms to the original text. Especially interesting and transparent are the provided tables in Chapter 4. Every example of translation contains also authors own recommendations, suggestions for improvement on the existing translations and his own examples of more suitable terms if needed.

Chapter 5 analyses various examples of translations of one specific Czech term concerning tourism, it shows several translations of this term in well-arranged tables and there are comments on quality of particular translations. Every presented term has a commentary on which of the translations is the most suitable and equivalent to the source term.

All the aims stated in the introduction of this thesis were accomplished and I hope the thesis can offer some valuable information and advices for the future research.

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APPENDICES

Appendix 1 – Chapter No. 4 - Texts for the translational analysis

APPENDIX P I: CHAPTER NO. 4 - TEXTS FOR THE TRANSLATOLOGICAL ANALYSIS



HISTORIE

Historie místa, kde se zámek nalézá, sahá do 15. století. V té době zde byla připomínána tvrz, která byla majetkem české královské komory. Na jejím místě byl v 16. století vystavěn panský kamenný dům a v letech 1690 - 1693 nevelký barokní zámek, jehož stavebníkem byla rytířská rodina Lamottů z Frintropu. Členy tohoto francouzského šlechtického rodu můžeme zařadit do kategorie důstojníků, kteří byli za služby rakouskému císaři v době třicetileté války odměňováni statky konfiskovanými české šlechtě. Roku 1740 koupil toto panství František z Valdštejna, z větve mnichovohradišťské. Protože Valdštejnové sídlili na Mnichově Hradišti, přestal být sychrovský zámek trvalým sídlem vrchnosti. Takřka osmdesát let zde nedocházelo k žádným výraznějším změnám a objekt byl využíván pro hospodářské účely a k ubytování služebnictva. Situace se radikálně změnila 30. srpna 1820, kdy se novým majitelem Sychrova a svijanského panství stal kníže Karel Alain Gabriel Rohan. Tímto rokem začíná stopěťadvacetiletá éra Rohanů na Sychrově a doba největší slávy zámku. Kolébkou rodu Rohanů byla Bretaň, kde o nich můžeme vystopovat nejstarší zmínku již v roce 951. V průběhu staletí se jejich postavení upevňovalo až se zařadili mezi deset nejvlivnějších šlechtických rodů ve Francii a jako přímí bratrance francouzských králů získali i titul "princů z královské krve". Rod tvořilo několik linií, jejichž příslušníci zaujíмали významné úřady - vojenské, politické i církevní. Po Velké francouzské buržoazní revoluci opustili Francii a usadili se v rakouské monarchii. Na rozdíl od jiných šlechtických uprchlíků, kteří se vraceli zpět do Francie (v době Napoleona I. a hlavně v období reakce - tj. za Ludvíka XVII. a Karla X.), zůstali Rohanové v Čechách, i když byli později k návratu přímo vyzváni.

Hlavním sídlem rodu byl právě Sychrov, který ovšem v podobě zchátralého barokního zámečku, nevyhovoval požadavkům kladeným na sídlo vévodské a knížecí. Již za prvního majitele, knížete Karla Alaina Gabriela Rohana, se uskutečnila velkolepá empírová přestavba (dokončena v roce 1834). Stavební vývoj zámku ovšem pokračoval především za knížete Kamila Josefa Idesbalda Filipa Rohana, kdy se rodila dnešní novogotická podoba Sychrova. Romantická novogotická přestavba z let 1847 - 1862,

uskutečněná dle projektu profesora Akademie výtvarných umění Bernarda Gruebera, zařadila Sychrov mezi nejvýznamnější památky historizujících slohů 19. století (jako jsou například Hluboká nad Vltavou, Hrádek u Nechanic, Lednice,...). Veškeré práce byly svěřeny výhradně domácím umělcům a řemeslníkům. Mezi nimi zaujímal významné místo Petr Bušek, řezbář, který svým tvůrčím a osobitým talentem vtiskl všem interiéřům zámku vysokou uměleckou hodnotu a neopakovatelnou atmosféru. Jeho práce byla doplněna činností řady dalších umělců a řemeslníků (sochař Emanuel Max a Vincenc Smolík, čalouník Ludvík Grein, truhlář Petr König, kovář Jan Novák, ...). Mimořádnou pozornost věnoval kníže Kamil Rohan i zámeckému parku v anglickém stylu, který za jeho života dosáhl nebyvalého rozkvětu a byl předlohou pro vznik řady dnes významných arboret jako jsou například Průhonice nebo Konopiště. V tomto období bylo dosaženo vzácné harmonie mezi exteriéřem zámku, jeho interiéřy a parkem.

