

An Analysis on Tourism Promotional Translation Texts

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ABSTRACT

This paper aims to review the text typology of tourism promotional texts such as brochures, leaflets, guidebooks, etc. and analyze the types of Korean-English translation errors found in the tourism texts. Firstly, this paper considers the properties of tourism promotion materials. Secondly, it reviews the tourism texts, collects the common mistakes, and analyzes the types of errors. Finally, it forecasts the ways to improve the quality of tourism translation. With published tourism translation, this paper compares the source text with the target texts, further reflects the process of the translation strategy, and finally concludes that the tourism translation should be target reader-oriented, with translation variation as its translation strategy, and that the evaluation of tourism translation should be rendered on its adequacy for the target communicative purpose instead of its static equivalency.

KEYWORDS

tourism promotional texts, tourism translation, Korean-English translation, target reader-oriented, translation strategy

1. Introduction

As tourism is becoming more and more globalized, tourism promotional materials such as guide books, brochures, leaflets, booklets, and *Lonely Planet* series are being published anywhere there are any attractions. Due to the increase of international tourists, the delivery of information in tourism has become important, which requires a larger variety of language services for the target customers and more attention from the government level.

Tourism promotional materials have common properties with advertizing magazines with the only difference being the target customers; they consist of images with spectacular views, brief but inspiring and persuasive information on attractions, and handy information on tourist facilities.

Tourism promotional texts are advertisements of the target attractions; they are publicity-oriented to make the destination known to the tourists either domestically or internationally; and they are information-oriented to give them proper amount of knowledge either about the attraction or the facilities; and eventually they are purpose-oriented to conduct the general public to visit the destination.

If the tourism promotional texts have these properties, the conversion of the language - that is, translated versions for the international tourists - also carries the same properties. Korea National Tourism Organization (KNTO) plays a central role in marketing, advertizing, and developing various tourism related products. As the international status of Korea in the global community heightened and the Korean Wave became popular, international tourists visit Korea frequently and thus the need for language support and for translation in tourism has become

spotlighted and its value reevaluated. Until now, KNTO provides 12 sets of language conversion regarding Korea, tourist spots of Korea, and information on facilities; basically the information is served in Korean, and many foreign languages, e.g. English as a lingua franca, Japanese (the largest in-bound tourist market), Chinese (2nd largest in-bound market), etc., but the language conversion will be added considering the tourists' size and interest. This paper will be concerned with the conversion of English from the source language.¹ Especially because tourism promotional translation is concerned with the target readers, this paper will consider Korean - English translation.

As we know that because translation is not simply a matter of language conversion, it should consider not only trans-language, but also text-specific elements. Tourism promotional translation with special purpose of luring the tourists should consider trans-space, trans-culture and even trans-psychology. In this way, tourism promotional texts are different from other translations, such as literary translation, science translation, etc. For more specific properties of tourism promotional translation, this paper will review the text typology of Reiss (1977), and Reiss's evaluation criteria for translation, and study the properties of tourism translation with selected tourism promotional translation texts.

2. Characteristics on Tourism Promotional Translation

2.1. Classification of Text Type and Tourism Promotional Texts

2.1.1. Reiss's Text Typology and Tourism Promotional Texts

Reiss's text typology was borrowed from Bühler (1934/1965)'s

distinction of three functions of the linguistic signs. The three functions of linguistics are correlated to their corresponding language dimensions and the text types of communicative situations; according to the dominant communicative function, text types are classified as informative, expressive and operative; according to linguistic characteristics or conventions, text genres or varieties are classified with reference books, lectures, satires or advertisement. *Informative* texts are purely communication, where the actual information value is zero and the message is the communication process itself. In *expressive* texts, the informative aspect is complemented or even overruled by the aesthetic component. In *operative* texts, both content and form are subordinate to the extra linguistic effect that the text is designed to achieve (Hatim & Munday 2004:183). Reiss (1977) established a general correlation between text type and translation method. The main characteristics of each text type are summarized as in the table (1):²

