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Title: *“Language and translation of tourism texts in related languages – the case of Italian and Spanish”*

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Languages: Spanish

This thesis aims to analyse translation and communication in the specialized field of tourism with particular regard to related languages. This is the case of Italian and Spanish. The reason of this research starts from the need of exploring the similarities and the differences between the languages taken into account and the way these features act and influence customer relations in tourism. In recent years, scholars, academics and translation professors have shown an increasing interest and have made a great contribution in the research on applied linguistics and translation methods between related languages.

This thesis takes its origin from the study of new and rather recent academic works. They include the developing of a more active role of the translator in the translation process, the analysis of cutting-edge research in contrastive linguistics, and the exploration of new methodological horizons such as inter-comprehension.

On the basis of these theoretical methods, the study analyses and shows different practical cases. They do not want to be a kind of scientific and empirical demonstrations, but they can help to understand which are the advantages and the difficulties when it comes to translate tourist texts from Italian to Spanish and vice versa, or when it is necessary to use a specific language in the same specialized field.

In order to explain how false friends, be they syntactical, morphological, phonetic or lexical, can undermine a successful translation, pieces of a translated Italian tourist guide have been analysed through the collaboration of Spanish experts and Italian people who know Spanish and work with this language. This analysis points out how the more two languages are similar, the more this can lead to interferences during the translation process. Furthermore, an investigation on vocabulary research has been carried out in the field of Language for Tourism Purposes so as to underline how often similarities between two languages can produce discrepancies and mistakes.

In the third practical case, using the information gathered on the research done on inter-comprehension, the behaviour of Spanish natives communicating with Italian employers working in the flight information desk of the airport of Pisa has been analysed. This allowed to show how similarities between the two languages, the awareness of the topic by speakers, and their attitude, can enhance or prevent comprehension between communities that are normally mutually intelligible.

Finally, evaluating data gathered by authorities and institutions operating in the tourism sector, and considering how inter-comprehension can be vital to promote tourism and help consumers and customer care, the hypothesis that tourists can be completely conscious of the potential of inter-comprehension has been considered so that the last can be used as a tool to attract tourism.

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