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PART 7

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THE LANGUAGE OF TOURISM/LEISURE:
THE TRANSLATION IN ENGLISH AND SPANISH OF DOCUMENTS RELATED TO LEISURE ACTIVITIES

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Abstract: Translation of touristic texts is constantly increasing since many of these are being constantly generated. They are generally texts full of cultural features and their translation is not always easy. It is true that touristic texts are often regarded as being not the result of the best practice. However, little attention has been paid to this kind of writing and they are the first source of knowledge for tourists who visit foreign countries and cannot speak the language at all, (Kelly, 1998). In the case of Spain the importance of tourism places the translation of touristic texts in the same scope as that of legal, socio-economic or technical ones. Authors feel the need to open new fields of study such as Law of Tourism, David Grant and Stephen Mason (2003) and Aurioles Martín (2002). These legal and pseudo legal documents which must be translated and offered to the customers always caused problems. We will focus our attention on the translation of holiday documents in English and Spanish to feature general problems of translation and to pose practical solutions to those and try to offer suggestions and strategies to what we can do for tourism and communication through good translations.

1. The translation of consumer oriented texts related to leisure activities: an overview
Tourism has always been a very important economic sector in Spain (Álvarez Sousa, 1994). According to data from the WTO1 2004 report, Spain has been enjoying the benefits of being the second most popular destination in the world in the last years after France, and it is the second country which obtained more benefits from touristic activity after The United States.

Most international tourists who come to Spain are from the United Kingdom, followed by Germany, France and the rest of Europe, according to De la Cruz Trainor (2003:19). Translations of documents and brochures are normally issued in English and Spanish although a version in one or two more European languages is provided.

Consumer oriented texts are culturally marked so the most outstanding difficulties are found in those terms that name realities in the ST that have no correspondence in the TT. Besides cultural translation problems, we have to pay attention to the function of the text (Nord, 1997).

Touristic texts are widely published and audience is varied and unpredictable. Therefore, any kind of error (grammatical, typographic, translation or spelling ones) is easily noticed.

Still today, when hoteliers offer jobs they require candidates an intermediate level of English, as we see in the web page of the chain Posadas de España2. This chain has an excellent standard of quality and prices are very reasonable. The job of translating documents should be in the hands of professional translators- who apart from having enough proficiency in the English and Spanish languages- have the skills to adapt style, information and reader’s expectations from the ST into the TT. As

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2 Human Resources page of the Spanish hotel chain: http://www.posadasdeespana.com/ing/rrhh/rrhh_frames.html. [Cited 24th April, 2005].
Kelly (1998:34) notes, very little has been done to analyse and improve this kind of translation. Part of this task seems to be competence of Tourism schools and colleges. However, Tourism has become such a major economic activity that must be looked after carefully, especially in the south of Spain. As Alesón Carbonell (2001:106) points out, tourism is one of the main sectors of our Tertiary Industry, the future possibilities for translators in this sector are increasing and they should not neglect the opportunity of becoming professional tourism translators. Nonetheless, in the last five years some authors have shown an increasing interest in this particular field of Translation as Cronin (2000); Cerdá Redondo (2001); Nobs Federer (2003); De la Cruz Trainor (2003); Tognini Bonelli and Manca (2004) and Sunberg (2004).

As Hervey et al (1995:163) observe consumer oriented texts have specific characteristics being namely persuasive and prescriptive and their main purpose being to recommend commodities, attitudes or courses of action. That is true in the case of touristic advertising and leisure activities texts. They are supposed to be attractive and appealing to the reader and future consumer of the products. In order to accomplish this aim these texts must display standards of quality and accuracy. Unfortunately, this type of translated document has frequently gained strong criticism since the quality of the work done by non professional translators within a short time was very poor. As an example we could mention that appalling translation in a restaurant menu of the common Spanish dish made of angler fish “rape a la marinera” that was translated into English as “rape sailors’ style”\(^3\). Fortunately, quality standards and technology are present in our tourism industry nowadays and it would be difficult to find mistakes of this kind.