Table (1) Functional characteristics of text types and links to translation methods
(adopted from Reiss 1971)

Text type	Informative	Expressive	Operative
Language function	Informative (represents objects and facts)	Expressive (expressing sender's attitude)	Appellative (making an appeal to text receivers).
Language dimension	Logical	Aesthetic	Dialogic
Text focus	Content- focused	Form-focused	Appellative focused
TT should	Transmit referential content	Transmit aesthetic form	Elicit desired response
Translation method	Plain prose explication as required	Identifying method, adopt perspective of ST author	Adaptive equivalent effect

Despite the existence of hybrid types³, Reiss (1977:109) states that the transmission of the predominant of the source text (ST) is the determining factor by which the target text (TT) is judged. The TT of an informative text should transmit the full referential or conceptual content of the ST. The translation should be in plain prose without redundancy and with the use of explication. The TT of an expressive text should transmit the aesthetic and artistic form of the ST. The translation should use the identifying method with the translator adopting the standpoint of the ST author. The TT of an operative text should produce the desired response in the TT receiver. The translation should employ the adaptive method, creating an equivalent effect among TT readers.

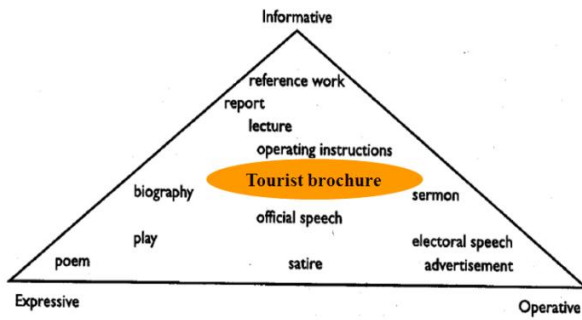
Reiss's text typology (table 1) is further categorized based on five sectors, that is, language function, dimension, text focus, target text, and translation method, but the main distinction of the three text typology is based on the relative value of the form, content and effect. If the prior value is given to the form, then it is the expressive text: if the content, then the informative text: if the effect, then the operative text.

If the dominant feature of texts is re-conceptualized as a feature of [form], [content] and [effect], respectively, and mark the value of positive or negative, the informative text should be [+content], the expressive text [+form], and the operative text [+effect].

Reiss' text typology is presented in the form of a triangle as shown in the table (2), where tourism texts are situated in the middle, that is, the proper combinations of informative, expressive, and operative.

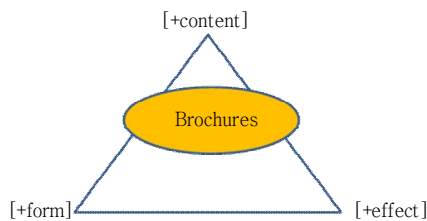
Table (2) Reiss's Text type and Tourism promotional texts

Reiss's text types and text varieties (Chesterman 1989: 105, based on a handout prepared by Roland Freihoff)



According to Table (2), tourism promotional texts are a hybrid of three functions of Reiss's text typology. Then it should show certain amount of respective properties of those three functions. That is, as for the properties of the informative text, the tourism promotional text should be logical for delivering information in the language dimension, and it should take the plain form to convey the content. As for the operative function, the language takes the dialogic form to appeal to the potential tourists' mind and persuade them to act. To achieve this purpose, the translation takes the adaption for the same effect of the target texts. If the tourism promotional text takes the expressive function, it will give more emphasis on the aesthetic, and form-focused text.

