Západočeská univerzita v Plzni

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Bakalářská práce

2012   Pavla Mlčková

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TRANSLATION OF SELECTED TEXTS RELATED TO TOURIST INDUSTRY WITH COMMENTARY AND GLOSSARY

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Vedoucí práce:

Mgr. Ivan Matta

Katedra anglického jazyka a literatury

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Plzeň 2012

Prohlašuji, že jsem práci zpracoval(a) samostatně a použil(a) jen uvedených pramenů a literatury.

Plzeň, duben 2012   ………………………

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1   INTRODUCTION

This Bachelor's thesis deals with the translation of selected texts related to tourist industry – from English into Czech. Its objective is to demonstrate the procedure of translation of selected texts from that specific area in the practice. The aim of this Bachelor's thesis is to describe the theory of translation and apply it into practice by translation of extracts of specific texts. In order to complete the practical part, each translation is accompanied by commentary and glossary. Commentaries are placed straight in the text and glossaries are enclosed in the appendices.

Selected topic is tourist industry. Tourism can be defined as travelling for recreational, leisure or business purposes. Nevertheless, it is a very expansive area but only some parts of it have been elaborated in this Bachelor's thesis. This theme was chosen because of my interest in this area and intention to continue in the field of tourism concerning my future studies or future job. The choice of the translation as a topic has the same reason. Knowledge of languages is crucial for working in tourist industry. Another aim of this Bachelor's thesis is also an improvement in English and acquisition of some knowledge from the field of tourism and travelling.

According to the structure, this Bachelor's thesis is divided into two parts – theoretical and practical part. Theoretical part contains some fundamentals of translatology. It is divided into seven chapters. The first chapter of this part provides general information about translation and it contains three subchapters describing basic rules, the role of translator and individual components of the text. Second chapter of theoretical part is devoted to the theory of translation on the basis of opinions of linguists and translation experts. Next part talks about pragmatics in translation. The fourth one describes types of translation and is divided into parts

explaining: criterions of successful translation, types of translation by linguist Jakobson, and special types of translation – form-based and meaning-based. Techniques of translation are clarified in the fifth chapter of theoretical part. Next chapter presents the translation of proper names and the last chapter of theory enumerates functional styles. Namely, it provides information about publicistic style, essay belonging into this style, and last but not least administrative style.

Practical part deals with translation of selected texts. There are three of them – translation from English into Czech. Every text is written in different functional style (mentioned above). The first one is a travelogue written in publicistic style. The second text is a report from the field of tourism industry and its style is administrative. The last text is a newspaper article about ways how to book your vacations. In this case, it is also written in publicistic style but more precisely, it can be classified as an essay. To each text are added – as stated – commentary and glossary of selected words or phrases.

2 THEORECTICAL SECTION

2.1 General information about translation

2.1.1 Basic rules concerning translation

Firstly, it is necessary to specify what translation is about. The answer is still quiet disputable and it have been formed within a long time and step by step. In this chapter I try to emphasize the most important features of translation in general.

Translation is creation of completely new text. It can be considered as specific kind of communication. The special thing about translation is that there are two recipients – one on the source side and one on the target side. The change of recipient makes translation so characteristic. [1]

Successful translation has three basic requirements. The first one is **exactness**, after that it is **clarity** and the last one is **casualness**. All of these three characteristics of a good translation are very closely connected with the meaning and: *"Meaning is at the very heart of the translator's work".* [2 - Knittlová, 2010]

The question of **equivalence** has always been considered as the main problem of translation*.* In English, the term equivalence means literally *"of similar significance, virtually the same thing"*. [3 - Knittlová, 2010] Equivalence provides a possibility to transfer all information from a text of the source language to a text of the target language (even if these two languages have different grammatical system). In the second half of 20th century **linguistic approach** comes to the scene. According to linguists like *Firth* or *Snell-Hornby* the description of communicative events is considered as the main aim of linguistic analysis. [4]

Thanks to the first of theorists specialized in linguistic *Catford* a term **functional approach** started to be used. He claimed that individual units

of the source language can function in the same situation as units of the target language even if they do not have exactly the same meaning (referring to the linguistic aspect of the language). Nowadays, this functional approach appears to be fundamental principle of translation. If linguistic tools have the same function, they do not necessarily have to be completely identical. [5]

2.1.2 The role of translator

Furthermore, it is also necessary to describe the role of translator in the process of translation. Currently, surmounting of cross-cultural barriers is seen to be the main role of translator. [6] Translator tries to surmount language and cultural differences. [7] He is also expected to know the situation and environment, and also perceive connections between speakers, e.g. to be aware of relationships between them. The knowledge of relationships between individual linguistic tools of the source and the target language is also required. He should be able to deal with language systems, its distribution etc. He also works with grammatical rules and with lexical components. Nevertheless, he needs to choose them by considering type of the text and other factors. [8]

2.1.3 Components of the text

All the texts consist of several components. These individual components play an important role in the process of translation and that is why they are needed to be mentioned.

Fundamental component of every text is **semantic component (component of the content)**. It is related to the process of putting different lexical components into the harmony by means of a **grammatical system** of the language. [9]

Each text also consists of two types of information which are needed to be explained. The first one is **denotation**. In general, denotation

(of a word or of a phrase) relates to its basic meaning. An example of denotation is the definition of a word we can find in dictionary. To the contrary, **connotation** is the secondary component of the meaning of a word or of a phrase. It is extension of the basic meaning or of its content and it could be related to emotional, expressive, aesthetical, intensification or ideological features of the meaning (or so-called "non-conceptual" features). Usually, one expression has multiple connotations. [10]

"Last but not least, another important component of the content is **pragmatic component***, experiential aspect which is given by the relationship between linguistic expression and participants of the act of communication."* [11 - Knittlová, 2010]

All the semantic components are very closely related to each other and they penetrate a large number of other factors of translation. [12]

2.2 Theory of translation based on views of Nida, Newmark and Catford

Lot of theorists and specialists in translation tried to describe this complicated process in accordance with their own experiences and theories. I would like to outline the theory of translation by describing and comparing particular opinions of these experts to show how various and extensive the sphere of translation is.

Firstly, I would like to focus on a linguist - *Nida*. He points out the importance of the character of message. More specifically, he emphasizes the intention of author and the type of recipient which both should not be ignored. According to Nida, the principle goal of translation is to transfer the information – relating to both - its content and to its form. Nida talks about reaction of recipient which should be equivalent. To be more specific, it refers to the equivalence of reaction from the part of both recipients – the one of the source text and also the one reading the

translation. This equivalent effect Nida calls "dynamic equivalence". However, to achieve the same reaction seems to be a little bit problematic because firstly, we would need to know an exact reaction of recipient of the source language. Obviously, it always seems to be only a presumption. [13]

To summarize Nida's ideas - translation should be in conformity with rules of the target language, the whole context, and with its culture in general. Very important is also a choice of stylistic tools and their arrangement. Therefore, it is necessary to keep in a mind the fact that different languages have different stylistic rules for various types of discourse. [14]

Newmark uses a term "communicative translation". According to him the concept of communicative translation is very simply, clear and it is adaptable to appropriate language register. This type of translation has tendency to so-called **undertranslation**. It means that there are used more general expressions to translate difficult phrases. The opposite of communicative translation is "semantic translation". It is more complicated and more detailed. It tries to follow author's process of thinking than his general intention. In this case appears tendency called **overtranslation**. This translation is characterized by being more specific than original and sometimes by adding new information into the translation of the text. [15]

In fact, in every translation we can notice both of them – communicative and semantic translation. One of them always predominates but it depends on type of the text. Moreover, harmony between semantics and pragmatics is very relevant when translating. [16]

Finally, it is time to describe theory of translation according to *Catford*. This linguist highlights the importance of pragmatic aspect in translation. He states that in order to achieve translation equivalence, it is essential for the text or some of its components to refer to equal features of

the situation (at least to some of them) – in the source language and in the target language. In this case, the situation refers to the culture of both languages and their similarity. In other words: *"Every speech act takes place in a specific bio-socio-physical environment, in specific time, and at specific place, between specific participants."* [17 - Knittlová, 2010] The main idea of his theory is the point that each text is more related to the environment in general than just to immediate specific situation. For this reason, certain words, phrases or expressions can be considered as "untranslatable" because of certain cultural and environmental differences. [18]

Nevertheless, this conception tends to be extreme. These days, every language is considered to be "universal". It means that each phenomenon can be expressed by a language. In the sphere of translation, all the experiential, cultural and time differences are possible to be resolved and dealt with. In every situation, there exist linguistic tools to create adequate reaction – equivalent reaction of recipients of both texts (original and translated one). [19]

2.3 Pragmatics in translation

Term "pragmatics" plays very significant role in translation. Each author understands this term in quite different way. Crucial question is if pragmatics is linked to stylistics or not. The answer is that it is not possible to separate stylistics from pragmatics. It seems to be as difficult as to separate semantics from pragmatics which is also unfeasible. Semantics penetrates pragmatics so deeply and they influence each other that it is almost impossible to define them separately. It comes to the same situation according to the relationship between pragmatics and stylistics. *"Stylistic differences include as well pragmatic differences, therefore the actual result is kind of complex perspective: semantic-stylistic-pragmatic."* [20 - Knittlová, 2010]

If the translation is expected to be adequate, preservation of pragmatics of the text is essential. Successful translation preserves pragmatics by adapting it to pragmatic rules of the target language. [21]

2.4 Types of translation

The main aim of translator is to translate the text in adequate way. That means to translate it without change of the meaning but on the other hand not to make the translation sound unnaturally. In order to make the translation adequate to the source text, it has to meet some conditions and requirements. It is necessary to realise that receptor of translated text in the target language has an access only to the final product. He is not aware of individual steps of the process of translation. He does not see component decisions of translator. He only reads a result of decision-making process. If we want to make a good translation, the receptor should not feel the range of particular decisions and dilemmas. So, we can say that a good translation should be considered as an original piece of work – not as the translation! Unfortunately, it is sometimes difficult because of different grammatical systems of languages and so on. [22]

2.4.1 Criterions of successful translation

In this chapter, I would like to list the main three criterions of good translation:

a) **Casualness**: The result of the process of translation - which is discourse in the target language - should sound naturally and it should be organic.

b) **Identical meaning**: Translated text into the target language should have the same meaning as original text in the source language (or meaning as close as possible to the state of identity). We can talk about the same impact! It means that the final text should have the same impact

on the person reading this translation as the source text had on the person who was reading the text in the source language.

c) **The same dynamics**: Discourse in the target language should preserve dynamics of the source text. In this case, the important thing is reaction. [23]

Translated text should provoke the same reaction as the source text did. In successful transposition does not appear any deformation of the target language. Naturally, semantic or informational equivalence is absolutely necessary. It is also required equivalence on the stylistic and syntactic level. Nowadays, it is well known that the stylistic level is very often neglected. Lot of translators do not respect stylistic rules of given language. [24]

2.4.2 Types of translation by Jakobson

Jakobson, well-known linguist, describes three types of translation:

a) **Intralingual translation** is connected with a kind of synonymy – it could be literal repetition of the text or some paraphrase.

b) **"Inter-semiotic translation** is an expression of information coming out of one sign system by means of tools of another sign system."

c) **Interlingual translation** is expression of information coming out of one language system by another language system – let's say translation from one language to another one, from the source language to the target language. This is the most important type of translation for my Bachelor Thesis because that is the one I used in my translations. Hence, it is needed to be more specified. During the process of translation, as it could be supposed, neither stylistic nor formal shift is felicitous. Even any shift on the level of content is not needed (if it is not necessary). [25]

In the most of translations is used combination of all these three methods.

