

A Survey on Quality Assessment of Translated Tourism Promotional Materials (TPMs) for Tourists of Hormozgan Province based on the Skopos Theory

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Abstract

Translation in tourism promotion, as a subfield of translation, has received some attention in recent years. The practical significance of the study was to make the translators pay more attention to translation of culture-loaded words in the process of translation, and focus on the choice of translation strategies under different culture context in the light of the Skopos theory. The present study aimed to examine the existing problems and errors in translation of Tourism Promotional Materials (TPMs) for Hormozgan Province, Iran, based on the Skopos Theory. This study also applied Skopos theory as the theoretical framework and analyses the translation of material culture-loaded words in Hormozgan province brochures provided for international tourists. Then the author tried to list some representative culture-loaded words and errors and, consequently, reveals that how the Skopos theory influences the translators' choice of translation strategies in translation of tourism texts. Finally, the author highlighted those errors occurred during the translational process of Tourism Promotional Materials texts. The practical usage of present research was suitable for tourism industry as well as those engaged in preparing and publishing proper tourism brochures, both as nascent source of tourist attraction and a true means of cultural exchange among the nations.

Keywords: Skopos theory, Tourism Promotional Materials (TPMs), Hormozgan province

INTRODUCTION

International tourism, as one of the biggest and the most dynamic industries in the world, inevitably influences all the aspects of social life, including language. The development of international tourism has given rise to increase in professional communication in the field. The communication process itself can take place between all the parties in different combinations (Agorni, 2012). The latter includes communication between incoming and outgoing travel intermediaries. However, communication between industry professionals and tourists lies beyond the scope of the present research. It is by all means interesting topic for further research, but contains little terminology. Furthermore, this topic is more relevant for the investigation of intercultural aspects of translation process of tourist texts. The large number of tourism terms is continually coined, increasing

scientific interest in the questions of translating tourist terminology into different languages (Agorni, 2018).

Every nation consumes a substantial interest in Tourism showcasing and Tourism Promotional Materials (TPMs) to draw in more sightseers to its own cultural heritage. At times, the interpretation from minor etymological view cannot meet the necessities of social motivations behind a nation's cultural objective. The insufficiency of the semantic methodology can be clarified by the way that in the field of publicizing, the idea of 'purpose', or what is likewise named as 'Skopos' by the useful school of interpretation, is focal point (Vermeer, 2000). As it will be noted, in the field of the travel industry promoting, a definitive intention is to transform a likely traveller into a real sightseer (Agorni, 2019). Along these lines, what turns out to be a higher priority than loyalty to the etymological highlights of the source text is the necessity that the objective content must capacity ideally in the objective culture to accomplish the expected purpose, and this expects translators to address the social setting of the intended interest group. Sumberg (2004), who explored the purposes for the reluctance or powerlessness of translators to forsake a direct etymological interpretation (or semantic interpretation in Hickey's term) and grasp the social setting of the new crowd, found that there are two prospects behind the issue. The first is that commissioners employ inadequate translators who have not gotten the significant preparation and consequently do not have the important abilities. The second is that commissioners of translation recruit qualified translators who have the essential abilities yet are kept from having the option to utilize them by the states of work and in real condition (Sulaiman & Wilson, 2019a, pp. 41-42).

The present research aimed at investigating tourist terms found in different types of tourist texts. By tourist texts we mean all types of written address to tourist or tourist professionals be it a brochure, a leaflet, a price-list, or a catalogue. The present paper made an attempt to analyse the language of tourism used to create a tourist text and particularly tourism terminology used in the process (Buzard, 1995).

This research attempts to answer the following question:

- 1- Are the TPMs purposefully translated for tourists who come to visit Hormozgan, Iran?
- 2- Does the translator consider the quality of translated TPMs to attract and convince tourists to visit Hormozgan province?
- 3- What sorts of errors have been occurred in translation of TPMs of Hormozgan Tourism Organization?

Translation Studies

"Translation as a form of communication involves translation the message from a source language (SL) text into the target language (TL) text" (Bassnett, 1980, p. 132). After years of argument on literal and free translation, scholars in the 1950s and 1960s started to discuss new linguistic issues. The concept of "equivalence" was one of the remaining issues at that time. Roman Jakobson (1959-2004) tries to challenge the problem of

“equivalence in meaning” between words in different languages. He notes that “there is ordinarily no full equivalence between code-units” and that an interlingua translation involves “substituting messages in one language not for separate code-units but for entire messages in some other language” (Jacobson, 1959/2004, p. 139). Jacobson sees no issue with translation a message that has been written in another verbal language; when talking about equivalence, his focus changes to the difference in the structure and terminology of languages.