Přelom dvacátých a třicátých let 20. století zámku přinesl funkcionalistickou úpravu, která nejenom změnila částečně exteriér stavby (byly odstraněny různé ozdobné novogotické arkýře a atiky, omítka z původně omítnutých věží byla odstraněna a nahrazena lomovým zdivem,...) ale i jeho interiéřy. V řadě místností byly sejmuty Buškovy bohaté řezbářské ozdoby (např. výplně stropu ve schodišťové hale), francouzské tapety tlačené z vepřovice. Novogotické vybavení bylo nahrazováno novým, moderním.

Po skončení druhé světové války byl zámek konfiskován na základě dekretu č. 12/1945 Sb. a stal se státním majetkem. Zpočátku sloužil jako sběrna konfiskovaného majetku a od 1. května 1950 byl v malém rozsahu zpřístupněn veřejnosti. V průběhu 70. let se jeho prohlídková trasa rozšířila na východní křídlo a chodbu jižního zámeckého traktu s Památníkem Antonína Dvořáka. Od počátku devadesátých let probíhá rozsáhlá rekonstrukce a restaurování exteriérů, interiéřů i zámeckého parku, jejímž cílem je co nejvíce přiblížit zámek Sychrov do doby jeho největšího rozkvětu, tj. ke stavu z druhé poloviny 19. století.



HISTORY

The history of the area, where the castle is situated, dates back to the 15th century. From this time there are records of a fort, which was the property of the Czech royal chamber. In its place a stone mansion house was built in the 16th century, and in the years 1690 – 1693 a smaller Baroque castle was constructed by the knighted Lamotts family of Frintropp. Members of this French aristocratic family can be classified as belonging to the category of officers who were being rewarded with lands confiscated from Czech aristocracy for their services to the Austrian Emperor during the Thirty Years' War. In 1740 this estate was bought by František of Valdštejn of Mnichovo Hradiště family line. Since the Valdštejns resided in Mnichovo Hradiště, the castle of Sychrov ceased to be a permanent residence of lords. For almost 80 years no significant changes took place here, and the compound was used for farming purposes and for the accommodation of servants. This situation radically changed on August 30th 1820, when Duke Karel Alain Gabriel Rohan became the new owner of Sychrov and the Svijany estate. That year the 125-year era of the Rohans at Sychrov began, as well as the period of the castle's greatest fame. The Rohan family originated in Brittany, where the oldest records relating to them can be traced back to as early as the year 951. Over the centuries their position strengthened until they ranked among the ten most influential aristocratic families in France, and as direct cousins of French kings also acquired the title of „Princes of Royal Blood". The family included several lines whose members held significant offices – military, political or clerical. After the French Revolution they left France and settled into the Austrian Monarchy. Contrary to other aristocratic escapees who were returning to France (during the reign of Napoleon I and mainly in the period of reaction – i.e. under Louis XVII and Charles X), the Rohans stayed in Bohemia, in spite of being later invited to return.

The main residence of the family was Sychrov, however, as a small, dilapidated Baroque castle, it did not satisfy the demands placed on the residence of Dukes and Princes. During the period under Duke Karel Alain Gabriel Rohan, a grand redevelopment in the Empire Style was performed (completed in 1834). Nevertheless, the construction development of the castle continued, particularly under Duke Kamil Joseph Idesbald Philip Rohan, during which time the current neo-Gothic look of Sychrov was being established. Due to the reconstruction in the romantic neo-Gothic style between 1847 – 1862, carried

out according to the design of Bernard Grueber, a professor of the Art Academy, Sychrov is included among the most significant monuments of historical styles of the 19th century (as are for example the castles of Hluboká nad Vltavou, Lednice and Hrádek u Nechanic ...). All works were solely entrusted to domestic artists and craftsmen. Among these, a significant position was held by Petr Bušek, a woodcarver, who with his creative and artistic talent imparted a great artistic value and unrepeatably ambience to all the castle's interiors. His work was complemented by the activities of a number of other great artists and craftsmen (sculptors Emanuel Max and Vincenc Smolík, upholsterer Ludvík Grein, joiner Petr König, blacksmith Jan Novák, ...). Duke Kamil Rohan paid specific attention to the Castle Park, designed in the English style, which during his life experienced an unprecedented boom and became a model for the establishment of many now important arboreta such as Průhonice and Konopiště. During this period, a rare harmonising of the castle exterior, interior, and the park was accomplished.