2.4.3 Form-based and meaning-based translations and its types

These two types of translation are based on fact, that each translated text has its own form and meaning. This phenomenon is closely related to formal and dynamic equivalence.

Formal equivalence means that source text and translated text are in conformity with each other as much as possible (concerning form and meaning).

Dynamic equivalence (communicative translation) aims to provoke the same effect. (To be specific, it refers to the same effect on the recipient of the final text). [26]

Types of form-based and meaning-based translations:

There exist four types of these translations. First two of them are form-based and two other can be considered as meaning-based. Some of them should seem to be extreme but they still have a practical use.

a) **Interlineal translation**: This type of translation is one of those tending to be extreme – this time extreme literal translation. Interlineal translation does not respect grammatical system of the target language (even if there is possibility to translate every single language unit appropriately). This translation can be understandable when translating within two closely related languages, because grammatical structures of these languages are very familiar (almost the same). [27]

b) **Literal translation (formal translation)**: Sometimes, it is called "slavish". It is translation which does not respect context of the situation, collocations or idiomatic phrases. Nevertheless, grammatical system of the target language is fully respected. Then, it is obvious that

translated text can be grammatically correct and natural but can sound strangely as a result of choice of lexical units. [28] Literal translation is typically used when we translate within two very similar languages that have almost the same structure. [29]

c) **Free translation/unduly free translation**: Compared to the first type mentioned above, free translation respect the source text only marginally. There is not paid attention to stylistic features, register of the language etc. The final translation is not complete and lack particularly aesthetic qualities of the source text. [30] Free translation may seem naturally but the message of the text is treated freely as well – and "translation loss" is always the result. The information is transferred freely and it is respectable only during unprofessional translation. It is also appropriate to mention **unduly free translation** which is not acceptable for a good translator. This translation process is not convenient because it leads to changes of the source text, misinterpretations and misrepresentation. Any additional information is inappropriate. During unduly free translation the reaction of recipient is emphasised but as a result, the meaning of the translation does not correspond to the meaning of the original text in the source language. [31]

d) **Communicative/idiomatic translation**: Communicative translation is closely related to the pragmatic aspect. It is used mainly for translation of greeting, greetings cards, signs, sayings, proverbs, idiomatic phrases, etc. In this case, it is necessary to consider the context. [32]

2.5 Techniques of translation

A large number of different techniques of translation were formulated but they have mostly the same features without taking into consideration the author of those rules. Generally, it could be summarized into seven fundamental procedures which I describe in this chapter.

a) **Transcription:** It refers to the transcription which is more or less adapted to usage of the target language. Nevertheless, there exists also another type which is needed to be considered – **transliteration.** That is also about transcription, but by means of usage of different alphabet. In this case audio-distortion happens. This phenomenon is typical for the transcription of Chinese names, for example.

b) **Calque:** It presents a technique of the literal translation (ex. *skyscraper – mrakodrap*).

c) **Substitution:** It is an act of replacing of one linguistic tool by another one which is equivalent. The most common example is the substitution of a substantive by a pronoun and the other way around. It is concerned of giving a name to the same subject but in different ways. The main question is, if there is a possibility to use an exact synonym or not. If we do use it, there is no any information added – the meaning is not shifted or even changed. If we give some extra information by our translation, the meaning happens to be moved forward and dynamism does not correspond to the original as well. [33]

d) **Transposition:** Sometimes, certain changes of the grammar are necessary in translation because of different language systems. Transposition is the technique that deals with this problem.

e) **Modulation:** This is the process of changing of our point of view to help the translation. [34] Translator uses modulation mainly in cases when literal or exact translation (even if it is grammatically correct) would sound ponderously. If the translator is able to use modulation correctly, it proves that he is qualified. [35]

f) **Equivalence:** It is the technique based on using stylistic and structural tools which differ from the original. To the concerning area belong the expressivity, proverbs or idioms. Nevertheless, it is not equivalence in its full meaning.

g) **Adaptation:** It concerns the substitution of a situation described in original by another one (adequate) situation. The most common case is when in the source language does not exist an equivalent of some proverb or if the situation of initial culture does not appear in the culture of the target language. [36]

2.6   The translation of proper names

In this chapter, I decided to pay attention to the translation of proper names because I met with lot of them in texts I have chosen for my translations. The most current opinion is that proper names are never translated. However, the truth is that it is not always the rule. At certain texts, translators deal with proper names in various ways. My experience is based primarily on the translation of geographical terms. In my translations, those proper names were not translated at all. I preserved them as they were in the original text of the source language. The only one change occasionally did in my translations, was putting those names into the brackets (to stress that it is a proper name).

Translators use a large number of techniques how to translate proper names. Mostly, proper names are considered as units which do not require translation into another language. Proper names are "only" needed to be transferred from the source language into the target language. Sometimes, translation of a proper name would give the impression of the translator taking side on political disputes about place-names. Some of them are politically uncontested to remain as they were in original. [37]

Generally, there exist few rules for the translation of geographical names. Firstly, a good translator should respect a country's wish concerning the choice of names for its own geographical areas. Sometimes, the translation of a proper name would seem little bit obscure. On the other hand, sometimes it is inevitable. To revert and

respect the correct name of a place is recommended when translating geographical names which are not very well-known or unfamiliar to translator and audience. Naturally, translator can never invent new geographical terms! In past, commonly known geographical names like Prague (Praha) or Belgrade (Bělohrad) have been translated. Nowadays, there is a new trend not to translate them and leave them as in original (because everyone is aware of them). [38]

According to all of the sources I used to formulate the rules for the translation of proper (mainly geographical) names, it is pretty obvious that this theme is quiet contradictory. Basically, it depends on the features of the source text, nature and style of the text, rules and requirements of the source language and partly also author's judgment – respectively translator's skills. [39]

2.7　Functional styles

In this chapter, I focus on basic information about functional styles. In detail, I describe publicistic and administrative style - according to styles used in my translated texts. Firstly, it is necessary to specify what "the style" is. *"Style, according to currently used definition, is a method of purposive choice, logical organization, and use of linguistic tools with regard to the situation, function, author's intention, and to components of the content of discourse."* [40 – Knittlová, 2000]

Each functional style has its own characteristic features. Every translator should be able to recognize functional style of the text. There exist a large scale of processes of translation and they are chosen and used according to the functional style. For some styles, the most important thing is the form. On the other hand, for some of them it is the content. This is the reason, why it is crucial to know functional style of the text before translation – translator know if it is better to focus rather on the form than on the content of the text and the other way around.

Administrative style, scientific style and news style/news writing style are characteristic by importance of the content. The form plays more important role in publicistic style but first of all in poetry. Another form which is needed to be mentioned is aesthetic information. This one predominates in essay or reportage. [41]

2.7.1 Publicistic style

This is relatively new style and it went through plenty of changes. It is used chiefly in newspaper, magazines, broadcasting and television. This style is various and it adapts to trends of the time. Basically, it comes out of scientific style. The common feature is for example logical structure of the text and division into paragraphs. It also has some characteristics of administrative style and artistic style (usage of emotional words). Publicistic style is used mainly in essays, rhetorical speeches and newspaper or magazine articles. Its aim is to transfer information – convincingly but with considerable amount of subjectivity. This style provides exact and prompt information about any current issue. Generally, publicistic style should inform and convince the audience. It differs from journalistic style by its "appeal to the reader" and its persuasive function. The text requires general intelligibility, richness of lexicon, use of colloquial phraseology. Publicistic style is descriptive, state facts, use metaphors and wordplays. In political journalism or articles, there are very frequently used euphemisms, neologisms or literary expressions. [42]

2.7.2 Essay

Essay is a specific type of functional style falling into the field of publicistic style. I decided to describe (very briefly) it because one of my translated texts belongs to this category. To define an essay is not an easy task. This style of writing is kind of similar to reflection essay. It is quiet short, witty genre about current issue or some scientific topic. This

means, that it is very closely connected with scientific style. Nevertheless, there is one difference between the style of science and essay. In essay, author stands his own opinion about the topic which is impermissible in scientific style. [43]

2.7.3 Administrative style

Administrative style is primarily style of public relations but also partly refers to legal style and a style of diplomatic documents. Mostly, it refers to written discourses. Administrative style relates to publicistic style but still it is more close to scientific style. Main features of this style are: clarity, brevity and unambiguity. The structure of these texts is very simply and stereotypical. Administrative style seems to be a little bit impersonal and very often uses enumeration to simplify the text. Sometimes, connecting expressions and even verbs are omitted for the same purpose. In order to maintain objectivity, chosen vocabulary is non-expressive and factually oriented. A large amount of numbers, terms or signs can be noticed in this kind of texts. In administrative style appears chiefly indicative, the style is quiet nominal, and uses post-modification. Very typical is also incidence of abstracts, modals and sometimes also archaisms. The most important subcategories of administrative style are: style of legal texts and diplomatic documents mentioned above, public notices, notifications and newspaper advertisements. Last but not least, significant part of administrative style represents style of the commerce/business style. [44]

3   PRACTICAL SECTION

3.1   Text 1

Skutečně Velice Magnetické

Na cestě

V pondělí ráno jsme byli vzhůru brzy, připraveni stihnout autobus do Townsville, aniž bychom věděli co je před námi. V brzkých hodinách bylo v Cairns opět jasno a slunečno. Poté, co jsme se odhlásili z hotelu a vyfotili se se Stevem – majitelem hostelu – zašli jsme do občerstvení rychle něco zakousnout. Bylo 8:15, když jsme byli u občerstvení, tudíž jsme věděli, že máme spoustu času stihnout autobus v 9 hodin.

Zcela zjevně jsme nepočítali s ranním horkem a vlhkem, ani s faktem, že všechny ulice v Cairns vypadají stejně. Potom, co jsme se zeptali každého kolemjdoucího na směr, a to i když jsme neměli doslova ani minutu nazbyt, dostali jsme se na nádraží v Greyhound. Nakonec to dopadlo tak, že autobus vyrazil z parkoviště 14 – dalších 10 minutek od nádražní pokladny. Naštěstí pro nás tam však byla spousta pasažérů a mnoho zavazadel, což autobus zpozdilo. Jsem si poměrně jistý, že jsem touto svižnou chůzí na nádraží s batohem na zádech zhubl kilo.