Peter Newmark in his books *Approaches to Translation* (1981) and *A Textbook of Translation* (1988), discusses the distinction between semantic translation (which renders the exact contextual meaning of the SL original, in compliance with the semantic and syntactic structures of the TL) and communicative translation (which produces on the TL readers an effect as close as possible to that obtained on the SL readers).

Translation is an extensive trend; therefore, it does not seem appropriate to apply the same rules to all acts of translation. The techniques of translation reveal all the difficulty of the original in a translation (Jureczek, 2017). The most challenging task, when trying to describe the changes emerging in repeatedly translated texts, is to find an appropriate method. Moreover, translation studies are the relatively new field of study, still developing, without any strict borders separating it from other disciplines (e.g. linguistics). In addition, the problem of assessing translation quality objectively does not seem to have any clear-cut solution. As Hatim and Mason (1997) say, “The assessment of translation performance is an activity which, despite being widespread, is under-researched and under-discussed” (p. 199).

Tourism as Specialized Discourse

Although the field of tourism is greatly influenced by other disciplines, its language shows peculiar lexical, syntactic and textual features which justify its inclusion among the many LSPs. Among the text types aimed at non-specialists, MacLeod et al (2009) identify four typologies i.e., 1) leaflets, 2) brochures, 3) travelogues and 4) travel guides. However, the range of text types is wider (e.g., tourist adverts, package-tour itineraries, unsolicited promotional letters, etc.). Dann (1996) classifies tourist text types according to the medium they use (audio, visual, written, sensory) and to their stage in the tourist cycle (pre/ on, /post trip). Dann classifies tourist text types into pre-trip (adverts, leaflets, brochures), on-trip (travel guides, travelogues) and post-trip (trip reports, reviews). Leaflet is usually a single sheet or a folded piece of paper.

Although practical information is sometimes provided, the main communicative purpose of a leaflet is to persuade potential tourists to visit a place or facility; therefore, the messages are usually short and clear and the aesthetic component is particularly important (prevalence of pictures). Brochures have two main communicative functions. Firstly, they provide practical information which visitors may use in their trip decision making and planning processes (informative) and secondly, they establish an image of the destination as a viable alternative when planning future trips (Fesermaier, 2000 in MacLeod et al (2009). Travelogues are articles written by (sponsored) journalists and published in the travel sections of newspapers and magazines and trip reports written by

independent tourists and posted on travelogue sites in the internet (e.g., www.travelhog.net). The prevailing function of travelogues is narrative (they sometimes include negative comments on the places visited or on the facilities used; they often offer advice on how to best do things). They are often organized into sections like travel guides.

METHOD

The present qualitative research aimed to examine the existing problems and errors in translation of Tourism Promotional Materials (TPMs) for Hormozgan Province, Iran, based on the Skopos Theory. This paper also applied Skopos theory as the theoretical framework and analyse the translation of material culture-loaded words in Hormozgan province brochures provided for tourists. Then the author tried to list some representative culture-loaded words and errors and, consequently, revealed that how the Skopos theory influenced the translators' choice of translation strategies in translation of tourism texts. Finally, the author highlighted those errors occurred during the translational process of Tourism Promotional Materials texts.

Material

Samples used for analysis were collected from official brochures and TPM materials of major tourist attractions in Hormozgan province, Iran. The detailed study of those translation errors was based on the basic rules of the Skopos Theory, translation brief and translation types that discussed in detail. In order to make the study more objective, some 'Introduction' and 'General facts' from the websites, brochures and flyers of tourist attractions in Iran has been taken into consideration for reference and comparison. They can be regarded as parallel texts, i.e., 'the linguistically independent products arising from an identical situation' (Snell-Hornby 1988: 86).

Theoretical Framework

In the Skopos theory, a translation error is defined as a failure to carry out the instructions implied in the translation brief. As Christiane Nord puts forward, 'if the purpose of a translation is to achieve a particular function for the target audience, anything that obstructs the achievement of this purpose is a translation error' (Nord 2001: 74). Therefore, the yardstick to judge the translation error is more than the correctness of language, but also faithfulness, i.e., the achievement of a certain purpose. Translation errors can be classified into four categories: 'pragmatic translation errors', 'cultural translation errors', 'linguistic translation errors' and 'text-specific translation errors'.