Table (3) Simplified Text Type of Reiss

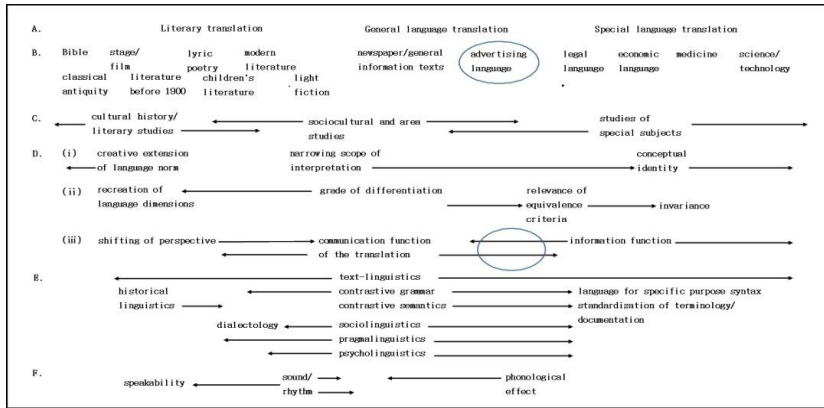


Using the features mentioned above and representing the hybrid properties of tourism promotional texts, the tourism promotional texts should be the set of features [+content] [+form] and [+effect]. As a proper combination of informative, expressive, and operative texts, it is different from religious sermon for appellative on one hand; it is different from science book for informative on the other hand.

2.1.2. Snell-Hornby (1995)'s Text Typology and Tourism Promotional Texts

Snell-Hornby (1995) classifies the translation as literary translation, general language translation, and special language translation. Considering the purpose of tourism promotional texts, the tourism promotional texts are the general information texts with advertising language, positioning between communicative function and the information function in the sense of Snell-Hornby(1995)'s text typology. If we take Snell-Hornby(1995)'s text typology as a spectrum ranging from literary to special on one hand, and from communicative to informative on the other hand, these two extremes can be featured as a set of [literary] [special] or [communicative][informative]. Then the tourism promotional texts can be summarized as a set of [-literary] [-special], and a set of [+communicative][+informative]. Therefore, the tourism promotional translation belongs to the general language translation with the purpose of delivering information as well as advertizing effect by Snell-Hornby.

Table (4) Snell- Hornby (1995)'s Text Typology



2.2. Reiss's Text Typology and Evaluation of Translation

Reiss (2000) provides three criteria for the adequacy of a TT, that is, linguistic, extra-linguistic, and special function. Linguistic criteria include three features: semantic, grammatical, and stylistic. For semantic equivalence, the linguistic content must be examined with diverging degree of mirror-image literal accuracy. The grammatical features are governed by the correctness, which is satisfied if the translation conforms to usage of the target language, and the stylistic features are rendered due consideration of the differences between colloquial and standard or formal usage observed in the original.

Reiss's linguistic criteria of three features apply with difference according to the text types. For example, the translation of any content-focused text should first aim at preserving semantic equivalence. While a news item TT would probably place grammatical criteria in second place, a popular science book would pay more attention to the individual style of the ST (Ibid: 66).

Extra-linguistic criteria include situation, subject matter, time,

place, audience, speaker and affective implications. These factors form the pragmatic category of translation because it does not rely on linguistic factors of a purely objective nature. Ignoring the effect of extra-linguistic determinants on the linguistic form of the original will inevitably cause unsatisfactory translation.

Reiss's third criterion for evaluation is special function or readership. A translation with a specific goal is to fulfill a specific function of the original texts and is adjusted to the standards of the special function or readership, which the translation is intended to serve.

2.3. Reiss's Text Typology and Tourism Promotional Translation

Reiss's attention to the target text, its communicative function and evaluating criteria provides the guideline for resulting products. Error analysis on the signboards conducted by Choi (2008a,b) and Park & Choi (2009) emphasize the semantic accuracy on the tourism promotional translation, which is rendered by the Reiss's linguistic criteria and implies the informative function of tourism promotional texts.

However, the tourism promotional translation text is a hybrid and it does not simply convey certain information in a linguistic form. Studies provided by Lee (2007) point out that the translated English version of tourism promotional texts tend to show higher frequency of appraisal expressions than the source texts of Korean counterparts. This is related to the stylistic adjustment to the English generic norm, which implies the adaptive equivalence effect for the operative function. It also takes account of the functional effectiveness, that is, the needs and expectations of the addressees or receivers of the target text, which is related to the Reiss's third criterion of evaluation, that

is, the readership.