To byla naše první zkušenost v Greyhound. Autobusy - červené jak zvenku tak zevnitř, jsou vybaveny pohodlnými sedadly a klimatizací, která téměř vůbec nedělá hluk. Sedadla se dají snadno sklopit a je tu dostatek místa na nohy. Sice jsme se snažili vyvarovat cestování na dlouhé vzdálenosti, ale nakonec to byla poměrně pohodlná cesta. Projížděli jsme krajinou Queenslandu, která nám po celou cestu poskytovala krásný pohled.

Autobus zastavoval každou chvíli, aby po cestě nabral další cestující. Cairns bylo za námi – a následovalo Sydney. Jízdenka typu

„hop on and off" je velkým hitem všech baťůžkářů, kteří absolvují tuto trasu. Pokud si svoje pásma zarezervujete včas tak, aby byla volná místa, jízdenka vám umožní nasednout a vystoupit kdekoli po cestě. Oblíbenou zastávkou bylo Mission Beach, které je, jak jméno napovídá, plážovým městem. Je proslulé Evropany, kteří očekávají, že se budou opalovat podle svého gusta až do nového skvěle vypadajícího opálení.

Vedle mě seděla jedna dívka z Melbourne – jelikož jsem zapomněl její jméno, říkejme jí třeba Victorie. Moc mě bavilo povídat si o všech jejích cestách. Než se dostala na východní pobřeží, vyrazila po směru hodinových ručiček z Melbourne a jela dolů na jih do Adelaide a dál do Západní Austrálie. Bylo jí pouhých 20 a na cestě byla už 6 měsíců. Po setkání s mnoha dalšími cestovateli jsme usoudili, že je to ve skutečnosti běžná záležitost. Velmi mladí lidé, plní vzrušení, na cestách minimálně 6 měsíců.

Mobilní síť byla dostupná jen občas, tudíž když můj náborový agent zavolal kvůli práci, o kterou jsem měl zájem, příliš neposloužila. Ne že by mě to zajímalo v době prázdnin, ovšem netřeba říkat, jak bylo těžké volat i přijímat hovory. Takže tolik k tvrzení, že je 97% Austrálie pokryta mobilním signálem.

V autobuse dávali na DVD Material Girls *(americká satirická komedie pro mládež z roku 2006 – pozn. překl.)*, ale i přesto jsem se mnohem raději bavil se svou sousedkou a hrál fotbal na mobilu. Zdříml jsem si asi tak na půl hodinky, ale vzbudil jsem se právě včas, když jsme se blížili k Townsville.

Dále na trajekt

Příjezdové cesty a předměstí – naprostá nádhera. Townsville je malebné malé městečko s pěkným přístavem a městskými domy. Když jsme tam v 15:00 odpoledne dorazili, bylo tam pěkně mrtvo.

Každopádně, na trajekt jsme se dostali v 15:30 a vyrazili jsme na Magnetic Island. Trajekt byl přeplněný, a tak jsme museli sedět vevnitř, bez možnosti krásného výhledu, což nás docela zklamalo.

Jakmile jsme vystoupili z trajektu, vydali jsme se k hlavní nádražní pokladně, kde jsem si všiml cedule o možnosti pronájmu vozidla Moke. Ve chvíli, kdy jsme se vrátili zpátky do hostelu v Cairns, potkali jsme jednu dívku – Kelly, která nám poradila, abychom si na prohlídku ostrova moke pronajali. Jak se ukázalo, byla to skvělá rada. Děkuji Kelly z Holandska. :)

Konečně na Magnetic Island

Půjčovnu, kde si lze pronajmout dopravní prostředek nazývaný "moke" jsme objevili 5 minut chůze od konečné zastávky trajektu. Moke je vozidlo bez střechy a bez dveří, s ručním řízením a dokáže dosáhnout rychlosti až 80 km/h. Jsou to velice zábavná vozidla, protože jsou dost rychlá na to, aby mohla soupeřit s motokárou, a zároveň poskytují pohodlí golfového vozítka. Je to perfektní dopravní prostředek do malého města ostrova Magnetic Island s jeho úzkými silnicemi podél moře.

Takže jsme si pronajali moke – za 68 dolarů na den včetně 60 litrů paliva – a vyrazili jsme do našeho hostelu v Horseshoe Bay. Onen moke byl modrý – což není překvapující vzhledem k tomu, že to byla naše oblíbená barva – a říkalo se mu Bart Simpson. Zajeli jsme s ním na benzínku natankovat a odjeli jsme. Chvíli mi trvalo zvyknout si na rychlostní stupně, ale jakmile jsem se do toho vpravil, byla to zábavná projížďka po hrbolatých cestách. Bylo to skoro jako na Hill Station s klikatými úzkými uličkami. Byla to vskutku kouzelná projížďka s mořem v povzdálí, bylo úžasné deštivé počasí a narážel do nás vítr.

Přijeli jsme do hostelu Bungalow Bay Backpackers a ubytovali jsme se. Bydleli jsme v malé dřevěné chatce ve tvaru stanu posazené na vyvýšené podlážce v řadě dalších podobných „stanů". Vpředu bylo

tábořiště a asi minutu chůze odtud společné koupelny a záchody. Chatky byli klimatizované, což bylo opravdovým požehnáním, vzhledem k tomu, že jsme měli strach, aby tam neproklouzl nějaký hmyz. Poměrně slušné za danou cenu.

Nejlepší na tom bylo, že jsme s tím naším vozidlem mohli zajet až přímo dveřím. Poté, co jsme odložili zavazadla a v rychlosti se osvěžili, rozhodli jsme se, že pojedeme zpátky cestou, kterou jsme sem přijeli, na místo zvané Arcadia. Byla to nádherná, téměř opuštěná pláž s tím nejlepším výhledem na vzdálené hory.

Nebylo tam ani živáčka a po chvíli začalo mrholit, což bylo třešničkou na dortu perfektní romantické atmosféry. Vyšli jsme na skály, stále dál, abychom se dostali do nejvzdálenějšího bodu, posadili se tu a zkusili to všechno nasát.

Něco na tom je, když vlny narážejí na skály a zároveň prší. Jednoznačně je to jeden z těch momentů, kdy se chcete uzavřít před světem a zůstat navždy sami se sebou. Svět se zdá být tak tichý, klidný a jako vždy tolik krásný. A vy jste ponecháni svým myšlenkám, málem počítaje všechny ty díky za to, že jste tu byli a mohli tohle zažít.

Jelikož byli skály trochu kluzké, nějakou chvíli trvalo dostat se zpátky a ve chvíli, kdy se nám to povedlo, bylo po západu slunce. Navečeřeli jsme se v restauraci naproti pláži a pak jsme zamířili zpět směrem k našemu hostelu.

Stále pršelo a během chvíle padla tma, a tak jsme se rozhodli sjet směrem k Radical Bay, které bylo oklikou asi tak 4,5 km od dané trasy. Jakmile jsme zamířili směrem k tomuto místu, uvědomili jsme si, že vjíždíme do lesa, kde to vypadalo, skoro jako by touto cestou ještě nikdo nejel. Když jsme přejížděli silnici, málem jsme vrazili do klokana, kočky (tedy jak jsme si mysleli) a viděli jsme hada a nějaký další podivný hmyz. Poněkud nervózní, skoro po 20-ti minutové jízdě aniž bychom spatřili

Radical Bay, jsme se rozhodli zamířit zpět. Byla opravdu tma, okolo nás byla divoká příroda a báli jsme se, aby se moke neporouchal. To by totiž nebyla příjemná zpáteční procházka, obzvlášť bez signálu.

Dopadlo to více méně dobře, i přesto že jsme propásli dost pěkné počasí. Druhý den jsem totiž zjistil, že Radical Bay bylo mimo možnosti pro dopravní prostředek jako je Moke. Hned jak jsme byli zpátky na normální cestě, vrátili jsme se směrem k Horseshoe Bay a zamířili na zdejší promenádu. Pláž byla poklidná a překvapivě nebyla příliš ponurá. Na vodě jsme viděli odraz světla z majáku. Vypadalo to skoro jako cestička položená na vodě, lákající nás projít se přes ni směrem k majáku. Opravdu velice zvláštní!

Jeli jsme ještě kousek, než jsme se vydali nazpátek a vrátili se do našich pokojů.

Další ráno

Další ráno jsme byli vzhůru poměrně brzy, protože jsme museli odejít kolem 12, abychom chytili trajekt zpět do Townsville. Stihli jsme si vyprat prádlo a také zavolat do Airlie beach, abychom potvrdili naše ubytování. Poté, co jsme se osvěžili, zabalili si a odhlásili se z hostelu, vydali jsme se na exkurzi za divokou zvěří „Koala", což bylo hned vedle našeho hostelu. Ukázalo se to jako úžasná zkušenost. Průvodce nám vyprávěl historky o krokodýlech; Dostali jsme se ke krokodýlům tak, abychom si je mohli prohlédnout zblízka, a dokonce jsme měli možnost si jednoho podržet. Jelikož jsem nepřítelem všeho, co je slizké, odmítl jsem se k němu přiblížit. Nicméně spousta jiných si ho podržela v rukách. Pak jsme se dostali k papouškovi Kakadu – byli dva a jeden z nich byl typický Kasanova – utíkal pokaždé, když se k němu ten chlapík přiblížil. Měl jsem také možnost pomazlit si koalu. Ukázalo se, že tato rozkošná stvoření ve skutečnosti páchnou a žijí si královským životem, vyžadujíce 18 hodin spánku denně..

Potom jsem udělal něco, o čem by mě nikdy nenapadlo, že bych to mohl udělat – a to, že jsem v rukách držel živého hada, kterého jsem měl okolo krku. Měl jsem za to, že bude slizký, ale ukázalo se, že je to jako držet pilník s malými hroty. Vůbec to nebylo děsivé, spíš to byla zábavná zkušenost. Co ovšem nebyla sranda, bylo jíst celou červenou čili papriku přímo z rostliny. Bylo potřeba spousta mléka, vody a „Dabur Honeywell" *(Dabur je největší indický výrobce léčiv a honeywell je jeden z jejich výrobků – pozn. překl.),* abych znovu získal nějaký cit do jazyka.

Po exkurzi jsme jeli zpátky do půjčovny s vozidly Moke, vyzvedli si zálohu a zamířili směrem k terminálu trajektu. Stihli jsme si zajet i směrem k Nelly Bay a na pár minut tam zastavit, abychom si odsud vychutnali krásný výhled. Tento ostrůvek je malý, ale neuvěřitelně malebný s rozmanitými vyhlídkami z různých zátok.

Projížďka trajektem nazpátek byla krásná a scenérie, které jsme včera propásli, byli najednou před námi v celé své kráse. Jasné modré nebe, voda tak průzračná a modrá spolu s pozadím skutečně „magnetického ostrova" vytvořili ve dne dokonalý pohled. Byla skoro až škoda, že jsme vraceli.

