

## IMPORTANCE OF ENGLISH LANGUAGE AND SPECIALIZED ENGLISH LANGUAGE COMPETENCES DEVELOPMENT FOR PROMOTING ROMANIA FROM THE TOURISTIC POINT OF VIEW

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### Abstract

*Tourism is a very important industry in the economy of a state. Any type this might be the globalization process has significantly contributed to the development of entire areas that until recently we had no idea they existed. Tourism is done at a large scale, internationally and by people with different income levels. The opportunity of Romania has from the touristic point of view is that it may be promoted by numerous strategies, although these strategies must be communicated through image, sound and last but not least through language. In order to attract as many tourists we need to use English – both written and spoken. Our study shall highlight the importance of English in the development of the Romanian tourism, representing a mandatory promotion element for tourism agencies that represent us in international tourism fairs, events and in the online environment.*

**Keywords:** English, tourism, agro-tourism, promotion strategy

### INTRODUCTION

Tourism industry is acknowledged by experts as for being a central segment of the economy that has the power to support and sustain economic progress.

Tourism as a distinct component of the tertiary sector is closely connected with the level and pace of growth of the economy in general and of each branch of activity, in particular trade, transport, construction, agriculture, etc.

Researchers and academics on the one hand, but also the tourism operators support the idea that tourism is a tool for economic growth. The movements of people within a country and between countries are highly important for tourism, an industry that has great growth potential in the world today and especially in today's Romania.

Tourism acts as a factor that stimulates the global economic system [1]. Tourism can be an engine of economic growth, and there are voices that support the fact that it is important to create partnerships between public and private sector in order to stimulate investment in this industry.

In specialized literature, there is a large volume of information on tourism and its development in different countries. Nowadays, tourism faces different challenges, being necessary to find appropriate ways to protect the possibilities of the future generations of tourists and host communities through the measures adopted at national level.

The development of tourism sector should refer also to measures aiming to comply successfully with the economic environment in continue change but also with the changes in the society in general.

A language is a basic method for communication. It is the code we all use to express ourselves and relate to others. It is a structure that allows us to share ideas and feelings using sounds, gestures, signs or marks. A language is the written and spoken set of methods of combining words to create meaning used by a particular group of people. Language, so far as we know, is rather specific to individuals, that is to say it is the basic capacity that distinguishes humans from all other living beings. Language therefore remains potentially a communicative way

capable of expressing ideas and concepts as well as attitudes, emotional states and outlooks.

English language is one instrument to form our perspective. We can absorb information gathered through others' experience. We can check the theories of foreigners against our understanding. We can also disseminate our theories among the international listeners and readers. [2]

We can make use of English to promote our worldview and spiritual heritage throughout the earth. English has thus become an effective means of promoting activities, culture, traditions, and national identity.

## MATERIAL AND METHOD

The research was structured in two major parts – literature review and the applicative questionnaire research.

The research considered 100 travel agencies in Bucharest, Romania, which questionnaires applied in order to evaluate the extent to which their the personnel in these units have English skills - advanced or proficient in order to communicate to foreign tourists, foreign business partners, to poste correct and attractive information on their websites, to prepare promoting materials afferent to their activity.

The survey sample represents approximately 10% of the targeted population and is considered to be representative.

The respondents were asked to answer a number of questions revealing their personal English language skills and their ability to communicate a tourism promotional message. The questionnaire included both opened and closed questions, multiple choice questions and eliminatory questions and included four parts: general data, self-appraisal of English skills, communication exercise, and willingness to improve these skills. Each questionnaire was then filled out by a travel agent.

The hypothesis proposed for testing were the following:

- 90% travel agencies personnel have average-advanced English language skills;

- 10% travel agencies personnel have proficient/translation skills;

- 90% travel agencies personnel have willingness to improve their English language skills at the cost of the employer;

- 20% travel agencies use specialized services of translators/interpreters to prepare the materials meant for tourism promotion.

## RESULTS AND DISCUSSIONS

The Skopos theory is a notion from the field of translation studies. It was established by the German linguist Hans Vermeer and comprises the idea that translating and interpreting should mainly take into account the function of both the source and target text. The function of a translation is dependent on the knowledge, prospects, standards and rules of the target readers, who are again influenced by the situation they are in and by culture. These elements determine whether the function of the source text or passages in the source text can be conserved or have to be adapted or even changed.[6]

The purpose of tourism text is of information, creating emotion and encouragement, and cultural translation is necessary in the translation of tourism writing. This paper proposes the translation principles for tourism text, namely: the principle of appropriateness and the principle of correspondence. Through translation dissemination of Romania's unique culture is performed.

