Translation
Practices on
Tourism English

旅游英语
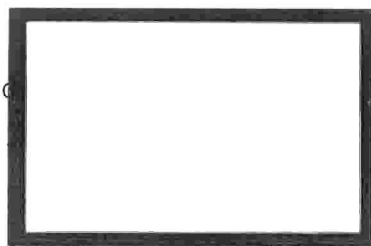# 翻译实务

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旅游英语翻译实务

Translation Practices on Tourism English

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内 容 简 介

本书是一本实用性较强的翻译教材,涉及旅游文本的不同语言现象,不仅包括旅游文本的总体特点、旅游翻译的目的和原则、旅游文本翻译的策略等宏观问题,还概括了旅游文本翻译中的一些经验技巧等微观问题。将英汉两种语言对比与旅游翻译技巧有效结合,在选择语料方面力求新颖实用,一方面广泛收集各种旅游实践材料,另一方面还参考了众多学者的研究成果,同时还有笔者翻译研究与实践的最新材料,使得本书既富有普及性和实用性,又具有一定的研究深度。本书共分为17个单元,每单元包含三部分内容,首先是阅读理解英语原版的旅游文献资料;然后是翻译理论及经验技巧的解析,力求做到理论与实践相结合;最后是英汉与汉英的实训内容,这些内容均来自于源语,具有明显的源语特色,对旅游翻译练习具有一定的挑战性和实战效用。

前　言

　　随着我国国民经济的迅速发展和国际地位的日益提高,国内旅游业高潮迭起,国际游客逐年增多,各旅游景点普遍开始提供外语翻译服务;又由于中国出境客源市场广阔,越来越多的国人开始出境旅游,旅游翻译成了各旅游机构的迫切需求,尤其是汉英双语之间的语言翻译人才更是炙手可热。

　　经考察发现,目前各高校旅游英语教材一般不把翻译作为重要内容,大多倾向于机场和饭店对话及导游解说的练习。即便出现了翻译的介绍,也只是作为英语教学中的辅助性练习,并且多数把重点放在汉译英的基础经验技巧上;也有将旅游翻译教学内容作为实用文体翻译教程的一个章节的。旅游英语同商务英语、法律英语、科技英语等一样,属于重要的专门用途英语(ESP)范畴,而且旅游英语翻译可视为 ESP 的高级技能课。因此,编写一本实用性较强的旅游英语翻译教材,阐述旅游文本翻译的原则以及对各种翻译问题的处理方法,给翻译工作提供一些可资借鉴的参考或指导性建议是很有必要的。

　　本书尽可能多地涉及旅游文本的不同语言现象和方面,不仅包括旅游文本的总体特点、旅游翻译的目的和原则以及旅游文本翻译的策略等宏观问题,还概括了旅游文本翻译中的一些经验技巧等微观问题。因此,本书具有很强的实用价值,不仅可作为旅游翻译实践参考书,而且对起草相关旅游文本也具有一定的参考价值。

　　本书在分析旅游文本的特点及翻译原则和策略方面做到了深入浅出;将英汉两种语言对比与旅游翻译技巧有效结合;在选择语料方面力求新颖实用,一方面广泛收集各种旅游实践材料,另一方面还参考了众多学者的研究成果,同时还有笔者翻译研究与实践的最新材料,这便使得本书既富有普及性和实用性,又具有一定的研究深度。

　　本书共分为 17 个单元,每单元包含三部分内容,首先是阅读理解英语的旅游文献资料;然后是翻译理论及经验技巧的解析,力求做到理论与实践相结合;最后是英汉与汉英的实训内容,这些内容均来自于源语,具有明显的源语特色,对旅游翻译练习有一定的挑战性和实战效用。

　　本书由海南大学旅游学院纪俊超教授全盘策划和设计,他还亲自编写了翻译

知识的全部内容及前 9 个单元的内容,韶关学院讲师纪菲菲编写了后 8 个单元的内容。海南大学旅游学院杨红、外语学院何光璧,以及南京大学施光,韶关学院陈婉儿均参与了本项目的工作,提供了帮助和建议。