Townsville

Jakmile jsme byli zpět, šli jsme se na nádraží v Greyhound odbavit k autobusu jedoucímu do naší další zastávky. Paní na nádraží v Greyhound nám poradila, kam bychom mohli zajít na oběd a kde se toulat po městě během čekání na trajekt, který nás odveze na Magnetic Island. Bloudili jsme po Townsville a zjistili jsme, že všechny obchody i restaurace jsou zavřené. Už jsem téměř umíral hlady, slunce pařilo a já byl ochotný posadit se kdekoli, když naštěstí – málem rovnou z nebe – se před námi objevilo "Subway" *(fast-foodová americká restaurace – pozn. překl.).* Klimatizovaný prostor byl perfektním místem na oběd, a tak jsme si tu naplno vychutnali opékaný vegetariánský „Pattie sub" *(Patty Sub –*

restaurace zaměřená na vegetariánskou stravu – pozn. překl.) - jako obvykle se sklenicí liftu. Bylo to úplně jako „vyhrát zlato".

Vrátili jsme se k terminálu trajektu vyzvednout si batohy z uzamykatelné skříňky, jelikož trajekt už se přibližoval. Moje první chyba, kterou jsem udělal už dřív, když jsem dával naše zavazadla do skříňky, bylo dát dovnitř 6 dolarů a rychle otočit stupněm doprava a pak doleva. Cedule jasně říkala neotáčet jím znovu doleva, protože tím se skříňky otevírali a žádná chyba by nebyla posléze odškodněna. Podruhé už jsem byl raději opatrný. Ovšem skutečnost, že tam mají cedule, by mohla napovědět, že jsem nebyl první. Slabá útěcha.

Brzy potom dorazil autobus a tak jsme dovnitř naložili batohy, abychom se přesunuli do naší další cílové stanice.

Magnetic Island opravdu dostál svému jménu. Do dnešního dne mě lákají ty krajiny, výhledy, had, hostel, noční obloha, déšť a projížďka do Radical Bay. Byl to zcela určitě můj zlatý hřeb výletu a na některá místa se rozhodně vyplatí jet znovu a znovu.

3.1.1 Commentary to the 1st translated text

Travelogue

Macro approach

The text is a travelogue published on the website http://mytravelogue.in/magnetic_island_1.html by an unknown author (he does not mention his name).

The audience of this text is general public, more specifically everybody who is interested in travelling. The functional style of this text is publicistic style. There appear slang terminologies, for example the word *"Moke"* (Page 49) which is closely explained in glossary. There also appear some emotionally loaded words - *"pretty freaky indeed"* (Page 51)

or *"to be starving"* (Page 52). Another sigh of the text being written in the publicistic style is the fact that it is pretty intelligible and not hard to read.

Concerning the grammatical level; the whole text is written especially in the past simple. Active voice predominates and very often complex sentences are used. This caused me plenty of difficulties in my translation. Very often, I had to divide long sentences into the shorter clauses to keep the text easy to follow.

Concerning the structure of the text, it is divided into paragraphs. The text consists of headline and five sub-headlines.

Regarding lexical level, the style of the language is informal. The author uses some colloquial words and phrases, namely *"take a snap"* (Page 47), *"go for a quick bite"* (Page 47) and *"a gaffe"* (Page 52).

The whole text is mostly dealt with subjectivity. The aim is not only to inform but also to offer own point of view and attitude of the author. That is the reason why emotions (expressed by emotional words) appear in the text. The most appropriate example is description of nature and surrounding which the author describes in very colorful way. Hence, we can talk about "formative" or "persuasive function" of the text, because the author presents his ideas as determinatives, so he may convince the audience. On the other hand, it is necessary to mention that it is not the main aim of the author; it appears to be clearly informative.

In the text also appear two words coming from foreign languages - *"post"* (Page 51) which means *after* and it comes from Latin and *"picturesque"* (Page 52) originating from French word *pittoresque* (with the same meaning).

Micro approach

Regarding translation, in general, I had no difficulties with understanding of the text. Even so it was a little bit difficult to translate it in

some cases. Sometimes I had problems with the translation of some phrases or "special words" because I could not find any exact Czech equivalent or I was not aware of the meaning of the word.

Very specific sign of the text is that the author sometimes omits to use capital letters in proper names (especially in the names of localities) – namely: *"cairns", "greyhound", "mission beach", "magnetic island", "arcadia", "radical bay", "horseshoe bay"* and *"nelly bay".* All of those names represent localities so they are supposed to be written with capitals. In my translation I transformed them to be written like this (with capitals) to make it clear that the author talks about some places. Naturally, I did not translate them into Czech so I treated them as *exotisms.*

About grammatical level, I tried to keep the structure of sentences, but in some cases, as stated, I had to simplify a long complex sentence. So we are talking about *reordering* (conversion of word order) or restructuring of the whole sentence. In the translation from English to Czech it is very often needed to begin to translate from the very end of the phrase and finish it by information mentioned in the beginning.

I also indicated difficulties with translation of some unknown or specific words. Example – already mentioned *"Moke",* than *"hop on and off pass"* (Page 47) which is also explained in the glossary, *"Dabur Honeywell"* (Page 51) or *"toasted veggie Pattie sub"* and *"Subway"* (Page 52), which are described right in the text.

Convergence is quiet frequent issue in the translation from English to Czech. When the text stands *"you",* me personally, I prefer to translate it into the plural form (*vy*) to be more general.

I also used *amplification* in my translation - the word *"locker"* (Page 52) which I translated as *uzamykatelná skříňka* – the case where one-word expression in English is expressed by two words in Czech.

Concerning the type of translation, I always try to use communicative translation to make the Czech version pleasant to read. On the other hand, I meant not to translate too freely to avoid changing of original thoughts.

3.2 Text 2

Část: Realizace tří aspektů rozvoje udržitelného cestovního ruchu

Ekonomické aspekty

Cestování a turistika, pokud jsou uplatněny efektivně, mohou být silou k dosažení příznivého vývoje a ekonomických úspěchů jak pro vyspělé, tak pro rozvojové země. Trhy mají potenciální možnost zlepšit životy v udržitelném rámci tím, že poskytnou tvoření bohatství, výběr, inovaci a hospodářskou soutěž. Cestování a turistika zahrnují tyto čtyři prvky, které jim umožňují být dynamickou tržní silou pro udržitelnost vývoje v budoucnu. Mají schopnost zvýšit vývoz, přinést velké investice, podpořit ekonomiku HDP a vytvořit pracovní místa.

Nárůst pracovních míst

Cestování a turistika vytvářejí nová pracovní místa ve všech oblastech ekonomiky. A to jak ve společnostech přímo zapojených v podnikání, tak i v dodavatelských průmyslech s tím spojených jako maloobchod, montáž, výroba a telekomunikace. WWTC *(Světová rada pro cestování turistiku – pozn. překl.)* odhaduje, že v roce 2000 cestování a turistika vytvořili 203 milionů pracovních míst – více než 8% všech pracovních míst na celém světě – což v roce 2001 vzrostlo na více než 207 milionů. V průběhu desetiletí se nárůst odhaduje na více než 260 milionů pracovních míst neboli 9% celé zaměstnanosti, (viz. příloha 1). Na těchto pracovních pozicích je zaměstnáno značné procento žen, menšin a mladých lidí, a je to převážně v malých a středně velkých podnicích (SMEs).

Malé a středně velké podniky tvoří většinu sektoru cestování a turistiky, ačkoli přesné procento není známo. Podporují podnikatele, poskytují rozmanité pracovní příležitosti a umožňují těm s nízkou kvalifikací přístup do vyvíjejících se zemí. Klíčovou věcí k dosažení ekonomické prosperity je úspěšné řízení lidských zdrojů v podobě školení a vzdělávání, a to jak pro malé a středně velké podniky, tak pro větší nadnárodní společnosti, které by se mohli nahromadit v celé oblasti turistiky. Vysoce konkurenční destinace si uvědomují, že kvalita služeb a vybavení je nezbytná pro zajištění stálosti turistů pro danou destinaci. Na druhé straně rozpad průmyslu a vysoké procento malých a středně velkých podniků vedli k nekonstruktivnímu školení a ochraně zaměstnanců.

Vzhledem k počtu nízce kvalifikovaných pracovníků v tomto sektoru, byl celý průmysl kritizován, že nenabízí nic víc, nežli podřadnou a špatně placenou práci, která jen málo přispívá k udržitelnosti vývoje ekonomiky a společnosti. Cestování a průmysl cestovního ruchu jsou oblastí proslulou svým vysokým obratem, proti-společenskou pracovní dobou, nízkým platem, sezonním zaměstnáváním, nestabilitou a nízkým statusem práce. Nicméně, toto není celý příběh. Zpráva „*Jobs for the Millennium – Mexico*" *(Pracovní místa tohoto tisícitelí – Mexiko – pozn. překl.)*, vytvořená v roce 2000 WTTC a „Fundación Pro-Educación en Turismo"*,* AC (FUTUR), maluje jiný obrázek na téma pracovních sil v pohostinství. I přesto, že více než 36% zaměstnanců ve více než 200 společnostech, ve kterých byl proveden průzkum, bylo prohlášeno za „nekvalifikované", téměř čtvrtina pracovních míst v těchto společnostech vyžadovala profesionální či manažerské schopnosti, a více než 45% požadovalo určitou úroveň dovedností.

Navzdory tomu, že malé a středně velké podniky svým zaměstnancům nabízejí „přenosné dovednosti", je tu pro tyto skupiny stále výrazný nedostatek proškolení. Je tu skutečně potřeba rozvoj

v oblasti lidských zdrojů. A to v rámci sektoru, který se pouští do záležitostí, které mají nákladný dopad na cestování a turistiku. Ve skutečnosti více než třetina dotazovaných zaměstnavatelů oznámila těžký nedostatek kvalifikovaných pracovníků, což poukazuje na to, že profesní příležitosti tu opravdu jsou. To se v průmyslu setkalo s uznáním potřeby rozvoje v oblasti lidských zdrojů, která pozvedá profil celého průmyslu, zvyšuje produktivitu a zajišťuje udržitelnou zaměstnanost.

Jedním z činitelů vyvolávajících naléhavou potřebu školených a kvalifikovaných pracovníků v průmyslu, je stále se zvyšující využívání informační technologie. Cestovní ruch je závislý na lidských službách, a přesto stále více využívá technologii, která sektoru usnadňuje stanovování konkurenčních cen. Předpovídaný rozvoj cestovního ruchu v příštích deseti letech povede k větší závislosti na informační technologii, která v budoucnu bude stále závažnější. Bude tomu tak v důsledku toho, jak průmysl zvládne onen rozmach a propracovanost cestovního ruchu či nabídky pohostinství.

Cestovní kanceláře

Přestože mají cestovní kanceláře v některých z jejích přijímajících zemí omezený počet zaměstnanců, široká škála aktivit a pracovních míst napříč ekonomikou je závislá na dodávce poptávky po turistice. Průmysl cestovních kanceláří zasahuje do mnoha oblastí ekonomiky jako rozvoj hotelů a infrastruktury, dopravní služby, zemědělství, informační technologie, restaurace či zábava a média, vzdělávání a školení, konzumace farmaceutických výrobků, oblečení, vybavení a zdravotnické služby.