RESULTS AND ANALYSIS

Pragmatic translation errors

Pragmatic translation errors are caused by inadequate solutions to pragmatic translation problems such as a lack of receiver orientation and the function of the target text (Nord 2001, p. 75). In hierarchy of translation errors, pragmatic errors are among the most important errors that a translator can make, for the consequences are serious since

receivers do not usually realize they are getting wrong information. There are some typical cases for pragmatic translation which are listed below.

The information, which is useless to the target-text user in the source language, is not omitted or simplified in the target text

According to the Skopos Theory, the source text is simply an 'offer of information' (Nord 2001, p. 31), which means that 'the translator cannot offer the same amount and kind of information as the source-text producer'. Some information in the source text has little communicative or informative value in target-text situation. Besides, it takes up a lot of space in the text, which obstructs the informative function.

For instance, some information is the 'General Facts' in websites, brochures and flyers of tourist attractions which must be highlighted for more tourist attraction purposes and some information is common sensible and redundant, which should be omitted in the target text. Example:

ژئوپارک جزیره قشم: ژئوپارک یعنی گردشگاه زمین و در واقع منطقه ای است وسیع با مرزهای مشخص که دارای چندین پدیده و میراث بارز و مهم زمین شناسی است. آثاری مانند میراث فرهنگی، بوم شناسی و جاذبه های طبیعی نیز می تواند موجب افزایش ارزش و اهمیت یک ژئوپارک گردد.

Rendition: UNESCO considers Geoparks as a defined geographical area, but a geopark should include not only sites of geographical significance but also sites of ecological, archaeological, historical or cultural value.

Definition by UNESCO website: Global Geoparks are single, unified geographical areas where sites and landscapes of international geological significance are managed with a holistic concept of protection, education and sustainable development.

It is our common sense that Geopark is a geographical area and the significance of this area is due to the concepts of ecological, archaeological and sustainable development. But what the tourists need most is the general fact. Therefore, the common features shared by every Geopark should be omitted, and exaggeration and metaphor should be replaced by facts in the target text.

دیوار سدار: یکی از آثار تاریخی بندر خمیر، سدار بر وزن جدار می باشد. سدار دیوارهای بلندی است از بالای کوه تا ساحل دریا که برای محافظت از شهر بنا گردیده است.

Rendition:

Sedar Wall: One of the historical sights of the Bandar-Khamir is Sedar. Sedar is the name of the high walls built from the top of the mountain through the shore for the protection of the town.

Suggested Version:

Sedar Wall: One of the historical sights of the Bandar-Khamir is Sedar. **(Sedar is in rhythm with Jedar)** Sedar is the name of the high walls built from the top of the mountain through the shore for the protection of the town.

As we can see in this example, there is a simplified version of the source text translation and the rhythm of the sentence has been omitted as a simplification of the translated text for the target reader.

قلیه ماهی: یکی از غذاهای خوشمزه و معروف منطقه جنوب و مخصوصا بندر خمیر، قلیه ماهی است که به روش های مختلف پخته می شود. در ابتدا پیاز و سیر رنده شده را در روغن سرخ کرده و سپس سبزی، ماهی و زردچوبه را به آن اضافه کرده و بعد ماهی (هوور، شورت، سنگسر) را که قبلا نمک زده شده است، به مواد قبلی اضافه کرده و در دیگ سرخ می کنند تا به روغن بیفتد.

Rendition:

Ghalieh Mahi: Shredded onions and garlic are fired in oil and then curcuma, coriander, and fenugreek are added to salty fish. The mixture is then cooked with flour. A variety of fish can be used.

Suggested Version:

Ghalieh Mahi: Is one of the delicious and famous meals of the South of Iran and Bandar Khamir. It is cooked in different ways. First, the Shredded onions and garlic are fired **in oil** and then curcuma, coriander, and fenugreek are added to **(already salted)**. The mixture is then cooked with flour. A variety of fish can be used.

In above sample, the most important thing is the name of fish cooked along this south meal and the translator has forgotten to translate the main ingredients of the meal in translation. Obviously, it is a way attraction for the tourists to know indirectly that how nutritious is the meals of this south region of our country and how important it is for the local people to consume healthy foods.