Besides, the discipline of Translation Studies has made great progress and is achieving high standards in Spain due to the great effort of universities, its popularity among students and the promising opportunities it offers in the work market.

A good example of this academic effort is the TURICOR\(^4\) project which the Translation and Interpreting Department at the University of Málaga is carrying out and leading to select and compile touristic texts to analyse their characteristics and subsequently generate touristic texts in four languages, (English Spanish, Italian and German). The multidisciplinary, applied Research and Development TURICOR project is a joint effort of 24 researchers in Departments of Translation and Interpreting, Documentation, English and German Philology, History of Law and Legal Institutions, Commercial Law, and Computing from three Spanish Universities — University of Málaga, University of Alcalá de Henares (Madrid) and University Pablo de Olavide (Seville). The project is also being reviewed by external observers of the tourism and language technology industries and representatives from the regional and local government bodies.

The globalization of information and communication has also contributed to an increase in the quality of translation in all areas and especially the ones we are best noted for, touristic texts to advertise our country. We could even go further and say that in some cases it seems we take English as a source language for conventional documents. As Cronin (2003:60) states English is becoming a source language rather than a target language in translations terms.

Yet, there are still some nuances which are lost in the process of translation. But as Hervey et al (1995:16) states changes should not be always considered in terms of loss but rather in gain if all the features from the ST are included in the TT or some new ones are added. However, there are many cases in which these losses are real ones and could have been replaced by explanations or amplification techniques in the TT.

\(^3\) This error was quoted by Moya, (1992:76) in the Spanish translation of Newmark’s a Textbook of Translation (1987).

\(^4\) http://www.turicor.org/ [Cited 17th May, 2005].
We are focusing our research attention on three groups of texts:

1. Those which are issued by our regional and local government bodies to advertise our country. We are focussing on the electronic version of organizations such as the Official Tourism Web Site of Andalusia http://www.andalucia.org and the state chain of hotels called Paradores, http://www.parador.es/.

2. Documents issued by companies to be used and received by consumers who are usually lay users of legal jargon.

3. Miscellaneous texts oriented to inform the tourists and visitors regarding our culture, habits and heritage.

All these texts are published in English and Spanish besides two or more additional languages and keep the same length and the same content. They could be included within the scope of parallel texts and they are good examples to analyse some of the principles of contrastive rhetoric (Fernández Polo, 1999).

2. Analysis of touristic documents

2.1 Touristic information documents published by local government bodies

The first group of texts are taken from state organizations which are meant to pursue national and regional interest to attract visitors and make them be interested in every aspect of our leisure offer and heritage. In most cases there have been a loss of information that could have been solved using amplification strategies, (Zaro, 1998:25).

Let’s take for instance the website where the rich and varied gastronomy of Andalusia is portrayed. As Kelly (1998:37) argues cuisine is a challenge for the translators since some strategies are used not to cause a loss of information. It is a common practice to maintain the source language terms to permit visitors recognise the dishes discussed. However, if some additional information is given it should be accurate and correct. That is the case of the English version of the gastronomy page on the Official Tourism Web Site of Andalusia which includes so many times the word “stew” as an explanation of the different meals. These dishes are far too different from what the connotation of the English term “stew” can convey to the native English speaker:

<table>
<thead>
<tr>
<th>SPANISH VERSION</th>
<th>ENGLISH VERSION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los potajes de legumbres y verduras y los guisos de caza</td>
<td>Pulse stews, game dishes</td>
</tr>
<tr>
<td>los gurillos de perdiz o liebre</td>
<td>types of stew</td>
</tr>
<tr>
<td>las cazuelas de habas verdes</td>
<td>green bean stew</td>
</tr>
<tr>
<td>habas a la rondeña</td>
<td>bean stew</td>
</tr>
<tr>
<td>el menudo de ternera</td>
<td>stewed beef tripe</td>
</tr>
<tr>
<td>la cazuela de fideos a la malagueña</td>
<td>Malaga-style minestrone stew</td>
</tr>
<tr>
<td>la cola de tero guisado</td>
<td>stewed bull’s tail</td>
</tr>
<tr>
<td>berza</td>
<td>a type of stew with pulses and meat</td>
</tr>
<tr>
<td>los guisos marineros</td>
<td>seafood stews</td>
</tr>
<tr>
<td>el menudo</td>
<td>stewed tripe</td>
</tr>
<tr>
<td>potajes de verduras</td>
<td>vegetable stews</td>
</tr>
<tr>
<td>el pez espada en amarillo</td>
<td>stewed swordfish in saffron</td>
</tr>
<tr>
<td>las gachas</td>
<td>stew</td>
</tr>
</tbody>
</table>

6 The words and phrases we are discussing in tables are written in bold to make them stand out.
7 http://www.turismoderonda.es/menur/eng/marco.htm. [Cited 21st April, 2005]. See the different ways of cooking broad beans.
The noun *stew* in English according to the *OED* has the following meaning when it refers to meal: “a preparation of meat slowly boiled in a stew-pan, generally containing vegetables, rice, etc.”

The verb *stew* when it refers to cooking has the following senses: 1; to boil slowly in a close vessel; to cook (meat, fruit, etc.) in a liquid kept at the simmering-point and 2; (of fruit and meat) to undergo stewing; to be cooked by slow boiling in a closed vessel. Also (of an infusion of tea, etc.) ‘to stand’ on the leaves.

Omission and generalization in this case may make the reader get the impression that our rich gastronomy lacks variety and it is rather monotonous. The term ‘stew’ names realities that might share the ST central features of the action “to boil slowly” and “to cook (meat, fruit, etc.) at the simmering-point”. So the two words share some features, and differ greatly on others. For instance, take the the dish ‘gachas’- which could be equivalent to ‘wheat meal porridge’- translated in the document simply as “stew”. *Gachas* is only similar to *stew* if we consider that the process of cooking this meal involves boiling in a liquid at the simmering-point.

An amplification technique should have been used if we are trying to promote our region extraordinary gastronomic variety. Touristic information has to be clear, attractive and easy to understand, and it is worth using paraphrases and explanation to get the perlocutionary effect intended, that is, making the place the most attractive of all.

Let’s consider some cases which are clearly mistakes. The explanation in English is not accurate or totally misleading. That is the case of some typical dishes from Almería that are quoted *los gurullos de perdiz o liebre* and rendered as ‘types of stew’, as the English explanation to the phrase. Several other options could be suggested since the proposed explanation is totally erroneous.

*Gurullos* de perdiz o liebre should be explained as “a partridge or hare casserole dish cooked with little dough balls”.

We found several mistakes as well as the word “habas”- whose meaning is “broad beans”- is always found in the English translation and explanation as “bean” or “green beans”. One type of vegetable is very different from the other one. *Beans* and *green beans* are used for preparing all kinds of stews whereas *broad beans* are used for omelettes and for casserole dishes, and very seldom for certain types of stews. The first ones come from Mexico and the second ones from Asia and are totally different in its characteristics and flavour.

Eventually, as a result of misleading communication, a new destination could be chosen instead of Andalusia if the potential tourist is looking for more variety in gastronomy.

Phraseological units have some constrains such as the following example found in the introduction to the Andalusian region. The sentence “Andalucía, es una comunidad moderna, que …tiene un exquisito cuidado en conservar sus raíces…” should be adapted in order to capture all the nuances of the ST. Conventional dictionaries use the phrase *take great pains* as an equivalent to “esmerarse” but the Eng-

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*http://www.andalucia.org/modulos.php?modulo=ConozcaAndalucia&fichero=&grupo=1&cat=1.[ Cited 18th April, 2005].*
lish phrase emphasises the struggle in the task performed whereas the Spanish one also emphasises skills and willingness to perform it.

