

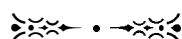
works for discussion makes the critical analysis fairly innovative because it focuses on the aforementioned issues in the cultural and literary contexts of eastern Europe. The author's own history of migration, her personal dealings with feelings of displacement and "not belonging" give her a unique analytical perspective and work to her advantage in her critical approach to the texts. The inclusion of photographs at the end of the book adds a valuable perspective to Glavanakova's analysis.

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**Lyudmila Ivanova. *Lost or Found in Translation?***

***Originali i prevodi v sferata na turizma.***

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The rapid development of the tourist industry and its enormous impact on most sectors of the economy calls for greater attention to original and translated tourism texts. *Lost or Found in Translation? Originali i prevodi v sferata na turizma (Lost or Found in Translation? Original Texts and Translations in the Sphere of Tourism)* is an excellent monograph by Lyudmila Ivanova, which focuses on the specific character of such texts by providing a multi-aspectual description of the problem areas related to the process of their creation, translation and the ways in which they function in their respective cultures. The key role of tourism texts in providing information, bringing together different cultural traditions and facilitating intercultural communication suggests that they should be examined in a broad context. To this end, the author of the book provides an extensive theoretical background and practical insights into current problems and at the same time opens up new vistas for research in the area.

The book comprises an introduction, three chapters and a conclusion. It also provides a substantial bibliography. Each chapter ends with a short summary, which recaps all main issues discussed in it and offers some concluding remarks. The author manages to maintain a balance between theory and practice and thus generates valuable meanings and inferences.

The introduction states, in a very convincing way, the rationale of the research, its purpose and the problems to be addressed. The monograph investigates the complexity of tourism texts as instruments of intercultural communication. Attention is drawn to major difficulties that translators may encounter when dealing with such texts. The textual corpus, which is studied, comprises mostly Bulgarian tourism texts and translations into German. Some texts in Russian and English are also provided to illustrate a number of translation problems and suggest feasible solutions.

The first chapter of the book examines tourism texts in connection with tourism products and as powerful communication tools in intercultural encounters. It provides answers to various questions related to the definition of concepts such as "tourism" and "tourism product" and to key participants in the process of the creation or production of tourism texts. According to the author, tourism is a multi-faceted, dynamic and complex phenomenon and its complexity accounts for the exceptional thematic variety of texts connected with it. In her view, some of the major problems to do with the creation of tourism texts are, on the one hand, due to legal constraints concerning the transfer and delegation of responsibilities to individuals and institutions involved in the process of creation/production. However, they may also arise from a lack of expertise and professional know-how. The chapter further dwells on the specificity of tourism texts as instruments of communication. The author defines the communication flow in which such texts are involved as asymmetrical and unilateral insofar as it is

directed from the text producer to the text recipient and there is a very limited possibility of obtaining relevant feedback. Moreover, the attractiveness of a tourism text is in the skilful combination of both verbal and non-verbal components which fulfil a variety of functions and are culturally determined. Several communication theories are presented and critically examined with the aim of providing useful guidelines for text producers and translators in their mission to create powerful textual effects. Last but not least, the tourism text is presented as a bridge between cultures and language communities. The author maintains that cross-cultural encounters have “visible” and “non-visible” components related to the cultural specificity reflected in tourism texts. She argues that as far as tourism products are concerned, cultural specificity should be regarded as a key feature which requires a coherent interpretation and calls for ingenious and effective translation solutions.

The second chapter is devoted to the original text seen as a point of reference, an “information offer,” but most significantly, as a basis for translation into different languages. To this end, the author considers some of the key aspects of the creation of the original text such as its intended effect, the text production skills, needed for the achievement of this effect, and various factors influencing the process of creation. By providing useful examples the author outlines the distinctive features of tourism texts (regarded as “multi-semiotic complexes”) which can be used as reliable criteria by translators but at the same time can pose serious problems by impeding the translation process. These include the types and functions of tourism texts and how these parameters influence the choice of a global translation strategy. In addition, attention is drawn to the macrostructure of the tourism text and its intra-textual parameters such as textual coherence and specific lexical, grammatical and stylistic features, as well as to the presence of non-verbal elements. The logical conclusion at which the author arrives is that in order to produce a high-quality translation and overcome any “deficits” that the source text may possess, the translator should take into account the interests of the client, who has commissioned the translation, as well as those of the potential readers of the target text.

In view of the fact that tourist service providers and recipients belong to different linguistic and cultural communities, the third chapter explores the creation of translations of tourism texts and the qualities of end products. The author focuses on a number of problems and difficulties encountered by translators. Such problems are meticulously categorized and explained. They are examined through the prism of different translation theories, such as Holz-Mänttari’s Theory of Translational Action (2009), Nord’s 1988 didactic model and the text typology proposed by Reiss (1982), which are applicable to informative and promotional texts in the sphere of tourism. Using the theoretical frameworks under discussion, the author summarizes the most valuable and useful ideas, which can be of great help to translators – teamwork, avoiding blind fidelity to the source text, thorough understanding of the stages of the translation process and the activities performed at each stage, the choice of a strategy consistent with the translation *skopos* and loyalty to the client, who has commissioned the translation, and potential target text recipients. The author argues that the growing tendency for creating products for “infotainment” – for both information and entertainment – calls for the use of evaluative and emotive descriptors in the tourism text. By tapping relevant language resources translators are expected to do their best to recreate these descriptors in the respective “tonality” of the receiving culture.

In conclusion, it must be pointed out that the author offers a well-referenced, balanced and comprehensive text which is likely to attract both readers with an interest in theory and professional translators with practical concerns. The book makes a significant contribution to research in the field of translation and suggests interesting avenues for future investigation.

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