The information, which is helpful to the target-text user in the source language, is omitted or simplified in the target text

These types of translation errors are opposite to the one mentioned above, they are also caused by the translator's unawareness of purpose in the translating process. Example:

غار خربس: غار خربس یکی از جاذبه های گردشگری شهرستان قشم است. در دل ارتفاعات روستای خربس، آثاری از معماری صخره ای دیده می شود که به عقیده محققین، نیایشگاه پیروان میترایسیم و یا پرستشگاه آناهیتا (الهه آب) بوده است. غارهای خربس که از بیرون ساختار ساده و طبیعی و زمین شناختی خود را همچنان حفظ کرده است، از درون با مجموعه دهلیزها، تالارها و اتاق های متعدد به ابعاد ۵/۵×۴ متر و چشمه ها و روزنه های گوناگونی که رو به شمال و جنوب دارند، موید حضور مردمانی از دوران کهن در این جزیره است.

Rendition: Kharbas Caves are sea caves that fascinate tourists. They are located 11 kilometers from Qeshm. Although the main caves have been carved out by millennia of waves dashing against stone, people have had a hand in forming some parts of the caves. The caves have a hall in which religious ceremonies were held. In the past people probably worshiped Izadmehr or Mitra there.

Suggested Version: Kharbas caves are one of the tourist attractions of Qeshm Island. The caves are located at the heights of Kharbas village. There exist the traces of rock architecture on the caves which are believed to be the temple of Mithraism disciples or

the temple of Anahita (the goddess of water). Kharbas caves which have kept their simple, natural and geopolitical structures from outside, have atriums, halls and rooms with 4×5.5 meters along with various springs and holes toward north and south. These caves approve the existence of people from ancient times in the island.

Putting the grammar and wording aside, the underlined information, which has great communicative value, plays an important role in helping the overseas tourists to have a better understanding of the functions, features and distinctions that distinguish them from those attractions in their native countries. Unfortunately, some of the information is omitted, as can be found in example above and some is simplified and distorted

استان هرمزگان با مساحت ۶۸۴۷۵/۸ کیلومتر مربع در جنوب ایران و حاشیه شمالی خلیج فارس و دریای عمان قرار دارد و شامل ۱۴ جزیره، حدود ۴۰ بندر کوچک و بزرگ، ۱۱ شهرستان، ۲۲ شهر، ۳۳ بخش و ۸۰ دهستان است.

Rendition:

The province of Hormozgan covers an area of 68475.8 square kilometers south of Iran and is located on the northern edges of the Persian Gulf and the sea of Oman. It includes 14 islands, about 40 large and small ports, and 11 townships.

Suggested Version:

The province of Hormozgan covers an area of 68475.8 square kilometers south of Iran and is located on the northern edges of the Persian Gulf and the sea of Oman. It includes 14 islands, about 40 large and small ports, 11 townships **and 33 countryside and 80 rural districts.**

As it is a matter of financial constraints and time limitations, translators by chance or deliberately forget or omit some fundamental information of the source text, which are well informative for the target readers and especially tourist who are coming to a new country to learn more about differences. In above case, the exact geographical features of Hormozgan province have been neglected by the translator and it has negative effects both on real data provided to the reader and underestimates the greatness of the Hormozgan province as a cultural heritage of the country.

مسجد جامع قدیم بستک: یکی از مساجد زیبای استان، مسجد جامع قدیم بستک است. بنای اولیه آن به سه قرن پیش می رسد که توسط استاد محمد صالح معمار با خیریه شخصی بنام بی بی ساخته شد. تاکنون چندین مرحله مرمت و بازسازی شده است. نمای بیرون مسجد سطوح دایره ای شکلی با فرورفتگی هایی به شعاع یک متر دارد و درون دایره ها نقوشی از گل دیده می شود. یکی از مشخصه های اصلی این بنا گچ بری چشمگیر آن است.

Rendition

One of the beautiful mosques in the province is the Bastak Jame Mosque, built by Mohammad Salleh with the donations of someone called Bibi. It has gone through several renovations. One of the eye-catching characteristics of the mosque is its beautiful plaster work.

Suggested Version

One of the beautiful mosques in the province is the Bastak Jame Mosque.... **(The primary construction of the building refers back to three centuries before)** built by Mohammad Salleh **(the architect)** with the donations of someone called Bibi. It has gone through **several renovations. (The exterior facet of the mosque has circular levels with recesses of one-meter radius, within which there are the images of flowers).** One of the eye-catching characteristics of the mosque is its beautiful plaster work.

In above excerpt, the translator has violated from helpful information for the target reader. In one hand the real date of the mosque has been omitted while it is very vital to the reader that Iran has a big civilization which refers back to three centuries before. In other hand, the omission of the word " architect has a negative effect on the construction abilities of our great ancestors who were just like present engineers in their own time and made shelters for their people of our great country.