<table>
<thead>
<tr>
<th>SPANISH VERSION</th>
<th>ENGLISH VERSION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andalucía, es una comunidad moderna,…que…tiene un exquisito cuidado en conservar sus raíces y en mantener el importante patrimonio, cultural y monumental, heredado de sus antepasados.</td>
<td>Andalusia is a modern community…that…takes great pains to maintain its roots and to look after its important cultural and monumental patrimony</td>
</tr>
</tbody>
</table>

Table (2)

The Spanish text seems to convey a more positive view using the phraseological unit “tener exquisito cuidado”. *Takes great pains* has the connotation of make a great effort to obtain a goal*. However the ST text sentence *tiene un exquisito cuidado* presupposes not only efforts but also some kind of expertise work and pleasure in doing so. As Fawcett (1998): 121) states:

- “Sometimes, the presuppositional knowledge forming the background to a text may prove to be problematic, conveying, as it does, information of a ‘sensitive’ nature which may possibly even require suppression, or some other radical irruption into the text as a translation strategy”. (Fawcett, 1998:121).

2.2 Documents containing legal information for consumers issued by travel agencies and hotels

Travel and accommodation booking on line have become a common practice not only for tourists coming to Spain but for Spaniards themselves a long time ago, specially the booking of plane tickets. According to Serrano (2004:373) Europeans usually visit these pages for 26 minutes a day, being the British the ones who surpass the average to almost 40 minutes per visitor. However an increasing use of electronic commerce is boosting Spanish agencies’ turnover at present. These agencies are even surpassing other European ones.

One of the major claims is that information about contracts must be available to the consumer before giving their personal details. It is an essential element to protect users’ rights. General conditions for contracting services are normally published online by companies; their structure must be attuned to the national law of the country in question or to international law conditions if they are sending travellers abroad.

Translations of these documents keep standards of quality and they are instructive texts that expect acceptance and agreement as a perlocutionary act. However there are cases where elections have to be carefully made specially with those items in which incurring in a misunderstanding will mean a loss of money.

General conditions of package holidays are among the documents which are being compiled in the TURICOR project previously mentioned. Let’s consider the general conditions for package holidays published electronically by the Spanish websites. Bitravel9 is a company which issues documents in English and Spanish which are well written and translated. However there are slight nuances that can make sentences ambiguous.

The Spanish document makes it clear that the client must contact the agency three days after being notified of certain changes. In the English version the verb ‘deberá comunicar’ is rendered as ‘should communicate’. It is true that *shall* and *should* could be used as a synomyn for *must* with a strong

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mandatory force. However, as clear writing campaigns which are trying to approach legal documents to lay users, suggest *shall* and *should* must be avoided in favour of *must*. Not all the readers and receptors of the document are English native speakers. They may misunderstand the use of *should* as an advice instead the real sense, that is, an instruction. Some experts point out that even lawyers misinterpret *shall* and *should* most of the times, Kimble, (2000:1574).

**SPANISH VERSION**

El consumidor *deberá* comunicar la decisión a Bitravel dentro de los tres días siguientes a ser notificada de la modificación a que se requiere el apartado.

**ENGLISH VERSION**

The customer *should* communicate his or her decision to Bitravel within three days after being notified of the modification.

Table (3)

Grammar mistakes could cause misunderstanding or doubts as well. That is the case of a paragraph from the general conditions of the booking form at http://benidorm-holidays.com/10.

There is a section where timetables for arrivals to hotels are showed and in which the English translation is erroneous and slightly different. In the first example we find articles with time expressions which are not correct in English. In the second example the fragment “are usually not included” is clearly different from “no está incluido” (it is not included) since in this case there can be no doubt that the customer must pay extra money.

**SPANISH VERSION**

CONDICIONES HOTELES: Las entradas en los hoteles deberá efectuarse a partir de las 12:00 hrs, y los clientes deberán dejar sus habitaciones antes de las 12:00 hrs. No está incluido en el precio los servicios de gimnasio, sauna, pista de tenis, alquiler de caja de seguridad, parking, que suele ser opcional mediante pago directo.