2.4. Tourism Promotional Translation and Cultural Equivalence⁴

Tourism promotional texts include not only scenic spots but also historical heritage spots. This close correlation between tourism and culture makes the tourism texts contain abundant cultural elements, which subsequently require the tourism promotional translation to satisfy the intercultural proficiency - that is, retaining the unique charm and transferring faithfully the information of the original allusion.

Particularly, dealing with tourism promotional translation, deficient knowledge either of the target culture or the source culture will cause under-loaded translation, which will lose the indigenous cultural flavor, image and sense. Mistranslation of culture-bounded terms, or failure of reader respondent will be a serious problems, because tourism translation is trans-culture, trans-space, and trans-psychology.

Therefore, the function of the translation in the target culture determines which aspects of the original text can be preserved and which must be adapted (Reiss & Vermeer 1984; Nord 1991 1997). As House (2001) mentioned by the 'cultural filter', the translated texts should make up for socio-cultural, stylistic and rhetorical differences and have a function equivalent to that of the source text. Eventually, the cultural gap between the source texts and the target texts should be compensated with relevantly translated texts and inducing the same response from the target readers is achieved.

3. Analysis on the Tourism Promotional Translation

3.1. Properties of Tourism Promotional Texts

3.1.1. Feature Analysis

With the basic concept of tourism promotional texts (2.1), and the evaluation criteria for the translation (2.2), this section will study six randomly selected English versions of tourism translation texts. The texts are as follows:

- Thousand years of history Jeollabuk-do Tourist Information Map
- Happy 700 Pyeongchang
- Adventure Inje
- Cheongnamdae
- Rose *Asteroid* Le Petit Prince* Petite France
- UNESCO World Cultural Heritage

For the sake of analysis, the given tourism promotional texts count the sentence as a basic unit of analysis. Each sentence is judged by the set of features [+content] [+form] and [+effect] provided in section 2. The total number of units for analysis is 434 sentences. Of those, 381 sentences describe the content, explain the object, or give information, which mark the feature of [+content]. 34 sentences interact with the readers and try to persuade them, which is marked with the feature of [+effect]. Only 11 sentences show the least hint of emphasizing poetic value and aesthetics, which is marked with [+form]. Considering the figures, tourism promotional texts are hybrid in some way, but the dominant property is informative.

3.1.2. Structure Analysis

According to Reiss's text typology, tourism promotional texts are a

hybrid. Then let us consider the respective properties of those three functions. As for the more specific properties of the informative texts, the tourism promotional texts should be logical in language dimension for delivering information, and it should take the plain form to convey the content. As for the operative texts, the language takes the dialogic form to appeal to the tourists' mind and persuades them to act. Therefore, the translation takes the adaption for the same effect of the target texts. If the tourism promotional text takes the expressive function, it will give more emphasis on the aesthetic and form-focused text.

For the analysis, this paper assumes that the sentence type plays a role to decide the language dimension, text focus, transmission, and translation method of Reiss - the assertive sentences for the informative and logical explanation, the imperative and interrogative or exclamatory sentences for the operative, persuasive, appellative effect, and the incomplete sentences or phrases are taken as the expressive function.

Of those 434 sentence units, 388 are assertive sentences, 31 imperatives, 3 interrogatives and 11 are fragments. Of those 388 assertive sentences, 144 sentences take the passive form, and the main function of each sentence is description of the target tourist spots or regions, which performs the informative function. The operative function of promotional texts results in much use of exaggeration, rhetoric, euphoriant expressions; sentences include diverse modifying phrases or various adjectives, and the superlative forms of adjectives are included in 83 sentence units, which make the promotional texts distinctive and independent. The use of 31 imperatives and 3 interrogatives serves the explicit purpose of interaction with the readers to perform the persuasive function. The tourism promotional texts contain 11 fragments, which is mostly

used for keying the title or emphasizing the reader's attention. Even though the frequency is low, the figure shows the hybrid property of the tourism promotional texts.

Therefore the tourism promotional texts analyzed in this paper contain mostly informative, uni-directionally described target content, much use of exaggeration, and selective use of keying expressions, and they are summarized as logical, content-based, and explicative in language dimension, and translation method in the sense of Reiss (1977).

