

M. Zain Sulaiman and Rita Wilson, **Translation and Tourism: Strategies for Effective Cross-Cultural Promotion**, Singapore: Springer, 2019, 223 pp., \$58.70 (hardcover).

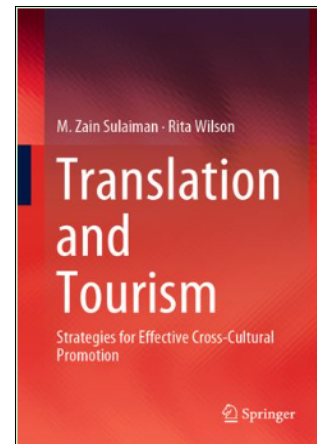
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With the progressive acceleration of the global economy, the tourism industry has attracted a growing number of international visitors and witnessed rapid growth. As an important intercultural mediator, translation is closely interwoven with tourism, which is “a cross-cultural dialogic process in which both tourists and promoters of tourist destinations participate” (p. 3). To achieve effective and appropriate communication or promotion, **Translation and Tourism: Strategies for Effective Cross-Cultural Promotion** is undoubtedly a timely reference for readers who are interested in “the fields of Tourism Studies, Psychology, Sociology, (Cross-)Cultural Studies, Marketing and Advertising as well as Translation Studies” (p. 1).

This book is made up of two parts with 10 chapters. The first four chapters are some theoretical introductions of translating tourism promotion, and the last six ones shift to practical application and evaluation of the cultural-conceptual translation model that may tackle the tourism translation challenge. Chapter 1 focuses on the understanding of tourist motivation and industry persuasion. The chapter first devotes much space to examining tourist motivation by highlighting the contributions that psychology and sociology have made. It further discusses strategies of industry persuasion, with a special focus on tourism advertising. The remainder of the chapter continues to introduce the role of culture in tourism advertising. It can be seen that this chapter provides a compact and accessible introduction to tourist motivation and industry persuasion that underline the importance of tourism advertising.

Chapter 2 deals with tourism promotional materials (TPMs). It proceeds from the definition of TPMs and tries to give a detailed review of some previous studies concerning the language of tourism promotion. However, due to ill-defined content and unclear boundaries of the language of tourism promotion, the chapter offers a more exhaustive account of its features and the most frequently used techniques (including ego-targeting, keying, contrasting, eroticizing, comparing, poetic devices, and humor).

Chapter 3 begins with a true advertising example and a discussion about the linguistic-cultural dilemma. It gives some evidence to support the claim that TPMs exist in translation across languages and

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cultures. It then elaborates on the three nonlinguistic skills (agility, persuasiveness, and creativity) that are important to copywriting techniques and digs deep into the main reasons of the failure of TPM translations. Finally, based on the authors' professional experience, it seeks to reflect upon the current situation about TPMs and provides insights into a proposed translation model.

Chapter 4 is dedicated to adopting a cultural-conceptual approach to tackle the tourism translation challenge. It builds on the discussion regarding the notion of culture and its relationship with language. It offers a detailed elaboration of the cultural-conceptual translation (CCT) model. It then outlines two macro-level factors, including translation purpose and destination image and cultural conceptualization, with particular emphasis placed on the cultural-conceptual analysis of the target audience, as the authors assert that these can help formulate some micro-level translation techniques.

Chapter 5 concentrates on cultural profiling for translation purposes. It first contains an analysis of the cultural context of the source text and the intended audience of the target text. After a coherent introduction of cultural profiling, the chapter delves into the seven main cultural differences between the source- and target-language cultural systems, including "religious beliefs, individualism versus collectivism, indulgence versus restraint, power distance, uncertainty avoidance, high versus low context and orality versus literacy" (p. 75). Communication is translation (Conway, 2017, p. 719). Therefore, it is worth noting that the cultural differences discussed not only lend support to the analysis of cross-cultural communication but also hold the most potential for tourism translation.

The next three chapters, chapters 6–8, turn the focus from theoretical exposition to practical aspects, illustrated by three translation cases—namely, the translation of tourism landscapes, performancescapes, and stylescapes. It examines the degree of transferability of the naturalscape and cityscape themes for the construction of the destination image, the discourse of adventure tourism and the translation of the notion of adventure experiences, and the stylistic features of tourism promotional discourse and their cultural challenges, respectively. These case studies, along with detailed explanations, show how the CCT model has been used in empirical work on some specific topics, which readers will find especially useful. Through empirical analysis, the CCT model, as the title suggests, ought to be an effective strategy for translation-oriented intercultural promotion.

Chapter 9 resorts to an in-depth interview with commissioners to explore potential solutions to close the gap between the ideal scenario and actual scenario of cross-cultural TPMs. "To improve the effectiveness and efficiency of cross-cultural tourism promotion" (p. 196), some misconceptions from commissioners are appropriately addressed. It then centers on a translation project to investigate the application of the CCT model, the purpose of which is to reveal the effective utilization of translation for tourism promotion.

Chapter 10, the concluding part of the book, summarizes each of the above chapters. It then describes some CCT-based guidelines associated with the mapping of the best practices in TPM translation. The guidelines, the authors argue, are proposed in terms of the translation process and procedure, translator prerequisites, and the role of the commissioner, thus providing a valuable reference for translation teaching and practice.

The main contribution of the book is that it proposes a CCT model for TPM translation under the background of intercultural communication and provides its readers a hands-on introduction to the application and evaluation of the model. Therefore, it offers a balanced and thorough elaboration of theoretical investigation and practical application, coupled with objective assessment, which may provide not only didactic heuristics for translation teaching but also a theoretical reference for those who show an interest in this topic. Another contribution is that the author identifies seven cultural dimensions so specifically that leaves readers equipped with a lucid understanding of cultural subtleties and nuances. In addition, another point that is worthy of mention is that it provides a robust and challenging account of the English-Malay combination, overcoming the focus of most studies on the combination of English and other European languages and thus "creating a more balanced perspective of the translation of TPMs in the global tourism industry" (p. vi).

There are still some shortcomings to be improved, however. First, it may be more convenient for readers to find the location of a figure or table in the book via the inclusion of a separate list of figures and tables. Second, including a glossary and notes section will arm readers with a useful complement to the text. Third, a hierarchy of subheadings may be added to the contents page and the main body of text, thus contributing to a clear content structure.

In conclusion, the book is of great value to academics, students, and practitioners interested in the translation of TPMs. With the vigorous development of international tourism, this book will undeniably motivate further research in this area.

Reference

Conway, K. (2017). Encoding/decoding as translation. *International Journal of Communication*, 11, 710–727.