



Bridging across cultures – explicitation in translating tourist guides

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The principle aim of the present paper is to prove that explicitation is a particularly important strategy in translating tourist guides. So far, a few studies have investigated the phenomenon of explicitation in translating tourist texts. However, it seems that due to the rapid development of tourist industry worldwide, tourist texts will soon become a subject of a more detailed research in the field of translation studies. This paper is an attempt to find out which of numerous causes triggering explicitation prevail in translating tourist guides and in what way the genre determines the level of explicitness in this type of texts. It has been suggested that the main reason for the translators of tourist guides to use various explicating shifts is to avoid the risk of incomprehension or misinterpretation on the part of the target readers and to achieve optimal relevance of the translated text. It has also been revealed that in the process of translating a tourist guide, genre as well as the informative function of the text to a large extent determine the level of explicitness in the target text. Finally, several examples drawn from the Polish translation of an English-language tourist guide to England have been presented to indicate that explicitation is a very important strategy in translating tourist guides mainly because it is a means of bridging cultural gaps.

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