3.1. Linguistic Criteria

Any written texts could contain any mistakes, depending on the degree of seriousness. The quality assessment of those selected materials is examined by Reiss's three criteria mentioned in section 2.

3.1.1. Semantic Features

Spelling errors are the most common mistakes. There are only 11 spelling errors in the selections. They can be classified into the following four types: 1) phonetic alternatives; 2) typographical errors; 3) copying errors; 4) capitalization or word division errors.

1) Phonetic alternative

Tourism texts contain unique person names, place names, and historical names. KNTTO provided the spelling guidelines for the proper nouns, but the standardization for them is not completed yet in the tourism promotional translations. Many phonetic alternatives for the proper nouns are found in the translation texts resulting in confusion. These are some examples (The italicized word in the

parenthesis is recommended by KNTO).

- a. dynasty name: Chosun (*Joseon*)
- b. mountains, rivers, temples, and gates
 - Geumgang Estuary Dam (*Geumgang River Estuary Dam*)
 - Moak Mt, Geumgang Mt. Jiri Mt. (Mt. Moaksan, Mt. Geumgangsán, Mt. Jirisan)
 - Seonunsa, Naejangsa, Poongnammun (Seonunsa Temple, Naejangsa Temple)
 - Poongnammun (Poongnammun Gate)
- c. place names
 - Jeonbuk - Jeollabuk-do (*Jeollabuk-do province*)
 - Jeonnam
- d. food names
 - clam porridge 백합죽
 - short-necked clam porridge 바지락죽

2) Typographical errors

- a. to have birds-eye-view of the 88 Olympic Expressway (to have bird's-eye-view of the 88...)
- b. ... promote its literary word (promote its literary world)
- c. ... Residence of King, Dong Su -> (*Residence of Kim, Dong Su*)
- d. Iksan : City of germ where love blossoms -> (*Iksan: City of gem where love blossoms*)

3) Copying errors

These errors are not found in the written materials, but are most frequently found in the signage, because of the sign markers' ignorance of English.⁵

4) Capitalization or word division errors

- a. the cradleof migratory birds (*the cradle of migratory birds*)
- b. 9 peaks of Naejang forma configuration of horseshoe in front of the main peak, Shinsungbong

(9 peaks of Naejang form a configuration ...)

- c. Unfathomable size of dream created by the longest sea wall in the world at 33km, Come to visit Saemangeum (∴.. 33km, come to visit Saemangeum.)

5) Content errors

e.g. Its fortress was restored and name was changed to Poongnammun. (based on the Source text's meaning, fortress is not the proper word) -> 성루를 복구하고 풍납문으로 명칭을 바꾸었다.

3.2.2. Grammatical Features

- a. This is a project to expand the national land of Korea by 120 million pyeong (approximately 400km²) by **reclaiming the ocean the covers** Bieungdo and Shinsido in Gunsan City, and Daehang-ri, Byeonsan-myeon of Buan-gun. (unintelligible)
- b. during the reign of King Mu of Baekje Dynasty (636 AD) which was **call** Youngeunsa at the time. (changed to *called*)
- c. Cheongnamdae means Cheongwadae in the south. Cheongwadae is the office of the President of Korea in Seoul. It has used as a rest area for the President of Korea since 1983. (subject missing) (Source: Cheongnamdae)

3.2.3. Stylistic Features

Inconsistency in the expression is often seen in tourism translation.

