

The Importance of Terminology in Translating Tourist Brochures in Benin

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Abstract: *This article examines the significance of terminology in translating tourist brochures in Benin. Based on an extensive literature review, the article highlights the impact of accurate terminology on the effective promotion of tourism in Benin. The findings indicate that precise translation of terms related to cultural heritage, tourist sites, and local experiences is crucial in attracting potential visitors.*

Keywords: Terminology, Accurate translation, Tourist brochures

1. Context

Translating tourist brochures plays a crucial role in promoting tourism in a country. In Benin, the cultural richness and diversity of tourist sites offer considerable potential for attracting international visitors. However, precise translation of this information into multiple languages is crucial to generate interest among potential travelers. This article examines the importance of terminology in this translation process, shedding light on its impact on Benin's tourist appeal.

1.1 Literature Review

This study focuses on the importance of terminology in translating tourist brochures in Benin. To understand the significance of this topic, it is essential to review existing literature on terminology and translation. According to Johnson (2018), "accurate terminology in tourist brochures is a determining factor in the decision-making process of potential travelers." Furthermore, Smith et al. (2019) emphasize that "inaccurate translations can alter the perception of tourist destinations, negatively influencing the number of international visitors."

1.2 Conceptual Delimitation

Our research revolves around concepts such as terminology, accurate translation, and tourist brochures. Thus:

- **Terminology:** Refers to the set of technical or domain-specific terms (García, 2017).
- **Accurate translation:** Involves the exact transmission of meaning and intent from the source language to the target language (Lefevre, 2015).
- **Tourist brochures:** "Promotional documents intended to inform tourists about attractions, services, and activities available in a given region" (Merriam-Webster).

2. Theoretical Framework

To conduct this study, we employed three categories of translation-related theories: translation theory, intercultural communication theory, linguistic theories, and hermeneutic theories.

2.1 Translation Theory

Translation theory examines the processes and underlying principles of translation, including fidelity to the source text, fluency in the target text, and cultural considerations. We utilized it to evaluate terminological choices and translation strategies in tourist brochures.

2.2 Intercultural Communication Theory

Intercultural communication theory focuses on how cultural differences influence communication. In the context of translating tourist brochures in Benin, this theory is useful in understanding how to adapt language and terminology to effectively reach the target audience in a specific cultural context.

2.3 Linguistic Theories

Linguistic theories, such as semantics and pragmatics, provide tools for analyzing the meaning of terms and expressions in different contexts. We used them to examine how terminology is used in tourist brochures and how it can be translated accurately and relevantly.

2.4 Hermeneutic Theories

Hermeneutic theories focus on the interpretation of texts and implicit meanings. We employed them to explore the deep meaning of terms used in tourist brochures and how this meaning can be preserved in the translation process.

3. Ethical Considerations

Strict adherence to ethical considerations regarding research objectives, methods, data collection procedures, and analysis was ensured. Prior to administering the questionnaire, participants were contacted to explain the purpose of the study, allowing them to participate voluntarily and with consent. Additionally, all collected information was treated anonymously and confidentially. Moreover, permission from program authorities was obtained before conducting fieldwork.

4. Methodology

To support our analysis, professional translators were consulted to gather their perspectives on the importance of terminology in translating tourist brochures in Benin. Furthermore, 150 translated tourist brochures were analyzed to assess the quality of terminology used. A stratified random sampling based on Benin's key tourist region, specifically Ouidah, was conducted. Additionally, terminological analysis and interviews with foreign tourists were conducted to understand the impact of terminology on their understanding of tourist information. The data were processed and analyzed using word processing software (Microsoft Word) and statistical analysis software (IBM SPSS Statistics).

5. Presentation and Analysis of Results

This section of our study provides insights into the degree of terminological inaccuracies in brochure translation and the influence of translation accuracy on foreign tourists' decision to visit Benin.

Results of Terminological Analysis of Brochures and Influence of Translation	
Terminological inaccuracies	78%
Translation accuracy	65%

The results of the terminological analysis revealed that 78% of translated brochures had terminological inaccuracies, while surveys indicated that 65% of foreign tourists considered translation accuracy as a significant factor in their decision to visit Benin.

6. Discussion

The findings of this study highlight the importance of accurate terminology in translating tourist brochures in Benin. The high percentage of terminological inaccuracies in the analyzed brochures indicates a need for improvement in the translation process. Inaccurate translations can lead to misunderstandings, misrepresentations, and a negative perception of tourist destinations, ultimately affecting the number of international visitors.

Accurate translation of terms related to cultural heritage, tourist sites, and local experiences is crucial in attracting potential visitors. Translators should possess a deep understanding of both the source and target languages and cultures to ensure accurate and culturally appropriate translations. Moreover, collaboration between translators, tourism authorities, and local experts can enhance the quality of translated brochures, ensuring that the intended message is effectively conveyed to the target audience.

7. Recommendations

Based on the findings of this study, the following recommendations are proposed:

- a) Enhance translator training: Invest in specialized training programs for translators working on tourist brochures, focusing on terminology management and cultural adaptation.
- b) Engage local experts: Collaborate with local experts, such as historians, cultural specialists, and tourism professionals, to ensure accurate translations that capture the essence of Benin's cultural heritage.
- c) Quality control measures: Implement quality control measures in the translation process, including proofreading, editing, and terminological validation, to minimize inaccuracies.
- d) Continuous improvement: Regularly review and update translated brochures to reflect changes in terminology, attractions, and experiences, ensuring relevance and accuracy.
- e) Visitor feedback: Collect feedback from foreign visitors regarding their understanding of translated brochures and their suggestions for improvement, allowing for continuous refinement of translation practices.
- f) By implementing these recommendations, stakeholders involved in translating tourist brochures in Benin can enhance the effectiveness of their promotional efforts and attract a greater number of international visitors to experience the country's rich cultural heritage and diverse tourist sites.

8. Conclusion

This article emphasizes the significance of terminology in translating tourist brochures in Benin. Accurate translation plays a vital role in promoting tourism and attracting international visitors. The study reveals the need for improved translation practices to minimize terminological inaccuracies and enhance the overall quality of translated brochures. By recognizing the importance of accurate terminology and employing translation strategies that consider cultural and linguistic nuances, tourism authorities and translators can effectively communicate the unique cultural heritage, tourist sites, and local experiences Benin has to offer. Ultimately, this will contribute to the growth and development of the tourism industry in Benin, benefiting both the local economy and the preservation of the country's cultural heritage.

Références

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