Translation Strategies Used to Handle Cultural Specificity in Tourism Material

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Abstract

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This study examines the translation strategies adopted by Jordanian tourist guides to overcome cultural obstacles in interpreting culture-specific terms into English, during tourist trips the researcher joined. The cultural material refers to four categories: Customs and traditions, food, costumes and miscellaneous. The results of the study have shown that the strategies used by guides to overcome cultural obstacles are the following: Transliteration, paraphrasing expansion, providing cultural equivalent, neutralization, literal translation, reduction and recognized
translation. The study has connected such strategies with the main goal of tourist guides in providing tourists with loads of information about local culture using as many strategies as possible.

**Key words**

Oral translation, Interpretation, Translation strategies, Culture, Tourism.