حمام خان: حمام خان در ابتدای خیابان پاسداران بستک قرار دارد و از آثار دوره قاجاریه است که به دستور صولت الملک بستکی و توسط معماران چیره دست و محلی بستک و با نظارت معماری شیرازی ساخته شده است. این حمام ۱۴ گنبد کوچک و بزرگ دارد (که خطوط گرداگرد جداره داخلی گنبد و خطوط بدنه آن نشانه ای از ذوق و سلیقه معماران آن است) . ویژگی جالب این حمام، تعبیه مسیر آب در جداره دیوارهای داخلی است.

Rendition:

Khan Bath. Khan Bath is at the beginning of Bastak's pasdaran street. It was built by Solat Al Molk. It belongs to the Qajar era. The best architects were brought to in for the job. The bath has 14 large and small domes. What is special about the bath is that the cold-water pipes run through the walls.

Suggested Version:

Khan Bath. Khan Bath is at the beginning of Bastak's pasdaran street. It was built **by (in command of) Solat Al Molk Bastaki, (by sophisticated and local architects of Bastak and under the supervision of Shiraz architecture)** it belongs to the Qajar era. **The best architects were brought to in for the job.** The bath has 14 large and small domes. **(Around interior layer of each dome and its body, there are the signs of its tasteful and artistic architects)** What is special about the bath is **that the cold-water pipes run through the walls. (the devising of water passages within the layer of interior walls)**

Literal translation or word-for-word translation

Newmark (2001: 63) defines literal translation as follows: 'the primary senses of the lexical words of the original are translated as though out of context, but the syntactic structures of the target language are respected.' However, sometimes literal translation may cause confusion and damage the acceptability of the target texts, so it can also be regarded as translation errors. Word-for-word translation and literal translation can often be found in the English versions on the websites, brochures and flyers. Examples:

جنگل های حرا قشم: جنگل های مانگرو جزیره قشم، بیشتر از گونه حرا با نام علمی (Avecennia marina) تشکیل شده و این نام به افتخار ابوعلی سینا دانشمند ایرانی به آن اختصاص یافته است.

Rendition: Mangrove Forest (Hara) are salt tolerant trees adopted to live in harsh coastal conditions. Since the dominant species of mangrove in Iran is **Avicenna marina** and it's called "Harra" in Persian, these forests are named Hara in Iran.

In the first rendition, the overseas tourists may be confused whether the wrong spelling 'Avecennia marina' in Persian translation is correct or "Avicenna marina", which is a globally established scientific term. What does the wrong spelled 'Avecennia' mean? Is it the same name of the famous Persian scientist "Avicenna"? In fact, all these errors both make the tourists confused and make them belittle Iranian translators and cultural authorities who even do not know how to properly spell the name of their great scientists.

Cultural translation errors

According to Vermeer's concept, 'culture is whatever one has to know, master or feel in order to judge whether or not a particular form of behaviour shown by members of a community in their various roles conforms to the general expectations...' (Nord 2001: 33). Cultural translation errors are caused by 'an inadequate decision with regard to reproduction or adaptation of culture-specific conventions' (ibid, p. 75).

Lack of conformity to general expectations of a tourist

There are a lot of expressions with strong Persian characteristics in the Persian version, which can be popular among native people and helpful to strengthen their appellative function. However, when they are translated into English, the consequence is just the opposite. Example:

گرگور بافی: گرگور به قفس های ماهیگیری ساخته شده از تار و پودهای سیمی گفته می شود که جزء رشته های مهم صنایع دستی هرمزگان محسوب می شود. گرگور قفس توری است که آن را با بند به ته دریا می فرستند و به سر بند یک قطعه چوب پنبه می بندند تا محل قرار گرفتن گرگور را گم نکنند. ماهی ها از یک دریچه وارد شده و راه برگشت را پیدا نمی کنند و در درون قفس گیر می افتند. در گذشته بخش عمده صید ماهیان هرمزگان با این وسیله انجام می شده است.

Rendition: Gargoor is metal net woven and used catch a variety of small fish

Suggested Version: Gargoor is defined as fishing cage made of wired cables and threads which are famous within the anticraft industry of Hormozgan province. Gargoor is a metal fishing net which is sent to the depth of the sea to entrap fish. There is a cork attached to entrance hole of cage in order spot the place of Gargoor in the sea. Fish will enter the Gargoor from one way and cannot find the way out and consequently entrap inside the cage. Most of old fishery of the Hormozgan province carried out in this way and by this means.