- e.g. Unfathomable size of dream created by the longest sea wall in the world at 33km, Come to visit Saemangeum / Saenangeum Seawall (same denotation, but differently spelled)
Naerincheon River / Naerincheon Stream (same denotation, but differently spelled out)
- (Source: Thousand years of history Jeollabuk-do Tourist Information Map)

3.3. Extra-Linguistic Criteria

The translator's lack of knowledge of the bungee jump makes the following error. Actually, Australia is famous for bungee jumping and leaning tower is a type of extreme sport.

e.g. Australia that is well famous for ling tower type Bungee jump (changed to *leaning*)

3.4. Special Functions or Readership

The readers of tourism promotional translation are English speaking people. Therefore, the translation should be suitable for their standards. The following examples adopt the Korean style of emphasis, which includes repetition; this is not a proper way of expression for the target readers. If non-standard, incorrect, inaccurate and incomplete English information is transmitted, it will not only have an unfavorable effect on the images of science areas, scenic spots, tourist destinations and even on the external image of the nation, but also hurt the healthy development of the tourism industry. Therefore it needs improvement in expression.

- a. It's a representative cultural festival as a native folk festival to wish for ... (redundant in expression source: Adventure Inje)
- b. It's a health festival that opens for informing the effect of sap of painted maple more widely. (redundant in expression source: Adventure Inje)
- c. Meet those you long for in another world with surrounded like folding screen by historic mountains.
Fully enjoy the ambience filled with subtle coffee aroma in the snowy heaven, Muju. Experience *roast pigling of Jinan* while admiring the majestic figure of Mai Mt. Make sure to buy some *Ginseng!* Look up into the high sky *with a bite of apple in Jangsu,*

the region renowned with integrity. (Source: Thousand years of history Jeollabuk-do Tourist Information Map)

- d. Love of *Chunhyang* and brotherly love of *Heungbu* of the city of love, Namwon, stems out of the broad-mindedness of Jiri Mt. Immerse yourself in the Feng Shui ideology of our ancestors embedded in the traditional stone totem poles and male genital rocks found in Soonchang renowned for its warm-hearted generousities like *pungent red hot pepper paste*. Story of a dog that dedicate its life for the sake of the owner in Imsil and the loyalty of 28 patriotic martyrs including righteous army general, Lee, Seok Yong, offers us enormous inculcation. (Source: Thousand years of history Jeollabuk-do Tourist Information Map)

The translated passage (c) and (d) is well written not only in the conveying the source text information, but also appellative fitting in the persuasion, whereas it contains many local culture-bound elements. For the same amount of the target readers' response to the destination as that of the Korean readers, this translation needs to be desired. The italicized phrases contain the culture-bound elements, which should be elaborated, otherwise read awkward, and strange.

4. Implication

4.1. Promotional Tourism Translation and Evaluation

The analysis conducted in this paper implies the present level of the promotional text translation. In spite of errors found in this analysis on the promotional texts, and the limits of translational content on the description of the target objects, tourism promotional translation published in Korea performs its basic function of delivering information satisfactorily: Neither many trivial errors nor

nonsensical expressions are found: Serious lexical problems like improper denotation, collocation problems, or grammatical problems are not detected in the promotional translation studied in this paper. The errors frequently found in English translation texts are mostly inconsistent use of proper nouns. Although the KNTO provided the guidelines for the proper nouns, still the promotion materials contain inconsistency, not only compared with other tourism contexts but also within the same tourism contexts. Minor mistakes such as punctuation, capitalization, duplication should be corrected with care. Therefore, the tourism promotional texts analyzed in this paper performs the linguistic criteria properly in the sense of Reiss's evaluation

However, if we assume the hybrid properties of tourism promotional text, positioning in the middle of Reiss's text type triangle, this analysis does not deal with extra-linguistic criteria as well as readership criteria properly, and leaves much room for improvement. In short, tourism promotional texts are appellative through abundant use of ornate, emotional words to persuasion, while the translated English version focuses on the informative function and is direct to perform the linguistic criteria. In short, as the figure shows in section 3, the tourism promotional texts published at present give the priority to the informative function.

4.2. Reader Respondent Translation

Both translation and tourism are indispensable to the movement from one's usual environment, and offer unique opportunities for cross-cultural communication. As the analysis in section 3 shows, tourism promotional translation texts as a hybrid of informative, expressive, and operative show the independent use of language of

tourism: several verbal techniques typical of promotional tourism discourse, such as the high frequency of passive forms, abundant use of adjectives and of emphatic language are commonly found. Unlike Dann (1996)'s general tendency of tourism promotional texts, the analysis conducted in this paper show the low frequency of the imperative mood or the formulae of direct address to the reader, common collocations meant to satisfy the personal and cultural expectations of potential customers, and to describe an attraction by the use of keywords and keying, which is related either to the operative function or the expressive function.