　　本书内容参考了国内外众多学者的研究成果,引用了颇多例句和篇章,并在书末的参考文献中列出了来源。另外,还有许多来自众多网站的旅游材料,这些网址也都在参考文献中标出,上述所有参考文献若有遗漏,敬请谅解。书中的举例均提供参考译文,但都不能算作唯一的标准答案,仅供参考;所有例句、分析等都旨在为读者提供参考,让读者有所启发而已,特此说明。

　　由于笔者才疏学浅,时间仓促,在观点阐述、具体论说上难免存在不妥之处,敬请读者不吝赐教,以便改进。

纪俊超

2013 年 6 月

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阅 读 理 解

Tourism

Theobald suggested that "etymologically, the word tour is derived from the Latin, 'tornare' and the Greek, 'tornos', meaning 'a lathe or circle; the movement around a central point or axis'. This meaning changed in modern English to represent 'one's turn'. The suffix-ism is defined as 'an action or process; typical behaviour or quality', while the suffix-ist denotes 'one that performs a given action'. When the word tour and the suffixes-ism and-ist are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to its beginning. Therefore, like a circle, a tour represents a journey in that it is a round-trip, i. e., the act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist".

In 1941, Hunziker and Krapf defined tourism as people who travel "the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity".

In 1976, the Tourism Society of England's definition was: "Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes."

In 1981, the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities selected by choice and undertaken

outside the home.

In 1994, the United Nations classified three forms of tourism in its Recommendations on Tourism Statistics: Domestic tourism, involving residents of the given country traveling only within this country. Inbound tourism, involving non-residents traveling in the given country. Outbound tourism, involving residents traveling in another country.

The terms tourism and travel are sometimes used interchangeably. In this context, travel has a similar definition to tourism, but implies a more purposeful journey. The terms tourism and tourist are sometimes used pejoratively, to imply a shallow interest in the cultures or locations visited by tourists.

Modern day tourism: Many leisure-oriented tourists travel to the tropics, both in the summer and winter. In 1936, the League of Nations defined foreign tourist as "someone traveling abroad for at least twenty-four hours". Its successor, the United Nations, amended this definition in 1945, by including a maximum stay of six months.

Mass tourism: Mass tourism could only have developed with the improvements in technology, allowing the transport of large numbers of people in a short space of time to places of leisure interest, so that greater numbers of people could begin to enjoy the benefits of leisure time. In the United States, the first seaside resorts in the European style were at Atlantic City, New Jersey and Long Island, New York. In Continental Europe, Heiligendamm, founded in 1793, is the first seaside resort on the Baltic Sea.

Sustainable tourism: "Sustainable tourism is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems. " (World Tourism Organization) Sustainable development implies "meeting the needs of the present without compromising the ability of future generations to meet their own needs. " (World Commission on Environment and Development, 1987)

Sustainable tourism can be seen as having regard to ecological and socio-cultural carrying capacities and includes involving the community of the destination in tourism development planning. It also involves integrating tourism to match current economic and growth policies so as to mitigate some of the negative economic and

social impacts of "mass tourism".

Ecotourism: Ecotourism, also known as ecological tourism, is responsible travel to fragile, pristine, and usually protected areas that strives to be low impact and (often) small scale. It helps educate the traveler; provides funds for conservation; directly benefits the economic development and political empowerment of local communities; and fosters respect for different cultures and for human rights.

Pro-poor tourism: Pro-poor tourism, which seeks to help the poorest people in developing countries, has been receiving increasing attention by those involved in development; the issue has been addressed through small-scale projects in local communities and through attempts by Ministries of Tourism to attract large numbers of tourists. Research by the Overseas Development Institute suggests that neither is the best way to encourage tourists' money to reach the poorest as only 25% or less (far less in some cases) ever reaches the poor; successful examples of money reaching the poor include mountain-climbing in Tanzania and cultural tourism in Luang Prabang, Laos.