**ENGLISH VERSION**

HOTELS CONDITIONS: The arrivals to the hotels will have to take place from the 12:00 pm, and the clients will have to leave their rooms before the 12:00 hrs. Services like gymnasium, sauna, tennis court, rent of safe-deposit box, parking, are usually not included in the price and usually a direct payment will be required to be able to use it.

Table (4)

On the other hand, some of the information that is displayed in the English version does not appear in the Spanish version. There is no information at all about the ways of sending money in the Spanish text and the English texts lacks the information about deadlines for total payment. This is a bit confusing since the tourists-most of them could be bilingual- may also see some differences in the general conditions which could have the perlocutionary effect of creating doubts, need to double-check and probably dissatisfaction.

**SPANISH VERSION**

•PAGOS: Es necesario pagar un depósito a cuenta para confirmar en firme la reserva. El importe total de los servicios reservados deberá obrar en poder de BENI-

**ENGLISH VERSION**

•PAYMENTS: It is necessary to pay a deposit in advance, to keep the booking confirmed. There are several ways to make the payments:

10 [Cited 20th April, 2005].
There are some other websites which have a wider international scope. That is the case of Hotel-Club, a company working with many hotel chains worldwide. Again we are comparing the English and Spanish texts of the booking conditions documents. In such pages companies usually use English as a source language document and then translations into several languages are issued. In this case we have German, French, Italian, Chinese, Japanese, Spanish and English versions. Here we can follow House (2003) when she states that a significant change is taking place in the translation of scientific texts from English into German. The same seems to apply to touristic writing. She explained they have lost “the cultural filter” including some lexical and syntactic features that reflect English writing norms and conventions. This fact, consequence of the globalization of information, goes together with the supremacy and economic power of the English speaking world which is reflected in communication (Cronin: 2003). Therefore, the identity of minority languages is at stake.

**Table (5)**

<table>
<thead>
<tr>
<th>SPANISH VERSION</th>
<th>ENGLISH VERSION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Si el titular no firma el bono de confirmación/alojamiento, éste podría no ser aceptado en el hotel.</td>
<td>If the cardholder does not sign the Confirmation/accommodation Voucher it may be not accepted by the hotel</td>
</tr>
<tr>
<td>Por favor note que –En algunos casos….</td>
<td>Please note- In some cases…</td>
</tr>
<tr>
<td>La modificación de su reserva debe ser confirmada por uno de nuestros consultores.</td>
<td>An amendment must be confirmed back to you by one of our consultants.</td>
</tr>
<tr>
<td>Cualquier cambio que nos indique antes de 5 días de su fecha de llegada, o una vez llegado al hotel, será considerado como cambio de última hora.</td>
<td>Any amendment advised to us within 5 days of your arrival date or once you have arrived at the Hotel, may be treated as a late amendment.</td>
</tr>
</tbody>
</table>

**Table (6)**

The use of the verb *may* in the paragraph “any amendment …..may be treated” and the translation into Spanish “cualquier cambio…..será considerado” can cause confusion, especially if this reader speaks both languages. *May* entails possibility, permission etc. whereas the future *será* means that there is no doubt about the consequences of the changes, and, therefore there will be a penalty. As a consequence, the English version seems more permissive and the Spanish one much more as a warning for the user.

*Consultant* means an expert who gives advice in English. In this context it seems equivalent to sales agent rather than an expert in financial matters. In Spanish the meaning of the term ‘consultor’ in the *DRAE* is the same “an expert that normally gives advice within a particular field”. In English it may be a euphemistic use of the term *consultant* for prestige. However in Spanish we must adapt this strategy using terms such as ‘expertos’ or ‘agentes’.