To overcome the limit of tourism promotional translation texts shown in this analysis, the focus on the translation strategy should be shifted from the source text to the target text, that is, from the informative text to the operative texts.

House (2001)⁶ mentioned as response-based approaches, in which the most relevant criteria are either the reader's reaction to the translated text or the respect of the function of the source text. Tourism text translation is definitely a purposeful activity and the achievement of its purpose primarily depends on the target readers' response: the expectation, the language adequacy, cultural acceptability and aesthetic characteristics of the target readers.

Tourism translation from the perspective of reception aesthetics should give full play to translators' subjectivity in both conveying accurate tourism information and taking target readers' responses into consideration. Translators of tourism texts make efforts to reproduce source texts' beauty in rhythm, form and content, making the texts appealing, moving and convincing for target readers to know and be happy with them. At the same time, the translator should leave room for the target reader to respond to their curiosity or strangeness, to let them widen the expectation and imagination,

and accommodate the unique culture and history of the attractions. Perhaps, it has more active meaning in concern for the target readers than in tourism advertising translation. Therefore, the information delivered by the tourism promotional translation should be tailored to the receptor's linguistic needs and cultural expectations, and aim at complete naturalness of expression.

5. Conclusion

Tourism promotional texts are strongly reader-oriented, in the sense that it must include what readers are most likely to expect. From the linguistic point of view, the promotional text is simplified, and response-based. As we have seen from the comparison of the translated promotional texts, the primary function of the linguistic adequacy in semantic, pragmatic, stylistic features is properly achieved, ignoring some minor mistakes. Secondly, the proper management of the cultural gap with so-called 'cultural filter' of House (2001) makes the target reader's expectation properly adjust to the functional equivalence of the content. The target reader's response is mostly concerned to achieve the reaction, and this will be further elaborated with the purposeful use of language of tourism. To optimize the promotional effect, tourism promotional translation renders the target reader's expectations to become the most relevant factor in the translation process. Translation is not simply a matter of transmitting referential information, but a matter of creating a similar response from the target readers. Translating becomes then 'moving texts' (Pym 2004) from one cultural context to the other and the translator assumes a strong decisional power.

NOTES

1. KNTO, the official government organization for the Korean tourism provides 12 languages in the official home page (<http://www.visitkorea.or.kr>).
2. The statistics of Korean Tourism 2011 reports the number of tourists as follows; Japanese (3,023,000); Chinese (1,875,000); and Americans (658,000). Regardless of the volume of the tourists, English as a global language is served in many portal-sites and promotional materials.
3. These links can be seen in table (1) where audiomedial text is not represented because this text type was developed by Reiss in her later works.
4. A sermon gives information about the religion while fulfilling the operative function by attempting to persuade the congregation to a certain way of behavior.
5. The skopos theory is part of the model of translational action also proposed by Holz-Mnttari, who places professional commercial translation within a socio-cultural context, using the jargon of business and management. Translation is viewed as a communicative mechanism involving initiator, commissioner, and the procedures, uses and receiver of the ST and TT.
6. See Choi(2008a,b) and Park & Choi (2009).
7. For the evaluation of translation, two possible approaches are mentioned: One of the common approaches emphasizes that translation should reproduce in the reader's language the closest natural equivalent to the source language in terms of meaning and style (Nida & Taber 1969; Newmark 1988; House 1981). Another common approach is to translate the source text more loosely, focusing more on conveying the intended function of the original text than its linguistic features.
8. House (1997; 2001) distinguishes three approaches to translation evaluation using the concept of text, register and genre: mentalist approaches, presupposing the view of meaning as residing in the user's head; response-based approaches, in which the most relevant criteria are either the reader's reaction to the translated text or the respect of the function of the source text; and text and discourse-based approaches.

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