Recession tourism: Recession tourism is a travel trend, which evolved by way of the world economic crisis. Identified by American entrepreneur Matt Landau in 2007, recession tourism is defined by low-cost, high-value experiences taking place of once-popular generic retreats. Various recession tourism hotspots have seen business boom during the recession thanks to comparatively low costs of living and a slow world job market suggesting travelers are elongating trips where their money travels further.

Medical tourism: When there is a significant price difference between countries for a given medical procedure, particularly in Southeast Asia, India, Eastern Europe and where there are different regulatory regimes, in relation to particular medical procedures (e. g. dentistry), traveling to take advantage of the price or regulatory differences is often referred to as "medical tourism".

Educational tourism: Educational tourism developed, because of the growing popularity of teaching and learning of knowledge and the enhancing of technical competency outside of the classroom environment. In educational tourism, the main focus of the tour or leisure activity includes visiting another country to learn about the culture, such as in *Student Exchange Programs and Study Tours*, or

to work and apply skills learned inside the classroom in a different environment, such as in the International Practicum Training Program.

Creative tourism: Creative tourism has existed as a form of cultural tourism, since the early beginnings of tourism itself. Its European roots date back to the time of the Grand Tour, which saw the sons of aristocratic families traveling for the purpose of mostly interactive, educational experiences. More recently, creative tourism has been given its own name by Crispin Raymond and Greg Richards, who as members of the Association for Tourism and Leisure Education, have directed a number of projects for the European Commission, including cultural and crafts tourism, known as sustainable tourism. They have defined "creative tourism" as tourism related to the active participation of travelers in the culture of the host community, through interactive workshops and informal learning experiences. More recently, creative tourism has gained popularity as a form of cultural tourism, drawing on active participation by travelers in the culture of the host communities they visit.

Dark tourism: One emerging area of special interest has been identified by Lennon and Foley in 2000 as "dark" tourism. This type of tourism involves visits to "dark" sites, such as battlegrounds, scenes of horrific crimes or acts of genocide, for example: concentration camps. Dark tourism remains a small niche market, driven by varied motivations, such as mourning, remembrance, education, macabre curiosity or even entertainment. Its early origins are rooted in fairgrounds and medieval fairs.

Doom tourism: Also known as "Tourism of Doom", or "Last Chance Tourism" this emerging trend involves traveling to places that are environmentally or otherwise threatened (the ice caps of Mount Kilimanjaro, the melting glaciers of Patagonia, the coral of the Great Barrier Reef) before it is too late. Identified by travel trade magazine *Travel Age West* editor-in-chief Kenneth Shapiro in 2007 and later explored in *The New York Times* , this type of tourism is believed to be on the rise. Some see the trend as related to sustainable tourism or ecotourism due to the fact that a number of these tourist destinations are considered threatened by environmental factors such as global warming, over population or climate change. Others worry that travel to many of these threatened locations increases an individual's carbon footprint and only hastens problems threatened

locations are already facing.

Winter tourism: Although it is acknowledged that the Swiss were not the inventors of skiing, it is well documented that St. Moritz, Graubünden became the cradle of the developing winter tourism; since that year of 1865 in St. Moritz, when many daring hotel managers choose to risk opening their hotels in winter. It was, however, only in the 1970s when winter tourism took over the lead from summer tourism in many of the Swiss ski resorts. Even in winter, portions of up to one third of all guests (depending on the location) consist of non-skiers. Major ski resorts are located mostly in the various European countries, Canada, the United States, New Zealand, Japan, Republic of Korea, Chile and Argentina.

Adjectival tourism: Adjectival tourism refers to the numerous niche or specialty travel forms of tourism that have emerged over the years, each with its own adjective. Many of these have come into common use by the tourism industry and academics. Others are emerging concepts that may or may not gain popular usage.

