

CULTURAL ASPECTS IN THE TRANSLATION OF A TOURISTIC TEXT

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Abstract

Tourist often comes in contact through translation, where the latter functions as a mediator between different language and culturesystems. Guides publications market has seen recently increase in translated text in a language other than the original. In addition the web sites that are almost always a multilingual cover. So, tourism represents a fertile ground for translators. This is because the language turns out to be closely culturally defined.Problems related to intercultural measures have strengthened different researchers who are dedicated to research in the field of translation. Intercultural discrepancies manifested often in language levels have been the subject of various studies. This article deals with these barriers and the techniques used in translating cultural terms. By the comparative analysis in different touristic guides this paper identifies the translatability and untranslatability of cultural words. As Mary-Snell Hornby notes, if globalizing marketincentives begin to feel today in the tourism sector, implementation and translation of the typology of the text, cannot be careful in consideration of the social-cultural context, where its promotion is destined. Unfortunately, it often happens that under pressure set by the market, touristic text results roughly translated, trusted in hands of non-professionals. Therefore in this context translation is a process of negotiation as Susan Bassnet said “...*translation is a process of negotiation between texts and cultures, a process where are all the modulated transactions done by the translator...*”

Keywords: *Translation, touristic text, mediator, typology, cultural barriers.*