In Hormozgan culture, the 'Gargoor' stands for a precious tool for living of ancient people in Hormozgan province and, as Persian text asserts, Gargoor has been the vital tool for fishing without which people could not survive. Therefore, the Gargoor is quite new and unfamiliar to overseas tourists, and English translation is also very short to transfer the

real meaning of this culture-specific item. In fact, it can be expressed as 'one of the major tourist attractions' in Hormozgan province, but the English translation never fulfills to transfer the real meaning. In addition, overstatements often appear in the Persian versions, which do not match their current conditions in target texts. In this case, translators should make some adjustment and revision to make the translated versions more objective.

Lack of Inadequate reproduction and meaning of a culture-specific item

گرگور بافی: گرگور به قفس های ماهیگیری ساخته شده از تار و پودهای سیمی گفته می شود که جزء رشته های مهم صنایع دستی هرمزگان محسوب می شود. گرگور قفس توری است که آن را با بند به ته دریا می فرستند و به سر بند یک قطعه چوب پنبه می بندند تا محل قرار گرفتن گرگور را گم نکنند. ماهی ها از یک دریچه وارد شده و راه برگشت را پیدا نمی کنند و در درون قفس گیر می افتند. در گذشته بخش عمده صید ماهیان هرمزگان با این وسیله انجام می شده است.

Rendition: Gargoor is metal net woven and used catch a variety of small fish

Suggested Version: Gargoor is defined as fishing cage made of wired cables and threads which are famous within the anticraft industry of Hormozgan province. Gargoor is a metal fishing net which is sent to the depth of the sea to entrap fish. There is a cork attached to entrance hole of cage in order spot the place of Gargoor in the sea. Fish will enter the Gargoor from one way and cannot find the way out and consequently entrap inside the cage. Most of old fishery of the Hormozgan province carried out in this way and by this means.

In the same example, we find out there are inadequate meaning in the rendered text for the tourist. A one-single sentence will never suffice the true implication of the Gargoor as a means of living in this district of Hormozgan province.

Losing the popularity of a culture-specific item

گرگور بافی: گرگور به قفس های ماهیگیری ساخته شده از تار و پودهای سیمی گفته می شود که جزء رشته های مهم صنایع دستی هرمزگان محسوب می شود. گرگور قفس توری است که آن را با بند به ته دریا می فرستند و به سر بند یک قطعه چوب پنبه می بندند تا محل قرار گرفتن گرگور را گم نکنند. ماهی ها از یک دریچه وارد شده و راه برگشت را پیدا نمی کنند و در درون قفس گیر می افتند. در گذشته بخش عمده صید ماهیان هرمزگان با این وسیله انجام می شده است.

Rendition: Gargoor is metal net woven and used catch a variety of small fish

Suggested Version: Gargoor is defined as fishing cage made of wired cables and threads which are famous within the anticraft industry of Hormozgan province. Gargoor is a metal fishing net which is sent to the depth of the sea to entrap fish. There is a cork attached to entrance hole of cage in order spot the place of Gargoor in the sea. Fish will enter the Gargoor from one way and cannot find the way out and consequently entrap inside the cage. Most of old fishery of the Hormozgan province carried out in this way and by this means.

In this sample again, we can find out the traces of losing the popularity of the Gargoor as a culture specific item. It is necessary to remind that the main purpose of a tourist coming to other culture is to realize the cultural differences. In fact, a Gargoor is a symbol of

innovation of Iranian people to maintain their food and this is a cultural turn for a tourist that how it has been nice and innovative to entrap a fish or herd of fish in this way.

Linguistic translation errors

Morphology

According to Christiane Nord, linguistic translation errors are due to inadequate translation when the focus is on language structures and sometimes linguistic errors will probably carry more weight than the rest types of errors. Linguistic errors can be regarded as a deviation of target language norms (Nord 2001: 75). Examples:

بسیاری از تئوریهای باستانشناسان حاکی از آن است که مناطق ساحلی نقشی مهم در مهاجرت بشر اولیه بر اساس فرضیه خروج از آفریقا بازی می کنند. تنگه هرمز یکی از مناطق مهم در مهاجرت های بشر اولیه از آفریقا به جنوب آسیا محسوب می شود.

Rendition: Many **archaeologist** opine that coastal areas have played important role in early human migration considering the **out of Africa hypothesis**. The **straits of Hormuzis** one of the important **region** for early human migration from Africa to south of Asia.

Suggested version: Many **archaeologists** opine that coastal areas have played important role in early human migration considering the "**Out of Africa**" **hypothesis**. The **strait of Hormuz is** one of the important **regions** for early human migration from Africa to south of Asia.