Examples of the more common niche tourism markets include: Agritourism; Birth tourism; Culinary tourism; Cultural tourism; Extreme tourism; Geotourism; Heritage tourism; LGBT tourism; Medical tourism; Nautical tourism; Pop-culture tourism; Religious tourism; Sex tourism; Slum tourism; War tourism; Wildlife tourism and etc.

Vocabulary

etymologically *adv.* based on or belonging to etymology

suffix *n.* an affix that is added at the end of the word

phenomena *n.* any state or process known through the senses rather than by intuition or reasoning

insofar *adv.* to the degree or extent that

interchangeably *adv.* in an interchangeable manner

pejoratively *adv.* in a pejorative manner

amend *v.* to make amendments to; to make better; to set straight or right

envisage *v.* form a mental image of something that is not present

aesthetic *a.* concerning or characterized by an appreciation of beauty or good taste

mitigate *v.* make less severe or harsh

fragile *a.* easily broken or damaged or destroyed

pristine *a.* completely free from dirt or contamination

empowerment *n.* the act of conferring legality or sanction or formal warrant

recession *n.* the state of the economy declines; a small concavity

elongate *v.* to make long or longer by pulling and stretching

macabre *a.* shockingly repellent; inspiring horror

doom *a.* an unpleasant or disastrous destiny

genocide *n.* systematic killing of a racial or cultural group

fairground *n.* an open area for holding fairs or exhibitions or circuses

daring *a.* disposed to venture or take risks

dirigible *n.* a steerable self-propelled airship

Notes

1. **Theobald**: William F. Theobald, the author of *Global Tourism* published by Taylor & Francis, 1998. William Theobald is Professor and Chairman of both the Interdisciplinary Graduate Programme in Travel and Tourism and the Leisure Studies Division at Purdue University, USA where he teaches recreation and tourism management.

2. **International Association of Scientific Experts in Tourism**: AIEST-Worldwide network of tourism experts and has an advisory status at UNESCO. Founded in 1951, is dedicated to improving the worlds travel and tourism industry through analysis of trends and latest developments in tourism and farsighted solutions for problems as they arise. AIEST attracts junior as well as senior members from both Academia and Practice.

3. **Recommendations on Tourism Statistics**: Looking beyond the concept of tourism as being limited to holiday markets, to cover the worldwide travel market within the general framework of population mobility, this publications presents the recommendations put forward by the World Tourism Organization & presents the Standard International Classification of Tourism Activities for use by countries.

Special Terms

1. **domestic tourism**: residents of the given country traveling only within this country.

2. **inbound tourism**: non-residents traveling in the given country.

3. **outbound tourism**: residents traveling in another country.

4. **ecological processes**: the interactions between the Earth's non-living elements with its living ones. These actions shape forests and lands ...

5. **biological diversity**: is the same as biodiversity, the diversity of plant and animal life in a particular habitat (or in the world as a whole).

6. **Medieval fairs**: a gathering of buyers and sellers, assembled at a particular place with their merchandise at a stated or regular season, or by special appointment, for trade, in the Middle Ages in Europe.

7. **LGBT tourism**: or gay tourism, a form of niche tourism marketed to lesbian, gay, bisexual and transgender (LGBT) people. They are usually open about their sexual orientation and gender identity but may be more or less open when traveling; for instance they may be closeted at home or if they have come out, may be more discreet in areas known for violence against LGBT people.

8. **Birth tourism**: a term for traveling to a country that practices birthright citizenship in order to give birth there, so that the child will be a citizen of the destination country.

9. **Culinary tourism**: or food tourism, is the pursuit of unique and memorable eating and drinking experiences.

10. **Extreme tourism**: a niche in the tourism industry involving travel to dangerous places (mountains, jungles, deserts, caves, canyons, etc.) or participation in dangerous events; also referred to as shock tourism, although both concepts do not appear strictly similar.

11. **Pop-culture tourism**: the act of traveling to locations featured in literature, film, music, or any other forms of popular entertainment. Also referred to as a "Location Vacation".