Pohostinství

Průmysl pohostinství se významně podílí na procesu vytváření pracovních míst. Jakožto průmysl intenzivní pracovní síly zaměstnává velké množství výdělečně činných osob, jejichž daně a čistý příjem

přispívají k hrubé domácí produkci a pomáhají vytvářet ještě více pracovních příležitostí. Vezmeme-li v úvahu, že na každý hotelový pokoj je obvykle potřeba jeden člen personálu, znamená to, že je každý postavený hotel potenciálně schopen vytvořit další pracovní místa.

Výletní plavby

Velká část zaměstnanců dopravních společností, které nabízejí výletní plavby je ze zemí, kde jsou omezené pracovní příležitosti, a vyškolení je nedostatečné. Průmysl nabízí možnost cestování, bezplatné zdravotní péče a rostoucí mobility, a to zejména ženám z rozvojových zemí.

Přínosy cestovního ruchu do ekonomiky

Za účelem dosažení udržitelného ekonomického růstu, potřebuje sektor cestování a turistiky zmenšit sociální, ekonomické, ekologické a kulturní překážky. Mezi hlavní překážky tohoto růstu patří: nedostatečná infrastruktura, úpadek životního prostředí a křehké vazby, které oslabují turistický potenciál dané země. Jedním ze způsobů, jak se zbavit těchto překážek, je snaha sektoru podporovat investice do cestovního ruchu prostřednictvím partnerské spolupráce mezi státním a soukromým sektorem, který zemi umožní nejen ekonomicky vzkvétat, ale také si zachovat základní sociální, kulturní a ekologické jmění, které z každé země dělá jedinečný „produkt".

Další zásadní věcí pro vytvoření udržitelné zaměstnanosti v průmyslu cestovního ruchu je spolupráce mezi státním a soukromým sektorem a plánování. Za tímto účelem soukromý sektor bojoval za skutečné uznání svého přínosu k růstu pracovních míst a ekonomickému rozvoji. Až doposud byl tento průmysl znevýhodňován nedostatkem dat, která by odrážela jeho úplný ekonomický vliv. Teprve nedávno byla vyvinuta metodologie známá jako „Tourism Satellite Accounting" (TSA) - *(neboli Satelitní účet cestovního ruchu – pozn. překl.),* jejímiž průkopníky

byli WTTC, WTO/OMT a další, a jež byla přijata vládami jako prostředek k úplnému měření přínosu cestování a turistiky, jakožto ekonomické aktivity.

TSA vychází z koncepce ekonomické aktivity ze strany poptávky (tj. ekonomické aktivity návštěvníků a cestovních společností), jelikož cestovní ruch nenabízí stejnorodé produkty či služby. Na rozdíl od tradičních průmyslů (jako zemědělství, elektronika, ocelářský průmysl, atd.), cestování a turistika je rozmanitý soubor průmyslů nabízejících celou řadu produktů (pro dlouhodobou a krátkodobou spotřebu, stálý nebo nestálý kapitál). Dále pak služby v rozmezí od jízdného za leteckou či lodní dopravu a ubytování, až po jídlo v restauracích, zábavu, suvenýry a dárky, imigrační a parkovací služby, rekreační vozidla a automobily, výrobu letounů a rozvoj turistických středisek.

Použitím metody vytváření vstupů a výstupů má TSA schopnost rozlišit nabídky průmyslu cestovního ruchu a ekonomické nabídky, a to i včetně toho, co je dováženo ze zahraničí. Navíc toto rozděluje konto na straně nabídky, což má přímý či nepřímý dopad na jednotlivé prvky HDP (mzdy a platy, transakční daně, provozní přebytek, odpisy a dotace). Tato fakta potvrzují, že vlády mají obecné povědomí o vlivu cestování a turistiky, zejména o možných dopadech jejich politiky na ekonomiku cestovního ruchu.

Údaje zveřejněné TSA také opakují skutečnost, že cestování a turistika mají potenciál být průmyslovým činitelem, který by formujícím se zemím pomohl znovu nastartovat jejich ekonomiku skrz nabídku mnohých příležitostí, které v ostatních průmyslech nejsou dostupné. Například nárůst ve specializovaném segmentu trhu cestovního ruchu (sféra kultury, dědictví a divoké přírody) v rozvojových zemích se stává funkční alternativou pro komunity, které se chtějí odtáhnout od monokulturního zemědělství. To nejen že může zničit udržitelné systémy v zemědělství a

tradiční cyklus úrodnosti, ale je to spojováno s negativními změnami v sociálních strukturách a ekonomických vztazích.

Každoroční výzkum prováděný Světovou radou pro cestování a turistiku ukazuje, že dopad cestování a turistiky na celou ekonomiku je mnohem větší než velikost průmyslu jako takového. Za každý dolar utracený za cestování a turistiku je za normálních okolností další dolar a půl připočítán k HDP v jiných částech ekonomiky.

Cestovní kanceláře

Cestovní kanceláře mohou mít značný vliv na ekonomiku. Zatímco v roce 1950 byly Baleárské ostrovy nejchudší provincií celého Španělska, v průběhu roku 2000 byli nejbohatší – téměř výhradně díky organizovanému cestovnímu ruchu. Další země, kde mělo cestování a turistika pozitivní vliv na ekonomiku jsou Maledivy, Mexiko a Turecko.

Pohostinství

Hotelnický průmysl má značně velkou potenciální možnost růstu v těch národech a oblastech, které právě začínají rozvíjet svou ekonomiku a zlepšovat svou výkonnost, protože celková výše produkce hotelnického průmyslu je úzce spjata s proměnnými faktory spojenými s ekonomickým vývojem. Tyto proměnné faktory zahrnují základní infrastrukturu a úroveň hrubé domácí produkce, zaměstnanost a vzdělávání pracovních sil. Pohostinský průmysl také vyvolává tzv. „efekt násobitele", pomocí něhož peníze utracené hotelovými hosty putují napříč komunitou a vytvářejí tak další příjmy.

Výletní plavby

Tento průmysl značně přispívá do celosvětové ekonomiky a to zejména do ekonomiky Spojených států, pronikajíc do průmyslu, zemědělství, leteckých dopravních společností, cestovních agentur, k dodavatelům jídla a nápojů a dalším sektorům služeb. Kromě toho je to

průmysl na vzestupu, jehož růst se k roku 2010 odhaduje na 20,7 milionů pasažérů.

3.2.1 Commentary to the 2nd translated text

Implementation of the three dimensions of sustainable tourism development

Macro approach

The text is a tourism industry report which was released by the World Travel & Tourism Council, International Hotel & Restaurant Association, International Federation of Tour Operators, International Council of Cruise Lines and The United Nations Environment Programme. First was published in the United Kingdom in 2002. The title of the whole report is "Industry as a partner for sustainable development – Tourism". The authors of the report are participants of the consultative meeting on 3 October 2001 in Paris. This report has been prepared for the World Summit on Sustainable Development (WSSD) in Johannesburg in 2002.

The audience of the text is potential public-private partner, stakeholders, labour union representatives and everyone who has an interest to make some kind of professional activity in the sphere of tourism.

The functional style of the report is administrative style. The text is written in the clear and brief way. It is quiet impersonal, neutral and objective. I had some difficulties with the translation according to the tendency of this kind of texts to be consisted of long phrases. That is the reason why it can seem to be incomprehensible and "officialise". The text is far from being informal or spontaneous. I noticed that administrative texts are more objective, stereotypical concerning the tools of expression

and strictly non-emotional. In the text appears some economical terminology.

What is needed to be mentioned about the grammatical level of the text – it is written mostly in present simple or past simple time. Active voice predominates and as already mentioned, long and compound sentences are typical.

Concerning the structure of the text – it consists of a headline and other 9 sub-headlines. The text is also divided into paragraphs.

The lexical level of the text: language is formal. There is a large number of acronyms in the text – GDP, WTTC, SMEs (Page 54), TSA, WTO and OMT (Page 58) – all of them are explained in glossary. In the report also appear lot of names of institutions and associations, like the Fundación Pro-Educación en Turismo (Page 55) and so on (see the acronyms).

Micro approach

During the translation of this report I had some difficulties because of formal style of the text and long sentences. In some cases, it was complicated to fully understand the meaning. As stated, in glossary are explained all of the acronyms used in the text. In the translation, I very often did not use the acronym SMEs (Small and Medium-sized Enterprises) as it was in the source text, but I used the Czech equivalent to make the translation more conform and clear - I replaced it by expression "Malé a středně velké podniky".

The special thing about this text was need to completely reformulate some phrases or change words, because in the Czech the literal translation would seem unnaturally or there simply was not a useful equivalent. Very often I also had to add some extra word to make the

translation pleasant to read (in the report I noticed the tendency to omit some verbs or other part of speech).

In the report appear plenty of enumerations. For example – In the first paragraph of the first page in the sentence: *"Markets have the potential to enhance lives in a sustainable framework through providing wealth creation, choice, innovation and competition."* We can see that phenomenon another few times below in the text, ex.: *"(wages and salaries, transaction taxes, operating surplus, depreciation and subsidies)"* (Page 58).

In the text appear a large number of passive expressions to start the sentence, ex.: *Given - ("Given the number of low-skilled workers in the sector..." / "Given that each hotel room typically requires one member of staff"),* etc., or *"There is a real need for..."* (Page 55) and so on.

In the text also appear some special words or phrases which do not have a Czech equivalent, so it was a little bit complicated to translate them appropriately (there are always more closely explained in the glossary). Examples of these words are: *"hamburger flipping", "transferable skills"* (Page 55), *"Tour operators"* (Page 56), *"Cruise lines"* (Page 57), *"input/output modeling" (Page 58), "niche market"* (Page 58).

I also tried to keep the structure of sentences, but as I already mentioned, the simplification of the phrases was needed very often. Moreover, some *transpositions* according the grammar were also necessary. Generally, I am talking about *amplification* of the text. As it is described above, addition of the word was pretty frequent. As an example I state this case: "Markets have the *potential* to enhance lives in a sustainable framework *through providing* wealth creation, choice, innovation and competition" (Page 54); translation: "Trhy mají *potenciální možnost* zlepšit životy v udržitelném rámci *tím, že poskytnou* tvoření bohatství, výběr, inovaci a hospodářskou soutěž. "

Administrative English in this text inclines to be more simply than in Czech language which is even in this formal style more "florid".

It also relates to some of the phrases from the report that are unable to be translated by the only one word, for example: *"job growth"* (Page 54) – nárůst pracovních mist, *"job creation"* (Page 56) - proces vytváření pracovních míst, *"wage earners"* (Page 56) – osoby výdělečně činné, *"cruise lines"* (Page 57) - dopravní společnosti nabízející výletní plavby.

