Sulaiman, M. Zain and Wilson, Rita. 2019. *Translation and Tourism*. Strategies for Effective Cross-Cultural Promotion. Singapore: Springer.

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As the title suggests, *Translation and Tourism. Strategies for Effective Cross-Cultural Promotion* has a strong practical bent. The principal aim of this study, penned by translation scholars M. Zain Sulaiman and Rita Wilson, is to advocate for a functionalist (and functional) approach to translation in the tourism industry. The volume comprises two parts: Part I (*Translating Tourism Promotion: Theoretical Considerations*, pp. 3-70) lays out the theoretical framework, which is then put to the test in Part II (*Application and Evaluation of CCT: The Case of English-Malay*, pp. 71-216). *Translation and Tourism* is composed of ten chapters (each followed by a list of references quoted), a list of abbreviations, and an index.

The first chapter, *Understanding Tourist Motivation and Industry Persuasion* (pp. 3-16), explores the basic tenets of tourism advertising. The interplay of the titular key notions is explained with the help of the push-pull framework: in an attempt to sell their products, tourism authorities respond to consumers' individual needs (push factor) by marketing an appealing image of tourist destinations (pull factor). Since tourism products are "produced and consumed simultaneously" (p. 12), the latter has to be attractive. The authors therefore dedicate an entire chapter to *Tourism Promotional Materials* (TPMs, pp. 17-37) and their attendant linguistic and stylistic features. The rationale behind the choice of this particular type of media (brochures, leaflets, posters, flyers, postcards, websites) is its accessibility and multimodality: TPMs combine visuals and written information and are usually published online. In analysing the language of tourism promotion, Sulaiman and

Wilson opt for the functionalist approach: the operative, informative, and expressive macro-functions of TPMs (as defined by Katharina Reiss) are studied at the level of micro-rhetorical devices (ego-targeting, keying, contrasting, exoticising, comparing, poetic devices, humour).

In the third chapter, *Tourism Promotional Materials Across Languages and Cultures* (pp. 37-48), the authors touch on one of their central preoccupations: the role and status accorded to translators by the tourism industry. Contrary to commonly held views, Sulaiman and Wilson maintain that the translators' focus on the linguistic rather than the cultural level should not be ascribed to a lack of necessary skills, but to their reluctance to challenge the primacy of source text, as this often leads to loss of work. The fourth chapter, *Tackling the Tourism Translation Challenge: A Cultural-Conceptual Approach* (pp. 49-70), therefore calls for the application of the skopos-inspired Cultural-Conceptual Translation Model, a "culturally oriented functional approach to translation" (p. 55) in which the destination image (and, hence, the language used) is tailored to the potential consumers' conceptualisation of the world. The applicability of the model hinges on the cooperation between translators (as intercultural mediators) and commissioners (as experts on the subject matter being promoted).

The first pages of Part II give a short outline of the texts (comparable corpora of English and Malay TPMs, translations of English TPMs into Malay) and methodology (textual analysis, CCT, focus groups consisting of native speakers of Malay, semi-structured interviews with translation commissioners) employed. The fifth chapter introduces *Cultural Profiling for Translation Purposes* (pp. 71-88) as the basic assessment tool used in international business, conflating it with Christiane Nord's notion of the implied reader as "a group of addressees with a collective socio-cultural profile" (Sulaiman and Wilson 74). Although criticism has been levelled at its perceived essentialism, Sulaiman and Wilson claim that cultural profiling can help translators produce functional TPMs, if used judiciously. The rest of the chapter delves deeper into the differences between the Anglophone [Australian] and Malay cultures, analysing them along seven cultural axes (religious beliefs,

individualism/collectivism, indulgence/constraint, power distance, uncertainty avoidance, high context/low context, orality/literacy).

Chapters six through eight (*Translating Tourism Landscapes: From Nature to Urban*, pp. 89-128; *Translating Performancescapes: From Gazing to Doing*, pp. 129-158; *Translating Stylescapes: From Tourism to Anti-Tourism*, pp. 159-208) are all built around the concept of "scapes" as developed by anthropologist Arjun Appadurai, and therefore structured much in the same way. Sulaiman and Wilson first identify key topics and tropes in tourism as conceptualised in the Anglophone and Malay cultures. The textual analysis is followed by findings obtained from focus groups: these corroborate the authors' hypothesis that potential consumers favour TPMs which are in line with their socio-cultural views and expectations. The source text, translations, and back-translations are provided in three-column charts. Of the three "scapes" addressed in the study, scholars and students of translation will probably be most interested in stylescapes: in approaching what is traditionally the domain of linguistics from a functionalist perspective, the authors remind the reader of the translation's perlocutionary effect.

The effects of the CCT Model are the subject of the ninth chapter, *Applying and Evaluating the CCT Model in the Industry* (pp. 187-208). The chapter opens with an overview of current views and practices in the industry, which were obtained through a series of semi-structured interviews with translation commissioners. The latter revealed that, within the tourism industry, transcreation is still perceived as the domain of copywriters rather than translators. In order to prove that translation can (and in this case should) be an act of rewriting, Sulaiman and Wilson conducted a project in cooperation with two tourism authorities, reporting extensively on the results in the remainder of the chapter. Finally, the tenth (and last) chapter, *Towards Best Practices in TPM Translation* (pp. 209-216), posits the preconditions for effecting changes in the field of tourism translation: the translator must be well-acquainted with their target audience, as well as the subject matter being translated, while commissioners must maintain open communication with the translators. The authors further elaborate on these basic premises by featuring a comprehensive list of CCT-based guidelines (*Translation Process and Procedure*;

Translator Prerequisites; *Role of the Commissioner*). The volume closes with an alphabetical *Index* of relevant terms (pp. 217-223).

To conclude, the volume achieves what it sets out to do, namely offer a sustainable translation model which is both effective and theoretically informed. Studies such as *Translation and Tourism* bridge the gap between the translation profession and the travel industry and will surely serve as an incentive to further cooperation in tourism-oriented countries.