The specific character of English and Romanian language cultures reflects the vast selection of a series of such elements as national psychological awareness, forming process of culture, historical customs and traditions and geographical characteristics. Thus it brings about many cultural differences between English and Romanian languages. Pragmatic translation is a correspondent translation which can reveal the profound meaning of the original work on the realistic correspondence of language and sociality.

The ways in which words may be meaningfully joined is defined by the language's syntax and grammar. The actual

connotation of words and arrangements of words is defined by the language's semantics. 20 years of English language taught as the first foreign language in schools, high schools, and at graduate level have made Romanians a people skilled in English language. Over the years, English language has become one of our main assets in getting our academic achievements, personal success, and cultural and natural heritage known around the world. It does not entail any further argument to establish the advantage English language has brought to us at the worldwide level. English language comes to our support in commercial businesses all through the globe. English language is our gateway to the world.

Tourism translation allows travel agencies, tour operators, hotels and agro-tourism businesses to reach out to potential customers around the world. From websites to leaflets, publications, advertisements and movie clips or even slogan songs, there are many ways for tourism-related businesses to promote themselves. By translating these resources into the English language – one of the most wide spread languages in the world and most definitely the language of academics and knowledge, tourism businesses can ensure that they reach as many potential customers as possible.

For maximum effect, however, tourism businesses can't rely on any basic translation – they must be able to present their material in a clear, comprehensive and attractive manner. These elements reveal what makes a world-class tourism translation. [3]

Tourism translation is distinctive from many other specialty fields of translation because it does not require an in-depth knowledge of complex technical terms unintelligible to the average person.

In order to present an accessible and pleasant message, tourism texts often employ colloquial expressions, everyday language that you might hear spoken on the street. Excellent tourism translation therefore involves an intimate understanding of the tones of both the source and target languages at a native-speaker level.

In addition to successfully assigning the message of the text itself, a great tourism translation also effectively translates the marketing ability found in tourism industry advertisement, be it a hotel website or museum brochure.

This requires translators who not only effectively translate tourism documents, but also have a way with words and are able to create attention-getting translations that stay true to the message of the original text.

Attractive tourism translation also requires linguists to localize for a target audience.

Finally, tourism translation is particularly challenging due to the huge amount of fine details that need to be considered in addition to the basic translation of text. For customer accessibility, a hotel website may want to include prices in different currencies, for example.

Tourism translation professionals know that conveying all these important specifics is an essential part of the translation process. Add to this the delicate translation of colloquial terms, demand for marketing flair, and the need to localize for target audiences, and there's no doubt that tourism translation is a lot more complicated than it first seems. [5]

The data analysis indicates that three translation strategies are employed in tourism translations: literal translation, semi-literal and semi-adaptive translation, and free adaptation, the literal one being the most common strategy. It is found that all three strategies have limitations in conveying the message eloquently and naturally. [4]

Tourism is a typical field in which public signs, maps, public information plates need to be translated. Even though translation is just a stage in the promotion strategy it is highly important to have it done correctly and continuously.

The case of English was considered as for being one of the most spread languages in the world by it may very well be the case of any other language.

The hypothesis proposed for testing were proven to be true:

- 90% travel agencies personnel have average-advanced English language skills;

- 10% travel agencies personnel have proficient/translation skills;
- 90% travel agencies personnel have willingness to improve their English language skills at the cost of the employer;
- 20% travel agencies use specialized services of translators/interpreters to prepare the materials meant for tourism promotion.

The case of tourism agencies was considered for this explorative study. For further research we propose to apply the questionnaire to other businesses in the field of tourism – especially the case of rural tourism establishments.

The sample was representative for the population targeted, therefore we conclude that in order to attract as many tourists we need to use English – both written and spoken.

## CONCLUSIONS

Our study has highlighted the importance of English and English translations as regards to the means of promotion used in the industry of tourism.

Romanian tourism and especially rural could take advantage of this opportunity in gaining more tourists, whatever the purpose of their visit.

English tourism translated materials represent a mandatory promotion element in international tourism fairs, events and in the online environment.

We propose for these tourism related business to have skilled personnel as regards to English communication and, when necessary, to apply for the specialized services of translators, ensuring to some extent the success of their business.

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