The linguistic errors listed above such as "improper use of noun-verb agreement", "improper wording", "single and plural nouns" and "misuse of singular and plural form" may greatly damage the expected function of the target text. Besides, the overseas tourists may doubt about the language proficiency of the translators.

Semantic

In this type of error, the real meaning of the linguistic sign is obscure and the semantic violation causes the target language reader in oblivion. Example:

گاوبندی: مردم گاوبندی به زبان فارسی با لهجه محلی سخن می گویند و مردم روستاهای عرب نشین مانند حمیران، عمانی، برکه دوکا، چاه شنبه، چاه مهو، ... به زبان عربی تکلم می کنند. شغل عمده آنها کشاورزی، دامداری و صیادی است و عده ای نیز از طریق مهاجرت به کشورهای حاشیه خلیج فارس و کار در آنجا امرار معاش می کنند.

Rendition

Gavbandi: The people of Gavbandi speak Persian with their own local accent. There are also many villages such as Homeiran, Omani, berkeh Dokah, Chah Shanbeh, Mahoo ... (etc.) which have an Arab population. Arabic is the language in those villages. Their main occupations of the people of gavbandi are agriculture, animal husbandry and fishing. **Some earn their living by working abroad in the Persian Gulf states.**

Suggested Version

Gavbandi: The people of Gavbandi speak Persian with their own local accent. There are also many villages such as Homeiran, Omani, berkeh Dokah, Chah Shanbeh, Mahoo ... (etc.) which have an Arab population. Arabic is the language in those villages. Their main occupations of the people of gavbandi are agriculture, animal husbandry and fishing. **Some others earn their living by migration to the neighbor countries around the Persian Gulf.**

In the above rendered text, the tourists will presuppose that the countries around the Persian Gulf are a territory of Iran and it makes a blunder and tough mistake for conveying the true meaning of independent identity of these countries and officially violates their national identity.

Syntax

Syntax refers to the structure of sentences. It means that a translated text must comply with the rules of target text and transfers the true meaning of the source text. The following examples are suitable to demonstrate the errors in syntax case.

مردم گاوبندی به زبان فارسی با لهجه محلی سخن می گویند و مردم روستاهای عرب نشین مانند حمیران، عمانی، برکه دوکا، چاه شنبه، چاه مهو، ... به زبان عربی تکلم می کنند. شغل عمده آنها کشاورزی، دامداری و صیادی است و عده ای نیز از طریق مهاجرت به کشورهای حاشیه خلیج فارس و کار در آنجا امرار معاش می کنند.

Rendition:

The people of Gavbandi speak Persian with their own local accent. There are also many villages such as Homeiran, Omani, berkeh Dokah, Chah Shanbeh, Mahoo ... **(etc.) which have an Arab population. Arabic is the language in those villages.** Their main occupations of the people of Gavbandi are agriculture, animal husbandry and fishing. Some earn their living by working abroad in the Persian Gulf states.

Suggested version:

The people of Gavbandi speak Persian with their own local accent. There are also many villages such as Homeiran, Omani, berkeh Dokah, Chah Shanbeh, Mahoo ... **which are Arab Neighbourhood and Arabic is their native language.** Their main occupations of the people of Gavbandi are agriculture, animal husbandry and fishing. Some earn their living by working abroad in the Persian Gulf states.

حمام خان: حمام خان در ابتدای خیابان پاسداران بستک قرار دارد و از آثار دوره قاجاریه است که به دستور صولت الملک بستکی و توسط معماران چیره دست و محلی بستک و با نظارت معماری شیرازی ساخته شده است.