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http://www.hotelclub.com/BookingConditions.asp. [Cited 20th April, 2005].
2.3 Miscellaneous texts about our culture, habits and heritage

Paradores Nacionales is a state hotel chain in Spain with very good reputation worldwide. Visitors to these expensive hotels look for paradise scenarios, old castles and sometimes peace and quality holiday. Parador de Gibralfaro which is frequently chosen by the Picasso family as their favourite place to stay when they visit the city to follow up the running of the Picasso Museum is a good example. There are three lithographs of the painter in the restaurant.

The booklet of Parador de Gibralfaro highlights the fact that besides being a unique place with a wonderful view of the whole city, it also can hold business events. In order to do so they write the following sentences:

<table>
<thead>
<tr>
<th>SPANISH VERSION</th>
<th>ENGLISH VERSION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sus salones ofrecen además posibilidad de combinar el ocio con el trabajo.</td>
<td>Its function rooms also offer the possibility to combine business with pleasure.</td>
</tr>
<tr>
<td>Unas instalaciones de altura.</td>
<td>high-up facilities</td>
</tr>
</tbody>
</table>

Table (7)

*Function* in the second column is clearly a mistake; the correct use must be *functional*.

“Unas instalaciones de altura” can be ambiguous in Spanish, playing with the polysemic word ‘altura’. On the one hand, we may mean the hotel is in the highest point of the city, but on the other hand, we may state the high quality standards of the facilities. For the native speakers that is the strongest sense. (Seco et al, 2004) explains the phrase ‘de altura’ an adjective with the sense of “being important”. The DRAE explains that altura is a synonym for “excellence”.

The English translation for the headline “unas instalaciones de altura” is “high-up facilities” which seems to be a word-for-word translation for “at a great altitude”. If we consider that in the following paragraph –just after this headline- we find a piece of information about the swimming pool which is also located on the upper floor of the building, the strong connotation of quality standards of the Spanish text is less intense in the English translation.

Some new hotels for business and conferences are trying to make their way with cheaper prices than Paradores and offer high standards as well. They don’t belong to the state administration but they want to keep their Spanish identity. One good example is the new hotel chain called Posadas de España. They make big efforts to offer good services such as the questionnaire “your comments count” which they ask their guests to complete. One of the topics of this questionnaire is the quality price relation of this hotel. Guests are asked to tick the following boxes:

<table>
<thead>
<tr>
<th>Buena Good</th>
<th>Correcta Average</th>
<th>Regular Fair</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table (8)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The use of *fair* as an equivalent to ‘regular’ doesn’t match the negative connotations that the Spanish term ‘regular’ has which could be “below average”. *Fair* with the sense of ‘moderately good’ express a far more positive answer than ‘regular’. In fact *average* and *fair* can be equivalent words.

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12 To name quality of hotel facilities *top-class or high class* are generally chosen in English Tourism literature.

13 Alcaráz Varó et al (2000) compile only positive senses of the term *fair* in their specialised dictionary on touristic vocabulary.
Therefore, the management team could get misleading results if they offer these choices to get guests' opinions.

The Picasso Museum\textsuperscript{14} in Málaga is a recently opened institution that attracts thousands of tourists and therefore a lot of information is published about it.

<table>
<thead>
<tr>
<th>SPANISH VERSION</th>
<th>ENGLISH VERSION</th>
</tr>
</thead>
<tbody>
<tr>
<td>La Colección está formada por más de 200 obras de Picasso procedentes de las colecciones privadas de Christine y Bernad Ruiz-Picasso, nuera y nieto del artista respectivamente. Su generosa donación y préstamo a diez años prorrogable propició la creación del Museo Picasso de Málaga...</td>
<td>The Collection is composed of more than 200 works by Picasso from the private collections of his daughter-in-law and grandson, Christine and Bernard Ruiz-Picasso. Their generous donation and long-term loans led to the creation of the Museo Picasso Málaga....</td>
</tr>
</tbody>
</table>

Table (9)

The brochure issued by the museum contains useful information for tourists and it can be found in all hotels and tourist information offices. Reading the Spanish paragraph and its English translation we find that “préstamo a diez años, prorrogable” is omitted and substituted by “long term loan” and we wonder why this happens.

