

I INTERNATIONAL CONFERENCE  
**TRADITUR**

Translation and the Language of Tourism

21-22 October 2021

Online meeting



ORGANISATION:



*Red Temática:  
Lengua y Ciencia*

# INTRODUCTION

In the last few years, tourism has become a fundamental element to global socio-economic development. As a matter of fact, the decades previous to COVID-19 pandemic were extremely positive to tourism, in which travelers from all over the world demanded new destinations and travel opportunities. As a result, tourist offer became extremely rich and diverse. In fact, tourism nowadays is very different from the European 18<sup>th</sup> Century's Grand Tour, which was understood as an educational and initiatory journey.

Consequently, at the end of the 20<sup>th</sup> century and the beginning of the 21<sup>st</sup>, traditional tourism has been complemented by new modalities, which have flourished in order to satisfy new demands, such as wine tourism, oleotourism, monumental tourism, gastronomic tourism or health tourism, just to new a few examples. It is obvious that SARS-CoV-2 pandemic and the mobility limitations it has imposed have affected this sector in a dramatic way. Nonetheless, due to its adaptable nature, tourism will be able to survive and adapt to this new reality, by fostering new modalities, such as digital tourism or cyber tourism.

Tourism, understood as the discovery of new cultural and geographic spaces, becomes a multidisciplinary realm in which cultural and natural patrimony, traveling, gastronomy, hospitality, sports and leisure all are interconnected. This diversity is also reflected in an unquestionable textual richness. Thus, a particular speech aimed at raising the addressee's curiosity and desire to discover new places and cultures becomes fundamental.

The goal of this Conference is to reflect upon this speech from the perspectives of linguistics, text analysis (addressees, textual rules, persuasion techniques, figures of speech, phraseology, etc.), literature, travel narratives and, also, from the indispensable activity of traductology, which enable international communication and cultural interactions.

Besides the tradition of Tourism Studies and the many representations of tourism in art and literature, scientific studies from the fields of Arts & Humanities are quite recent. As prominent examples of this fact, during the 21<sup>st</sup> century several relevant books have appeared on this topic, such as Fuentes Luque (2005) (which is the first comprehensive study on translating tourism speech) or Calvi (2008) and Bugnot (2009), which are focused on the nature of tourism speech.

In this context, the I International Conference TRADITUR «Translation and the Language of Tourism» is born as a space for scientific debate in which new advances and studies which deal with the relations between language, literature, intercultural communication, traductology and touristic speech, are presented. The celebration of this event in the city of Córdoba (and more specifically at the University of Córdoba) makes special sense if we take into account that this city is one of the main touristic destinies worldwide, even when Covid-19 has greatly reduced the number of national and international travelers.

# THEMATIC LINES

All proposals will be peer-reviewed and contributions in English, French, German, Italian and Spanish are accepted.

## I. Traductology and the speech of tourism

Translation and interpretation related to tourism: translating cultures, the translator and interpreter as an interlinguistic and intercultural mediator.

## II. Linguistic approaches and the speech of tourism

Linguistics, Semantics, Pragmatics & Lexicology applied to the speeches and texts of tourism.

## III. Languages, specialized texts and the speech of tourism

Terminology, Terminography, Textology, Specialized texts, and hybrid texts in tourism-related contexts.

## IV. Literature and the speech of tourism

Translation and reception of travel literature, traveling and tourism in literature, among others.

## V. Teaching and the speech of tourism

Language for Specific Purposes teaching, translation and interpretation teaching related to tourism.

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# PAPERS

Scholars interested in presenting a proposal must send an email to traditur@uco.es. All proposal must include a title, a short summary (less than 10 lines long), 5 keywords and a short bionote.

All presentations will be 20 minutes long and related to any of the Conference's thematic lines stated above.

Deadline for proposals is **20 September, 2021**.

The Organizing Committee will inform whether proposals have been accepted or rejected by **25 September, 2021**.

Once accepted the proposal, the relevant bank information to pay registration fees will be communicated via email. Those scholars who have paid the fees and participated in the Conference will have the opportunity of publishing their paper at an indexed journal or top-tier publishing house (all contributions will be peer-reviewed).

## Publication

The Scientific Committee will invite selected authors to publish at a book published by Comares publishing house and some others will be published at "Estudios de Traducción" Journal (Universidad Complutense de Madrid).



# REGISTRATION FEES

Speakers' dates and fees:

- Ordinary fee (120€): October 5, 2021.
- Late fee (130€): October 6-18, 2021.

Non speakers' attendance is free. Attendance certificates will be awarded to all those who register before October, 18 at [traditur@uco.es](mailto:traditur@uco.es) and attend to at least 80% of the communications.

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