The end of the 1920s and the beginning of the 1930s brought to the castle functional adaptations which not only partially changed the castle exterior (various decorative neo-Gothic oriels and attics were removed, as was the plaster from the formerly plastered towers, which was replaced by rubble masonry...) but also its interior. In many rooms, Bušek's lavish carvings (e.g. ceiling panelling in the staircase hall) and French embossed wallpapers made of pigskin were taken down. The neo-Gothic furnishing was being replaced by new, modern items.

After the end of World War II the castle was confiscated pursuant to Decree No. 12/1945 the Collection of Laws and became state property. At first it served as a collection point for confiscated property, and since May 1st 1950 it has been open to the public to a small extent. During the 70s the tour route expanded to the south wing and the corridor of the south annex with the Antonín Dvořák Memorial. Since the beginning of the nineties, an extensive reconstruction and restoration of castle exteriors, interiors, and the park have been under way, the object of which is to make the Castle of Sychrov look as close to its original form at the time of its biggest boom- i.e. its condition in the second half of the 19th century- as possible.



TURISTIKA - VŠEOBECNÉ INFORMACE

Posláním Národního parku je kromě uchování a zlepšení přírodního prostředí daného území, rovněž využití tohoto území k ekologicky únosné turistice.

Národní park Podyjí se nachází v turisticky velmi zajímavé oblasti středního Podyjí. Kromě období 1950 - 1990, kdy byla velká část území dnešního Národního parku v tzv. hraničním pásmu, a tudíž nepřístupná, bylo toto území intenzivně turisticky využíváno již od poloviny 19. Stol.. Zřízením Národního parku Podyjí vznikla potřeba regulace pohybu a chování návštěvníků na tomto území tak, aby nedocházelo k poškozování přírodního prostředí, a zároveň aby toto území bylo přístupné nejširší veřejnosti za účelem rekreace a poznávání přírodních hodnot.

Pohyb návštěvníků na území NP Podyjí a jeho ochranného pásma se řídí návštěvním řádem, ve kterém je třeba upozornit zejména na tato omezení: (Bližší viz Literatura / Právní předpisy / Návštěvní řád)

Na celém území NP je zakázáno:

- tábořit, bivakovat a rozdělávat ohně
- vjíždět a setrvávat motorovými vozidly
- pořádat a organizovat hromadné sportovní a turistické akce
- provozovat vodní sporty a vodní turistiku na řece Dyji
- jezdit na kolech mimo silnice a vyznačené turistické trasy

V I. a II. zóně je dále zakázáno:

- vstupovat a pohybovat se mimo turistické cesty
- koupat se v řece Dyji a rybnících
- provozovat zimní lyžařskou turistiku mimo vyznačené stezky

Správa NP Podyjí doporučuje všem návštěvníkům dodržovat také následující zásady:

- V území nejsou rozmístěny odpadkové koše. Prosíme proto návštěvníky, aby si své odpady odnesli ze svých cest zpátky domů
- Pohyb návštěvníků (pěších i cyklistů) je v I. a II. zóně možný jen na turisticky značených cestách. Hranice NP, jeho ochranného pásma, I. a II. zóny jsou v terénu označeny tabulkami. Mimoto jsou hranice zón vyznačeny pruhovým značením. I. zóna červenými pruhy a II. zóna modrými pruhy.
- Při jízdě na kole nesmí cyklisté ohrožovat ostatní turisty rychlou a neohleduplnou jízdou. Několik vážných úrazů z minulých sezón varuje. Mimoto hrozí na cestách možnost případného střetu s lesnickou mechanizací. Mějme proto na paměti, že národní park není závodní dráhou, ale místem, které slouží rekreačnímu sportovnímu vyžití, relaxaci, vlastnímu obohacení, inspiraci a poznání.



TOURISM - GENERAL INFORMATIONS

Besides keeping and improving the natural environment of the area the aim of the National Park envisages also its use for ecologically acceptable tourism.

From the point of view of tourism the National Park Podyjí is situated in a very attractive region of the Middle Podyjí. Except for the years 1950-1990 when the great part of the actual National Park was inside the so-called frontier zone and thus unaccessible, this area was intensively used for tourism as soon as from the middle of the 19th century. After the National Park Podyjí had been established the need arose for regulations of movement and comportment of visitors in this area so that no harm would be inflicted upon the natural environment and at the same time the area would be accesible for general public for the sake of recreation and acceptance of natural values.