3.3   Text 3

5 Nových způsobů jak si zarezervovat dovolenou

Ušetřete čas i peníze pomocí těchto jednoduchých typů na cestování

od: Jeannette Foster, Frommer's Travel / z: AARP / 21. prosince, 2011

Zdá se, že náklady na cestování každým rokem stoupají. Než se v dnešní době vydáte na cestu, musíte pátrat ve větší šíři a mnohem chytřeji než kdy jindy. Níže je uvedeno pár nových postojů k rezervaci vaší dovolené, které by mohli ušetřit nejen vaše peníze, ale i čas.

1: Zkoumejte skrz na skrz

Začněte webovými stránkami Úřadu cestovního ruchu, kde občas mají slušné ceny letenek, ubytování a spoustu dalších nabídek aktivit. Také zaznamenávají, které letecké společnosti nabízejí jaké destinace, což vám umožní zúžit seznam webových stránek všech leteckých společností, jejichž nabídky chcete prozkoumat. Pokud tak děláte, ujistěte se, že „porovnáváte jablka s jablky", tzn., že používáte stejné parametry. Vezměme si příklad – ceny zpátečních jízdenek včetně daní a poplatků prozkoumejte na všech stránkách. Poté porovnejte ceny na takzvaných

agregátních stránkách jako je Kayak. Obecně se dá říct, že nejlepší nabídky najdete, pokud si zarezervujete dovolenou nejpozději 21 dní předem, nebo když budete cestovat mimo sezónu.

2: Nebojte se „neprůhledných stránek"

Na „neprůhledných" či aukčních stránkách jako Priceline nebo Hotwire zůstává jméno hotelu, letecké společnosti, atd. skryto až do chvíle, než jej zakoupíte. Nenechte se tím zastrašit. Tyto stránky vám mohou ušetřit spoustu peněz, obzvlášť pokud před tím, než se pustíte do aukce, znáte jejich současný kurz (můžete vidět na stránce #1). Nevýhodou je to, že nebudete moci měnit svůj plán cesty a budete muset zaplatit dopředu.

3: Prozkoumejte nabídkové balíčky

Nejen že vám tyto balíčky, které obsahují letenku, ubytování a někdy i auto, mohou ušetřit nějakou tu babku, ale některé z nich zahrnují i výhody jako třeba jedna noc v hotelu zdarma navíc. Nejlépe balíčky fungují, pokud cestujete se dvěma až více lidmi do velkého města nebo do oblasti turistického střediska na dobu nejméně tří dnů. Prověřte si balíčky nabízené leteckými společnostmi pro vaši destinaci, nebo na stránkách jako: AARP Travel Center powered by Expedia či Orbitz. Také se podívejte na destinace, které se na balíčky specializují: například Pleasant Holidays nabízí řadu balíčků na Hawai, do Karibiku, Mexika a na Tahiti.

4: Využívejte služeb společností, které zprostředkovávají nákup letenek

Tito zprostředkovatelé nakoupí letenky od leteckých společností, a poté je ve velkém znovu prodávají, obvykle za mnohem méně, nežli jaké jsou zveřejněné ceny. Dlouhá léta prodávali jen cestovním agenturám, ale to Internet změnil. Plus - tyto zlevněné letenky platí pro pravidelné lety

hlavních linek – ne pro lety zakoupené na poslední chvíli nebo pro ty na charterových linkách. Jedním z dobrých zprostředkovatelů je Expedia. Pokud chcete najít další, projděte si sekci o cestování v novinách Sunday.

5: Rezervujte přes cestovní agentury

Osvědčený způsob vás nezklame. Pokud nemáte čas nebo náturu na průzkumy, zvažte možnost rezervovat si dovolenou za pomoci cestovní agentury – ať už osobně nebo online. Podle <u>Americké asociace</u> <u>cestovních agentur</u> se průměrný poplatek pro agenturu za rezervaci letenky pohybuje okolo pouhých 36 dolarů (a to se často jedná o tu co možná nejlevnější). Je to drobná investice, která se však může velice vyplatit. Cestovní agentury jsou často odborníky přes destinace, dobře informovanými o nabídkách a logistice. Navíc jediný e-mail nebo telefonát o rezervaci dovolené může vyřešit vše. A pokud maté nějaké potíže, váš agent se za vás postaví.

3.3.1 Commentary to the 3rd translated text

5 New Ways to Book Your Vacation

Macro approach

This text is a newspaper article published on the website http://www.aarp.org/travel/travel-tips/info-12-2011/5-new-ways-to-book-your-vacation.html - an official website of AARP.

The audience of the text is general public. It is meant for people who intend to go for a vacation and are interested in useful and helpful tips how to book it in the best and the most convenient way.

The author of the article is Jeanette Foster from AARP, Frommer's Travel.

The functional style of the text is publicistic. Nevertheless, I would specify it more precisely – it is the most close to be in the style of "essay". It has lot of signs of being essay – for example it is quiet short and brief text, it is written in the clever and colorful way. The article talks about current , and the author stands its own thoughts and ideas (there appear subjectivity and the author's views). The aim of this text is to inform the public and offer the help and plenty of advises concerning the topic – which is booking of your vacation. The authors approach seems to be very human and based on logical personal opinions.

Concerning the grammatical level, the article is written in present simple time and very often an imperative is used to express authors aim to give a piece of advice. Active voice and longer sentences predominate.

Regarding structure of the text – the text consists of headline, sub-headline and other 5 chapters which are marked by numbers 1-5. The text is divided into paragraphs.

Considering lexical level, the language is formal even if it is not very complicated. In the text appear a large number of links to websites, like: *Kayak*, *Priceline, Hotwire (Page 61), AARP Travel Centre powered by Expedia* or *Orbitz* (Page 62). There is also a name of company in the text – *Pleasant Holidays*, and a name of society – *American Society of Travel Agents* (Page 62).

Micro approach

My first impression of the article was that it will not be so difficult to translate. But paradoxically, I had some difficulties. It was mainly because of a range of words and expressions like: *round-trip fares, opaque sites, bidding sites, going rates* (Page 61), *package deals, travel consolidator, stand-by flights or "brick-and-mortar"* (Page 62) - (for the latest *transcription* was needed). In these cases, it was tough to find Czech

equivalents which would sound acceptable and do not change the meaning or function at the same time.

In the text also appears one metaphor – *"to compare apples to apples"* (Page 61) which, as for me, express the state of comparing two or more things with the same parameters (as stated in the text) and from the same field.

Finally, I would like to mention that the author did not completely avoid an informal/colloquial language – considering the word *"buck"* (Page 62).

4   CONCLUSION

This Bachelor's thesis contains the English-Czech translation of selected texts from the field of tourist industry accompanied by theory, commentaries and glossaries. The purpose of this Bachelor's thesis is an improvement in the area of translation of specific texts and acquisition of knowledge from the sphere of tourism. The topic of translation was chosen because of intention to improve my capabilities in this field. Another reason is my interest in this attractive subject. Another intention of this Bachelor's thesis is application of the rules of translation into practice and the proof of my ability to use the procedures of translation in reality. In order to improve theoretical knowledge, the basic information about translatology was formulated at first. Then, the practical part follows. It consists of translation of selected texts. The choice of the topic of tourism is associated with my intention of continuing this way in the future. Concerning selected texts in this Bachelor's thesis, there are three of them, they are classified in different functional styles, and all of them derive from the specific area – tourism and travelling.

Regarding the process of writing, the beginning is dedicated to the theoretical part. It provided me with a large number of new information that appeared to be very helpful in the practical part. Very useful was comparing of different theories of individual linguists and translation experts. Their opinions offer various ideas and help to create one's own point of view.

The practical part provided me with plenty of experience concerning translation in the practice. Before writing this Bachelor's thesis, I did not dispose of much practical experience in this area. Hence, a large number of difficulties have arisen, especially in cases of translation of idioms etc.

Largely, the results of particular translations fulfilled theoretical assumptions. The theoretical knowledge was considerably useful during the process of translating. More concretely, text no. 2 (a tourism industry report) was translated the most easily. There appeared economic terminology which has specific vocabulary. The structure of economic texts is also strictly given, and needed to follow. The only one problem was tendency to use long sentences. In contrast, text no. 1 (travelogue) was paradoxically the most difficult to translate. The colloquial language could be noticed here, and there were many possibilities how to translate some phrases. Text no. 3 (a newspaper article) did not cause many relevant difficulties.

It is also necessary to mention commentaries and glossaries that were created to complete the practical part. To each translated text the commentary is attached – straight in the text. Commentaries analyse the text in every aspect and inform about the most relevant difficulties. There are also stated concrete examples from the selected texts. Glossaries are situated in the appendices. They include list of selected words and phrases and their translations or explanations.

This topic could be further elaborated because it is very extensive area and there are many options how to focus on it. In this Bachelor's thesis, the theory of translation is elaborated more generally. In case of choice of the same theme in the future, it could be potentially written up more specifically and in more detail. Through this Bachelor's thesis, it presented an opportunity to translate only some functional styles. Prospectively, it would be useful to accomplish my knowledge by translation of texts written in other interesting styles.

5   ENDNOTES

1.   Knittlová, D., *Překlad a překládání*, p. 11.

2.   Ibid., p. 17.

3.   Ibid., p. 8.

4.   Ibid., p. 7., 8.

5.   Ibid., p. 7.

6.   Ibid., p. 14.

7.   Ibid., p. 7.

8.   Ibid., p. 11.

9.   Ibid., p. 7.

10.   Wikipedia

11.   Knittlová, op. cit., p. 8.

12.   Ibid.

13.   Ibid., p. 9.

14.   Ibid.

15.   Ibid., p. 10.

16.   Ibid.

17.   Ibid., p. 9., 10.

18.   Ibid.

19.   Ibid., p. 10.

20.   Ibid.

21.   Ibid.

22.   Ibid., p. 14.

23.   Ibid., p. 15.

24.   Ibid.

25.   Ibid.

26.   Ibid., p. 16.

27.   Ibid.

28.   Ibid., p. 20.

29.   Ibid., p. 17.

30. Ibid.

31. Ibid., p. 18.

32. Ibid., p. 17.

33. Ibid., p. 19.

34. Ibid.

35. Ibid., p. 20.

36. Ibid., p. 19.

37. Newmark, P., *A textbook of translation*, p. 35.

38. Ibid., p. 214.

39. Ibid.

40. Knittlová, D., *K teorii i praxi překladu*, p. 122.

41. Ibid.*, p. 121., p. 122.

42. Ibid., p. 178. - p. 181., p. 183.

43. Ibid., p. 187.

44. Ibid., p. 127. - p. 131., p. 134 – p. 136.

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7   ABSTRACT

This Bachelor's thesis deals with the translation of selected texts related to tourist industry – from English into Czech. Its objective is an improvement in the field of translation and acquisition of knowledge from the area of tourism, accompanied by demonstration of these abilities in the practice. The main aim of this Bachelor's thesis is to describe the theory of translation and apply it into practice by translation of extracts of specific texts.

The thesis is divided into two parts. The theoretical part deals with fundamental information about translatology: basic rules, the role of translator, individual components of the text, theory of translation, pragmatics, types of translation, techniques, translation of proper names and functional styles. The practical part is concerned with the translation of the texts from the specific area complemented by commentaries. Additionally, this thesis includes glossaries of selected words and phrases. The glossaries are enclosed in the appendices together with source texts.