Is it a deliberate omission of information or an adaptation technique? It is true that adaptation is necessary to adjust the ST to the communicative situation in the TT and to facilitate the reception of the information by tourists. However, a bilingual reader might wonder if information which could damage the venue of tourists has been manipulated.

Errors arising from language proficiency are also present in parallel translation intended to inform the tourism while arriving to the country such as the airline magazine \textit{Ronda Iberia}. In an article portraying the leisure habits of Spanish people who spend so much time in outdoor activities the translator use the false friend \textit{distract} as a translation for \textit{distracción}.

<table>
<thead>
<tr>
<th>SPANISH VERSION</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Así que nada más natural que los espectáculos artísticos lleguen a tanta influencia de público espontáneo en búsqueda de distracción fuera de casa\textsuperscript{15}.</td>
<td>It is only natural, then, that performing artists should be drawn to such a large and spontaneous gathering of people, all in search of distraction away from home\textsuperscript{16}.</td>
</tr>
</tbody>
</table>

Table (10)

The verb ‘to distract’ is a false friend in both languages; the correct translation should have been “in search of enjoyment” or “in search of having a good time”. In English the main senses of the verb \textit{distracts} have negative connotations, such as ‘beguilement’; ‘mental turmoil’ either referring to something that takes away worries or a state of lack of concentration or even to drive someone’s mad in the expression \textit{to drive someone to distraction}.

\textsuperscript{14} http://www.museopicassomalaga.org/ [Cited 12\textsuperscript{th} May, 2005].

\textsuperscript{15} \textit{Ronda Iberia}, June 2003, p. 42.

\textsuperscript{16} \textit{Ronda Iberia}, June 2003, p. 48.
We have to cope with reader’s expectations in content and style. English readers seek practical information, details of places, timetables etc. whereas Cerdá Redondo (2001:177) sees the need of using direct style and attractive design in order to sell tourism products Spanish writing usually displays a florid style with a strong bias against repetition or explanation.

Spanish rhetoric patterns differ from English writing, Fernández Polo (1999:237). Information loss is due to lack of explanation of implicit information, avoiding repetition and to retention of Spanish terms. Relevant information for the other culture is not given, such as what is interesting for English people and should be added to the brochures. The information in the Official Tourism Website of Andalusia regarding the geographical situation of the region makes an excellent description of rivers, peaks, high speed trains, etc. both in English and Spanish. However considering Andalusia is a vast territory the English version should also include some clarification for the location of places, such as the names of well-known cities nearby geographical accidents mentioned [Guadalquivir, Mulhacén, Sierra Morena, Sierra de Cazorla, and Doñana National Park] so that the tourists can trace them and plan their visits accordingly.

Its topography is marked by the depression of the Guadalquivir Valley, which runs between two mountainous areas: the Sierra Morena mountains to the north and the Bética ranges to the south. The Guadalquivir has created a fertile valley … the Genil River, the fundamental axis that physically defines Andalusia. From its source in the east, in the Sierra de Cazorla, to its mouth in the south-west marshlands of Doñana National Park, the Guadalquivir is the source of life for …

3. Conclusions
As Cerdá Redondo (2001:171) states to sell the touristic product it is important to present or transmit extensively and intensely all the information available on that product. And therefore that information should be efficient, accurate and fast. When there is not a balance between the two cultures the job is not likely to have been done by a professional translator.

Translation plays an important role in this task and professional translators must be present in the industry of tourism to facilitate communication and to mediate between cultures. Yet, Spanish companies and institutions are not fully conscious of that need.

Translation training is essential to undertake the task of writing and issuing touristic documents that will be the first source of information for the increasing number of travellers not only English speakers but also people of all nationalities that search for information on leisure using English as a lingua franca.

References


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