The movement of visitors in the area of NP Podyjí is regulated by Visitors regulations. It is necessary to point out especially the following restraints:

In the whole area of the NP it is forbidden:

- to camp, bivouac, and make open fire
- to drive in and stay with motor vehicles
- to arrange and organize sport and tourist actions
- to pursuit water sports and water tourisme on the river Dyje
- to ride bicycles outside highways and marked tourist routes

In the Zones I and II it is further forbidden:

- to step out and move outside the tourist routes
- to bath in the river Dyje and in the ponds
- to pursuit winter ski tourism outside marked routes

The Podyjí NP Administration recommends to all visitors to observe the following rules:

- In the area there are no waste baskets. Please, carry your waste back home
- Movement of visitors (both on foot and cyclists) in the Zones I and II is possible on marked tourist routes only. The borders of the NP, its Protection Zone and the Zones I and II are marked out by tablets in the terrain. Besides of this the borders of the zones are marked out by stripe marking, Zone I by red stripes, Zone II by blue stripes.
- While riding bicycles the visitors must not endanger other tourists by fast and reckless driving. Several warning grave injuries happened during the last seasons. In addition there is also danger of clashing with some forestry machines. Keep please in mind that the NP is no racetrack, but a place for recreation sports, relaxation, self-enrichment, inspiration and learning.

RESTAURANT PRAVĚK

MENU

Předkrmy, polévky

STUDENÉ PŘEDKRMY aneb NEŽ PRAČLOVĚK OBJEVIL OHEŇ

JURSKÁ KOULE tajemná míchanice ze 3 sýrů, vlašských ořechů a sherry s topinkou a česnekem

TZATZIKI S OLIVAMI a česnekovou pšeničnou plackou

URUGUAY TATAR (lahodně ochucené jemně sekané uruguayské hovězí)

KACHNÍ PLÁTKY V MANGO CHILLI OMÁČCE

DIJONSKÝ SALÁT S KREVETKAMI (sušená rajčata, kapari, rukola, ledový salát, dijonský dresink)

POLÉVKY Z PRAVĚKÝCH KOTLŮ (0,25 l)

JEMNÝ TOMATOVO CUKETOVÝ KRÉM

MISKA Z PRALESA (polévka z masa, hub, špenátových listů a smetany)

TEPLÉ PŘEDKRMY APROPÓ UŽ TO DOUTNÁ

GRILOVANÝ CAMEMBERT S DOMÁCÍM OVOCNÝM ČATNÍ (podáváme s rozpečenou vekou)

KEBAB DIVOČINA S BALKÁNSKÝM PINDŽUREM (podáváme s pšeničnou česnekovou plackou)

PÁLAVSKÉ BODÁKY SE ZAKYSANOU SMETANOU (grilované, slaninou obalené sušené švestky plněné mandlí)

PEČENÉ PAPRIKY S FETAKI v olivovém oleji s bazalkou

RESTAURANT PRAVĚK

MENU

Hors D'oeuvres, Soups

COLD HORS D'OEUVRES or BEFORE PRIMEVAL MAN DISCOVERED FIRE

JURASSIC GLOBE mysterious mix of 3 cheeses, walnuts and sherry with fried bread

TZATZIKI AND OLIVES with garlic wheat pancake

BEEF FILLET TARTARE with garlic crostini (fine shredded uruguayan beef with shallot, jalapeños peppers and home made salsa)

VENISON PATE IN TENDER BATTER and canadian cranberries

DIJON SHRIMP SALAD (dried tomatoes, capers, rucola, iceberg lettuce, dijon dressing)

SOUPS FROM PRIMEVAL KETTLES (0,25 l)

DRAGON-HOLE BOWL (tomato soup with fried bacon, basil and whipped sheep cheese)

JUNGLE BOWL (cream of meat, mushroom and spinach leaves)

WARM HORS D'OEUVRES – ITS SIMMERING ALREADY

GRILLED CAMEMBERT WITH HOME-MADE FRUIT CHUTNEY (served with toasted loaf)

VENISON KEBAB AND PEPPER-MUSTARD DIP (served with garlic wheat pancake)

PALAVA BAYONETS IN SOUR CREAM (grilled dried plums stuffed with almonds wrapped in rashers of bacon)

BAKED PEPPERS AND FETAKI in olive oil with basil



PROCEDURY NA ZÁKLADĚ PŘÍRODNÍCH ZDROJŮ

Uhličitě koupele, plynové koupele, plynové injekce.

Nejdůležitější složkou těchto procedur je oxid uhličitý. Vstřebává se pokožkou, působí na nervová zakončení a uvolňuje stažené cévy. Dochází tak k lepšímu prokrvení orgánů, ke snížení krevního tlaku a ke zklidnění nervového systému. Uhličitě procedury jsou indikovány při onemocněních srdce a cév.