12. **Religious tourism**：also commonly referred to as faith tourism，a form of tourism，where people travel individually or in groups for pilgrimage，missionary，or leisure (fellowship) purposes.

13. **Sex tourism**：travel to engage in sexual activity，particularly with prostitutes. The World Tourism Organization defines sex tourism as "trips organized from within the tourism sector，or from outside this sector but using its structures and networks，with the primary purpose of effecting a commercial sexual relationship by the tourist with residents at the destination".

14. **Slum tourism**：a type of tourism that involves visiting impoverished areas，which has become increasingly prominent in several developing countries like India，Brazil，Kenya and Indonesia. The concept began in poor sections of London and by 1884 had started in Manhattan.

15. **War tourism**：recreational travel to war zones for purposes of sightseeing and superficial voyeurism. War tourist is also a pejorative term to describe thrill seeking in dangerous and forbidden places.

16. **Wildlife tourism**：an eco and animal friendly tourism，usually showing animals in their natural habitat. Wildlife tourism is an important part of the tourism industries in many countries. It has experienced a dramatic and rapid growth in recent years world wide and is closely aligned to eco-tourism and sustainable-tourism.

翻 译 知 识

旅游英语的定义与特征

一、旅游英语的定义

在实际工作中,各行各业都有着本行业特定的专业知识、规范和习惯,其专业所使用的语言具有该专业的特殊性和专业性。旅游英语就是在旅游行业中所使用的英语,实际上是职业英语的一种。旅游英语就是我们在旅游场景中或工作环境中所应用到的英语,它虽然在本质上跟普通英语没有多大区别,但是它和其他职业

英语一样具有很强的专业性和实用性,其目的在于适应旅游职场生活的语言要求,其内容涉及旅游业务活动的方方面面。

二、旅游英语的特征

同法律英语、新闻英语、商务英语、科技英语等职业英语一样,旅游英语在词汇、风格和文化等方面亦具有自身的专业特征。

(1) 使用大量的行业术语

旅游英语会使用大量的有关旅游行业方面的英语词汇或习惯用语,这些用语有时也称为行业术语。

例如:旅游行业中的 itinerary(旅行计划,节目);low/slack/off season(淡季);on/peak season(旺季);shoulder period/season(平季);receiving country(旅游接待国);tour escort/conductor/director(旅游团陪同)。

旅游饭店中的 inn(旅馆);lodge(小旅馆);tavern(酒店);budget hotel(廉价旅馆)。有关客房种类的 double double(二张双人床的房);economy room(经济间);standard suit(套间);studio room (工作室型客房,即设沙发床或躺椅);European plan(欧式计价);continental plan(欧陆计价);Bermuda plan(百慕大计价)。

旅游交通中的 through train (直达快车);stopping/slow train (慢车);excursion train(游览列车);commuter/suburban train(市郊列车);coach/carriage(车厢);ticket-collector/gateman(收票员);regular flight(正常航班);alternate airfield(备用机场);jetway(登机道);air-bridge(旅客桥);visitors terrace(迎送平台);shuttle bus(机场内来往班车)。

(2) 具有明显的抒情表意风格

旅游英语所要表达的内容力求简单明了,风趣自然,通俗易懂,雅俗共赏。旅游英语倾向于用简单的语言描述、记录具体的材料和事实。描写景物客观具体,重写实,重形象而非意象的直观感受,追求一种流畅自然之美,突出信息传递的客观性、可靠性。

例如:On the road leading from central Europe to Adriatic coast lies a small Slovenian town of Postojna. Its subterranean world holds some of Europe's most magnificent underground galleries. Time loses all meanings in the formation of these underground wonders. The drip stone stalactites, columns, pillars and translucent curtains, conjure up unforgettable images.

在这段话中,作者用朴素的语言介绍了东欧斯洛文尼亚的波斯托纳钟乳石洞(Postojna Cave),描述简单,平铺直叙,但却引起了人们无限的遐想。