8   RESUMÉ

Moje Bakalářská práce se zabývá překladem vybraných textů vztahujících se k oblasti cestovního ruchu – z angličtiny do češtiny. Jejím cílem je zdokonalení v oblasti překladu a nabytí znalostí ve sféře cestovního ruchu. Tyto schopnosti jsou poté názorně demonstrovány v praxi. Hlavním cílem mé Bakalářské práce je popsat teorii překladu a aplikovat ji v praxi pomocí překladu úryvků specifických textů.

Práce je rozdělena do dvou částí. Teoretická část pojednává o základech překladatelství: základní pravidla, role překladatele, jednotlivé prvky textu, teorie překladu, pragmatika, typy překladu, techniky, překlad vlastních jmen a funkční styly. Praktická část se týká překladu textů ze specifické oblasti, doplněných komentáři. Moje práce navíc obsahuje glosáře s vybranými slovy a frázemi. Glosáře jsou umístěny v přílohách spolu se zdrojovými texty.

9   APPENDICES

Appendix I – Source text 1

Very Magnetic Indeed

On the Way

We were up early Monday morning ready to catch the bus to Townsville, not knowing what lay ahead. It was bright and sunny again really early in cairns and after having checked out and taken snaps with Steve - the hostel owner – we went to the food court for a quick bite. We knew we had plenty time to catch the 9am bus when it was 815 and we were in the food court.

Obviously, we did not account for the morning heat and humidity and the fact that all the streets looked the same in cairns. We got to the greyhound terminal after asking every passerby for directions with literally 1 minute to spare. As it turned out, the bus took off from bay 14 – another 10 mins from the terminal office. Luckily for us though, there were plenty of passengers and lots of luggage which delayed the bus. I am pretty sure I lost a kilo in that 10minute brisk walk with backpack on the way to the bus.

This was our first experience in a greyhound. Red on the outside and inside, they've got comfortable seating and air-conditioning which doesn't make much noise at all. The seats recline back comfortably and there is enough leg space. We were wary of the long distances but it turned out to be a relatively comfortable journey. Pretty scenic as well all the way – we were travelling through the Queensland country side. The bus stopped every so often to pick up other travelers along the way. We had a cairns – Sydney hop on and off pass which is a big hit with all the backpackers who do this route. The pass allows you to get on and off anywhere along the route as long as you book your sectors in time to

allow for seat availability. A popular stop was mission beach which as the name suggests is a beach town and popular with the Europeans looking to sun bathe their way to a great new tan.

I had a girl from Melbourne sitting next to me – let's just call her Victoria because I forgot her name – and it was fun talking to her about all her travels. She started her trip from Melbourne and went down south to Adelaide and on to Western Australia in clockwise fashion before getting to the east coast. She had been travelling for the last 6 months and was only 20. In fact, as we met more and more travellers we found this to be a very common theme. Minimum 6 month travels, very young and full of excitement.

The mobile network was intermittent and it didn't help when my recruitment agent called up asking about a job I'd be interested in. Not that I cared at the time being in holiday mode but you could tell from now on it'd be hard to make and receive calls. So much for claims that 97% of Australia is under mobile coverage!

They were showing Material Girls on DVD on the bus although I much preferred talking to my neighbour and playing football on my cell phone. I did probably catch about half an hour of sleep but was up in time as we approached Townsville.

On to the Ferry

The approach roads and the outskirts very absolutely gorgeous. Townsville is a quaint little town with a nice harbour and townhouses. It was pretty dead when we got there at 1500 in the afternoon.

Anyways, we got on to the ferry at 1530 and set off for magnetic island. The ferry was packed and we only got to sit inside unable to see any of the views, which was rather disappointing.

Once off the boat, we got to the main terminal office where I noticed a sign for hiring Mokes. Now, we had met this girl Kelly back in our hostel in cairns who suggested we hire a moke to see the island. What a brilliant piece of advice that turned out to be. Thanks Kelly from Holland. :)

Magnetic Island – Finally

We found the moke hire depot about a 5 minute walk from the ferry terminal. Mokes are topless and door-less cars, manual drive and can clock speeds up to 80Kmph. They are a lot of fun because they're fast enough to match a go kart and yet offer the comfort of a golf buggy. They're perfect vehicles for the small town of magnetic island with its narrow roads all along the sea.

So we hired a moke - $68 for 24hours and fuel worth 60K included – and took off for our hostel in horseshoe bay. The Moke was blue – not surprising considering it was our favourite colour – and was called Bart Simpson. We took it to the fuel station to fill it up and off we rode. It took me a while getting used to the gears but once settled, it was a fun drive on the hilly roads. It almost felt like a hill station with the narrow meandering one lane roads. The drive was rather scenic with the sea in the distance, great rainy weather and the wind gushing in to us.

We got to our hostel – Bungalow Bay Backpackers – and checked in. Our room was this wooden little cottage in the shape of a tent perched on higher ground in a row of other similar 'tents'. There were camping grounds in front and the shared bathrooms and toilets about a minutes' walk. The cottages were air-conditioned which was really a blessing considering we were afraid of insects sneaking in. Pretty good for the price we paid.

The best thing was that we could drive our Moke right up to the door. After having left our baggage and a quick freshen up we decided to

drive back on the route we came to this place called arcadia – a gorgeous, almost uninhabited small beach with the best views of the mountains in the distance.

There was literally no one around and soon it started drizzling as well making it the perfect romantic spot. We walked to the rocks further ahead to try and get to the furthest point and sat there trying to take it all in.

There's something about the waves hitting the rocks and the rains falling at the same time. Definitely one of those moments you want to lock away and keep with you forever. The world seems so quiet, calm, and as always beautiful and you're left wondering and almost counting your blessings you were there to experience it.

It took a while getting back as the rocks were a bit slippery and by the time we did it was beyond sunset. We had dinner at the restaurant opposite the beach and the then drove back towards our hostel.

It was still raining and pitch dark by this point and we decided to wander towards 'Radical Bay' which was apparently a 4.5Km detour on the route. Once driving towards it, we realised we were entering the forest and there it almost felt like no one travelled on this route. We almost ran into a wallaby, a cat (or so we thought) crossing the road and we saw a snake and some other strange insects. After driving for almost 20minutes and no sight of radical bay we decided to head back a little nervous. It was really dark, there was wildlife around us and we were worried if the moke broke down it wouldn't be a pretty walk back especially without mobile coverage.

It turned out just as well we did, because the next day I found out radical bay was off limits for Mokes and we escaped a pretty hefty fine. Once back on the normal route, we headed back to towards horseshoe bay and drove to the esplanade there. The beach was quiet and not

surprisingly dark. We could see the reflection of the light from the lighthouse in the waters and it felt like it was almost a path laid over water inviting us to walk on towards the lighthouse. Pretty freaky indeed!

We drove a little more before heading back and retiring to our rooms.

The Next Morning

Next morning we were up relatively early because we had to leave by 12 to catch the ferry back to Townsville. We managed to get our laundry done and also call up our accommodation at Airlie beach to confirm we had beds. After freshening up, packing and checking out we went on a Koala wildlife tour which was adjoining our hostel. That turned out to be a fantastic experience. The tour guide was telling us stories about crocodiles; we got to see crocodiles up close and even had the opportunity to hold one. Me being the slime-hater I am, refused to get near one but a lot of the others held him in their hands. We then moved on to a cockatoo – there were two and one of them was the typical Casanova, running away every time a guy came close to him – and also had the opportunity to cuddle a koala. It turns out these cute critters actually stink and live a royal life involving up to 18hours of sleep a day. .

I then did something I never thought I ever could and that was holding a live snake around my neck in my hands. It was supposed to be slimy but turned out to feel like holding rubber with little spikes. It wasn't scary at all and a rather fun experience. What wasn't fun though was me eating a full red chilli pepper straight of the plant. It took a lot of milk, water and Dabur Honeywell to get some sensation back in my tongue.

Post the tour, we drove back to the Moke depot, collected our deposit and headed to the ferry terminal. We also managed to drive towards nelly bay and stop there for a few minutes to enjoy the views

from there. This island is small but unbelievably picturesque with different views from different bays.

The ferry ride back was beautiful and the scenes we missed yesterday were out there in their full glory. Clear blue skies, water so clear and blue and the backdrop of the truly magnetic island made it the perfect view for the day. It was almost a pity we were heading back.

Townsville

Once back, we went to the greyhound terminal to check in for our bus to the next stop. The lady at the greyhound terminal advised us where we could go for lunch and wander around the town while we waited for the ferry to take us to magnetic island.

We wandered around Townsville and found every shop and every restaurant closed. Almost starving, and with the sun beating down I was ready to settle for anything till luckily we came across a subway – almost straight from heaven. The air-conditioned outlet was the perfect setting for lunch and we thoroughly enjoyed our toasted veggie Pattie sub with a regular glass of lift. It definitely felt like gold.

We got back to the ferry terminal to get our bags out of the locker since the ferry was approaching. My first gaffe I made earlier when putting our baggage in the locker when I put the 6 dollars in and hastily took turned the notch right and then left. The sign clearly said not to turn it left again because that opened the lockers and that any mistake would not be refunded. I was rather careful second time round. But the fact that they had signs would suggest I wasn't the first one. Small consolation!

The bus came soon after and we loaded our bags in to move on to our next destination.

Magnetic Island lived true to its name. To this day, the scenes, the views, the snake, the hostel, the night skies , the rain and the drive on

radical bay attract me to them. It was definitely my highlight of the trip and definitely somewhere worth going over and over again.

Appendix II – Source text 2

Part: Implementation of the three dimensions of sustainable tourism development

Economic dimensions

Travel and tourism, if utilised effectively, can be a force for positive growth and economic success for both developed and developing countries. Markets have the potential to enhance lives in a sustainable framework through providing wealth creation, choice, innovation and competition (10).The travel and tourism industry contains these four elements that enable it to be a dynamic market force for sustainability in the future. It has the capacity to increase exports, bring in capital investment, boost an economies GDP and create employment.

Job growth

Travel and tourism generates jobs throughout the economy, both in companies directly involved in the business and in related supplier industries such as retail, construction, manufacturing and telecommunications. WTTC estimated that travel and tourism generated 203 million jobs – over 8% of all jobs worldwide – in 2000, rising to over 207 million in 2001. Within a decade, this is estimated to increase to over 260 million jobs or 9% of all employment, (see Annexe 1).These jobs employ a significant proportion of women, minorities and young people and are predominantly in small and medium-sized enterprises (SMEs).

SMEs make up the majority of the travel and tourism sector, although the exact percentage is unknown. SMEs encourage entrepreneurs, provide many diverse job opportunities and enable low skills entry for emerging countries.

Successful human resource management, in the shape of training and education, is crucial to achieve the economic prosperity, for both SMEs and the larger multinational companies that can be accrued through tourism. Highly competitive destinations are realising that quality of services and facilities are vital to ensure a consistency of tourists to the destination. On the other hand the fragmentation of the industry and the high proportion of SMEs has led to unconstructive training and protection for employees.