Rendition

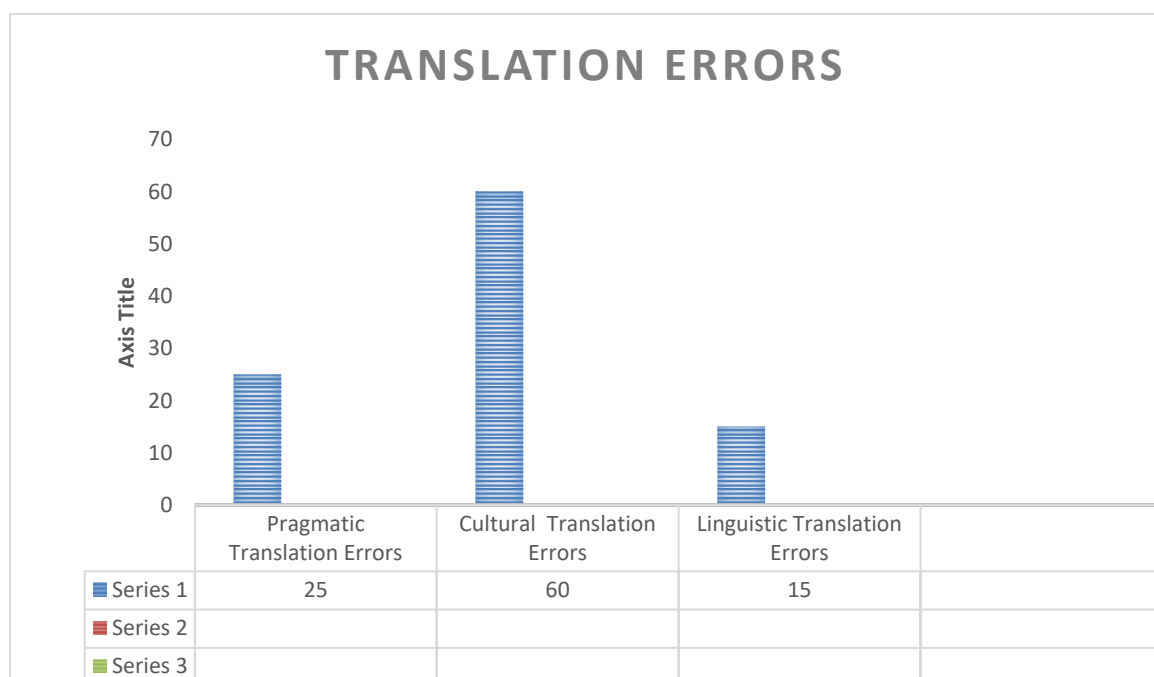
Khan Bath. Khan Bath is at the beginning of Bastak's pasdaran street. It was built by Solat Al Molk

Suggested version:

Khan Bath. Khan Bath is at the beginning of Bastak's pasdaran street. It was built **in command of Solat Al Molk Bastaki and by sophisticated and local architects of Bastak and under the supervision of Shiraz architecture.**

The Skopos theory, though it is not the most influential theory among western translation schools, provides comprehensive and detailed explanations to the current problems we meet in the process of translation. Through the analysis of functional, cultural and linguistic translation errors in the English versions of the brief introduction on the websites, brochures and flyers of some tourist attractions in Iran, we may draw a conclusion that those errors are the result of the unawareness of the translation Skopos on the translators' part as well as non-equivalence at the word level. Since tourist industry is booming in Iran now, and more and more overseas tourists are coming to Iran for a visit, it is hoped that these kinds of errors can be corrected and similar errors will be avoided in the translation of the websites, brochures and flyers in Hormozgan province, Iran.

Identifying and solving these problems in translation of tourist guides that can create misunderstandings or conflicts in the recipient culture, may result in positive thinking about touristic activities. In addition, resolving the uninteresting, misleading, or controversial cultural problems in texts by providing practical solutions may contribute to the quality of translation through promoting linguistically accurate, and culturally interesting translations to approach a "good" quality of translation which meets the tourists' expectations, as by prioritizing the end users or the "customers" of the translation, more tourists may be attracted to know "what is actually there". This understanding may eventually increase the number of tourists. (Shephanie Kuan Khye Ling, 2019).



CONCLUSION

The practical significance of the study was to make the translators pay more attention to translation of culture-loaded words in the process of translation, and to focus on the choice of translation strategies under different culture context in the light of the Skopos theory. It also aimed to examine the existing problems and errors in translation of Tourism Promotional Materials (TPMs) for Hormozgan Province, Iran, based on the Skopos Theory. It applied Skopos theory as the theoretical framework and analysed the translation of material culture-loaded words in Hormozgan province brochures provided for international tourists. It also examined how the Skopos theory influenced the translators' choice of translation strategies in translation of tourism texts. Finally, the present research highlighted those errors occurred during the translational process of Tourism Promotional Materials texts with tables and charts. The practical usage of present research will be suitable for tourism industry as well as those engaged in preparing and publishing proper tourism brochures, both as nascent source of tourist attraction and a true means of cultural exchange among the nations. As the findings of the study revealed, the translators of tourism brochures have neglected the rules of cultural transfer and have made some negative effects on the true reflection of Hormozgan culture and people.

There were 100 tourism brochures printed by the Hormozgan Tourism office based in Bandar Abbas. Based on the findings of the study, an inadequate decision with the regard to reproduction or adaption of a culture – specific convention in order to make a faithful and exact translation, the most frequent errors, as the culture-based errors occurred.

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