Uhličitě koupele

K uhličitým koupelím se využívají františkolázeňské minerální vody s vysokým obsahem oxidu uhličitého. Podávají se nejčastěji o teplotách 33-34°C a jejich délka se řídí předpisem lékaře. Účinkem oxidu uhličitého dochází k lepšímu prokrvení, snížení krevního tlaku a tím i ulehčení zátěže srdce. Kromě srdečních a cévních onemocnění se tyto koupele úspěšně využívají také při léčbě pohybového aparátu a gynekologických obtížích.

Plynové uhličitě koupele

Při nich je využíván suchý plyný oxid uhličitý z přirozeného vývěru. Podává se jednak jako společná procedura v obdobných indikacích a s podobnými - pouze mírnějšími - účinky jako uhličitá koupel v minerální vodě, jednak jako individuální procedura při onemocnění ženských orgánů.

Plynové injekce

Jde o podkožní injekci oxidu uhličitého, která působí jednak místní zlepšení prokrvení, dále může reflexně ovlivnit i vzdálenější orgány zlepšením prokrvení nebo uvolněním spasmů (tedy bolestivého stažení svalů).

Slatinné procedury

Účinek slatinných procedur je založen na vlastnosti akumulovat a pomalu předávat teplo. Proto také pacient snáší vyšší teplotu slatiny, než by zvládl například u vodní lázně. Efekt užití tkví ve zlepšení prokrvení, zvýšení látkové výměny a pozitivním ovlivnění chronických zánětů. Kyselost slatiny ničí mikroorganismy včetně plísní. Slatinné procedury se uplatňují při léčení pohybového aparátu a ženských chorob.

Slatinné koupele

Jejich teplota a doba trvání se řídí předpisem lékaře (obvykle trvá patnáct až dvacet minut při teplotě 40-45°C). Pacient setrvává během koupele - ať již se jedná o celkovou, tříčtvrteční či poloviční - v klidu. Dochází při ní k postupnému převodu tepla s aktivací termoregulačních procesů. Užívají se u onemocnění pohybového aparátu a při gynekologických chorobách.

Slatinné zábaly

Jejich účinek je obdobný jako u slatinných koupelí, mají ale výraznější místní vliv na postiženou část těla, například páteř či klouby. Jejich výhodou oproti slatinným koupelím jsou podstatně menší vedlejší účinky, např. nižší zátěž krevního oběhu.



THERAPEUTIC PROCEDURES BASED ON NATURAL RESOURCES

Carbonic baths, gas baths, gas injections

The most important part of these procedures is carbon dioxide. It is absorbed via the skin and it has impacts on the nerve endings and relaxes the contracted vessels. The blood circulation of the organs improves, the blood pressure increases and the nerve system calms down. Carbonic procedures are indicated for the cardio-vascular diseases.

Carbonic baths

Mineral waters from Františkovy Lázně with a high content of carbon dioxide are used for the carbonic baths. The bath temperature is most often at 33-34°C and their length depends on the doctor's prescription. The effects of carbon dioxide show in better blood circulation, a lower blood pressure and lightening the load on the heart. Apart from the cardio-vascular diseases the baths are successfully used for the treatment of locomotive organs and gynaecological difficulties.

Gas carbonic baths

The dry gaseous carbon dioxide from natural seepage is used. It is applied in a joint therapeutic procedure for similar indications as carbonic baths in mineral water, and with similar although slightly milder effects. The baths are also applied as a separate procedure for diseases of female organs.

Gas injections

These are hypodermic injections of carbon dioxide which help to improve local blood circulation, and which can influence even more distant organs by improving the blood circulation and by relaxing any spasms (painful muscle contractions). The injections are used for the diseases of locomotive organs and blood circulation.

Mud treatments

The effect of mud procedures is based on the quality to accumulate and transfer the heat slowly. Therefore the patients are able to bear the high temperature of mud whilst they would not be able to bear the same temperature in a water bath. The effect lies in the improved blood circulation, improved metabolism and positive influence on chronic inflammation. The acidity of the mud destroys all micro bodys including fungus. Mud procedures are used for the treatment of locomotive organs and female diseases.

Mud baths

Their temperature and duration are prescribed by the doctor (usually lasting fifteen to twenty minutes at the water temperature of 40-45°C). The patient must be still during the bath, no matter if it is a full body bath, three quarter or half bath. During the bath the heat is gradually transmitted activating thermoregulating processes. The baths are used for the diseases of locomotive organs and gynaecological diseases.

Mud packs

Their effect is similar to the mud baths but there is a more specific influence on an affected part of the body, for example spine or joints. The advantage lies in smaller side effects, such as a reduced strain on blood circulation.