Given the number of low-skilled workers in the sector, the industry has been criticised for offering nothing more than 'hamburger flipping' jobs that contribute little to the sustainability of an economy or society. The travel and tourism industry is renowned for its high turnover, anti-social working hours, low pay, seasonal employment, instability and low job status (11). However, this does not tell the whole story. *Jobs for the Millennium – Mexico*, a report produced in 2000 by the WTTC and the Fundación Pro-Educación en Turismo, AC (FUTUR), paints a different picture of the hospitality workforce. While over 36% of the employees in over 200 companies surveyed were considered 'unskilled', almost a quarter of the jobs at these companies required professional or managerial competence, and over 45% required some level of skill.

Despite SMEs offering their employees transferable skills, there is still a considerable absence of training for these groups.

There is a real need for human resource development within the sector that tackles the issues that lead to costly effects for travel and tourism.

Indeed, more than a third of employers surveyed reported serious shortages of skilled workers, which would suggest that real career opportunities do exist.

This has met with industry recognition of the need for human resource development that raises the industry's profile, increases productivity and provides sustainable employment (12).

One of the catalysts creating the urgency for trained, skilled workers within the industry is the increasing use of information technology. Travel and tourism is reliant on a human service, yet is increasingly using technology to facilitate the sector in competitive pricing.

The growth in tourism forecast for the next ten years, will lead to a greater dependency on information technology, which will become more important in the future as the industry copes with rapid expansion and sophistication of the tourism and hospitality supply (13).

Tour operators

While tour operators have a limited number of staff in some of their receiving countries, a huge network of activities and jobs across the economy depends upon delivering the demand for tourism.

The tour operator industries reach many areas of the economy such as hotel and infrastructure development, transport services, agriculture, information technology, restaurants and entertainment and media, education and training, consumption of pharmaceutical products, clothing, equipment, and medical services.

Hospitality

The hospitality industry contributes to the important process of job creation. As a labour intensive industry, it employs large numbers of wage

earners, whose taxes and disposable income add to gross domestic output and help to create further employment opportunities. Given that each hotel room typically requires one member of staff, every hotel room built has the potential to create an additional job.

Cruise lines

The bulk of cruise line employees are from countries where employment opportunities are limited and training is scarce.The industry provides the opportunity to travel, free medical care and upward mobility, particularly for women from developing nations.

Tourism contributions to the economy

In order to achieve sustainable economic growth, the travel and tourism sector needs to reduce social, economic, environmental and cultural barriers. Some of the major obstacles to this growth are the lack of infrastructure, environmental degradation and fragile linkages that weaken a country's tourism potential (14). One way to address these barriers is for the sector to foster tourism investment through public-private sector partnerships that not only enable a country to grow economically, but retain the essential social, cultural and environmental assets that make each country a unique product.

Public-private sector co-operation and planning are also essential to creating sustainable employment in the tourism industry, and to this end the private sector has fought for recognition of its true contribution to job growth and economic development. Hitherto, the industry had been disadvantaged by a lack of data reflecting its full economic impact. Only recently has the metodology known as Tourism Satellite Accounting (TSA), pioneered by WTTC,WTO/OMT and others, been developed and

accepted by governments as a means for fully measuring travel and tourism's contribution as an economic activity.

TSA is based on a 'demand-side' concept of economic activity (i.e. the economic activities of visitors and travel companies), as tourism does not supply a homogenous product or service. Unlike traditional industries (agriculture, electronics, steel, etc.), travel and tourism is a diverse set of industries offering a multitude of products (consumer and capital durables and non-durables), and services ranging from airline and cruise ship fares and accommodations, to restaurant meals, entertainment, souvenirs and gifts, immigration and park services, recreational vehicles and automobiles, aircraft manufacturing and resort development.

By using input/output modelling,TSA is able to differentiate between travel and tourism industry supply and economy supply, including that portion of supply which it imports from abroad. Additionally, it breaks down the supply side accounts into direct and indirect impacts and the individual elements of GDP (wages and salaries, transaction taxes, operating surplus, depreciation and subsidies).These data ensure governments have a broader understanding of the impact of travel and tourism, in particular the implications of policy for the travel and tourism economy (15).

TSA data also reiterates the fact that travel and tourism has the potential to be a catalyst industry for emerging countries to kick-start their economies, offering many opportunities that are not available in other industries. For example, the rise in cultural, heritage and wildlife niche market tourism, in developing countries, is becoming a viable alternative for communities that want to move away from mono-culture farming,

which can not only destroy sustainable patterns of agriculture and traditional fertility cycles but has been associated with negative changes in social structures and economic relationships(16).

Annual research undertaken by WTTC demonstrates that the impact of travel and tourism on the whole economy is much greater than the size of the industry itself. For every dollar spent on travel and tourism, a further dollar and a half is typically contributed to GDP in other sectors of the economy.

Tour operators

Tour operators can have a significant impact upon economies. Whereas the Balearic Islands were the poorest province in the whole of

Spain in 1950, by the year 2000 it was the richest – almost entirely due to organised tourism. Other countries where travel and tourism has had a positive impact on the economy are the Maldives, Mexico and Turkey.

Hospitality

The hotel industry has considerable growth potential in those nations and regions that are just beginning to develop their economies and improve their performance, because the total output of the hotel industry is closely tied to the variables associated with economic development. These variables include basic infrastructure and levels of gross domestic output, employment, and education of the workforce. The hospitality industry also produces a 'multiplier effect' whereby money spent by hotel guests travels through a community generating further revenue.

Cruise lines

The cruise line industry is a significant economic contributor worldwide and particularly to the United States economy, leaking into industry, agriculture, airlines, travel agents, food and beverage suppliers and other service sectors. It is also a booming industry that is forecast to grow to 20.7 million passengers by 2010.

Appendix III – Source text 3

5 New Ways to Book Your Vacations

Save time and money with these simple travel tips

by: Jeannette Foster, <u>Frommer's Travel</u> | from: <u>AARP</u> | December 21, 2011

Every year travel costs seem to inch upward. These days, your pre-trip investigations need to be broader and smarter than ever. Below are a few new vacation booking approaches that might save not only money, but also time.

1: Research More Thoroughly

Start with tourist board sites, which sometimes have great airfare, accommodation, or activity deals. They also note which airlines serve the destination, enabling you to narrow your list of airline sites to check for deals. When doing so, be sure to compare apples to apples, using the same parameters — for example, round-trip fares including taxes and fees — on all sites. Then compare prices on so-called aggregator sites such as <u>Kayak</u>. In general, you'll find the best deals by booking your vacation at least 21 days out and traveling off season.

2: Don't Be Afraid of Opaque Sites

On "opaque" or bidding sites like <u>Priceline</u> or <u>Hotwire</u>, the name of the hotel, airline, etc., remains hidden until after you buy. Don't let this scare you. These sites can offer tremendous savings, especially if you know a destination's going rates (see #1) before bidding. The downsides are that you won't have the flexibility to change your travel plans, and you will have to pay in advance.

3: Look Into Package Deals

Not only can packages — which include airfare, accommodations, and, sometimes, a car — save you big bucks, but some also have perks like a free extra night at a hotel. Packages work best if you're traveling with two or more people to a big city or a resort area for at least three days. Check out packages offered by airlines serving your destination or by sites such as the AARP Travel Center powered by Expedia or Orbitz. Also look at destination-specialist packagers: Pleasant Holidays, for example, offers a range of packages to Hawaii, the Caribbean, Mexico, and Tahiti.

4: Use a Travel Consolidator

Consolidators buy tickets from airlines in bulk and resell them at prices generally way below published fares. For years, they just sold to travel agents, but the Internet has changed that. And these discounted tickets are for regular flights on major lines — not stand-by flights or those on charter lines. One great consolidator is Expedia; to find others, check your newspaper's Sunday travel section.

5: Book Through a Travel Agent

What's old can be new again. If you don't have the time or the temperament for research, consider booking your vacation through a brick-and-mortar or online travel agency. According to the American Society of Travel Agents, the average agency fee for booking an airline ticket — one that's frequently the cheapest to be had — is only around $36. It's a small investment that could pay great dividends. Travel agents are often destination experts, knowledgeable about deals and logistics. Plus, with one vacation booking e-mail or call, you can sort out everything. And, if you have any problems, your agent will generally go to bat for you.

Appendix IV – Glossary 1

Food court – *část nákupního střediska s občerstvením a posezením*

Terminal office – nádražní pokladna
místo pro zakoupení jízdenek

Hop on and off – typ autobusového výletu (jinak Loop Tour)
možnost nastoupit a vystoupit kdekoli na trase

Approach road – příjezdová cesta

Townhouse – městský dům; řadový dům

Moke – (Mini Moke)
dopravní prostředek vyráběný Britskou Automobilovou Korporací (the British Motor Corporation BMC)

Golf buggy – golfové vozítko

Slime-hater – nepřítel slizu
nepřítel všeho, co je slizké

Picturesque – malebný

Locker – uzamykatelná skříňka, přihrádka

To live true to owns name – dostát svému jménu

Appendix V – Glossary 2

Wealth creation   – tvoření bohatství

GDP   – Hrubý domácí produkt (HDP)
(Gross Domestic Product)

WTTC   – Světová rada pro cestování a turistiku
(World Travel and Tourism Council)

SMEs   – Malé a středně velké podniky
(Small and Medium-sized Enterprises)

Hamburger flipping jobs   – *pojem - významově podobný termínu
„McJob" - odkazující na podřadnou, špatně
placenou, tzv."mizernou" práci*
(nevyžaduje žádnou speciální kvalifikaci a
nenabízí zaměstnanci možnost
profesionálního postupu)

Fundación Pro-Educación en Turismo – *španělská nadace podporující
vzdělávání v oblasti cestovního ruchu*

Tour operator   – cestovní kancelář

Job creation   – tvorba pracovních míst

Wage earners   – osoby výdělečně činné

Disposable income   – čistý příjem

Cruise lines   – výletní plavby

WTO/OMT   – Světová turistická organizace
(World Tourism Organization / Organización
Mundial del Turismo)

Input modelling/output modelling – vytváření vstupů a výstupů

Niche market   – specializovaný segment trhu
(se specifickými produkty)

Appendix VI – Glossary 3

Tourist board	– úřad cestovního ruchu
Round-trip fares	– *americký výraz pro cenu zpáteční jízdenky*
Opaque sites	– „neprůhledné" webové stránky
Bidding sites	– aukční stránky
Going rate	– současný kurz
Package deals	– nabídkové balíčky
Buck	– babka *hovorový výraz pro dolar*
Perks	– zaměstnanecké výhody
Travel consolidator	– Zprostředkovatel prodeje letenek *nakoupí je od leteckých společností a poté prodává zákazníkům*
Stand-by flight	– *typ letu, kdy se letenky prodávají na poslední chvíli - těsně před odletem, a to za zvýhodněnou cenu*