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Nota di contenuto	Part I Translating Tourism Promotion: Theoretical Considerations -- 1 Understanding tourist motivation and industry persuasion -- 2 Tourism promotional materials -- 3 Tourism promotional materials across languages and cultures -- 4 Tackling the tourism translation challenge: A Cultural-Conceptual Approach -- Part II Application and Evaluation of CCT: The Case of English-Malay -- 5 Cultural profiling for translation purposes -- 6 Translating tourism landscapes: From nature to urban -- 7 Translating performancescapes: From gazing to doing -- 8 Translating stylescapes: From tourism to anti-tourism -- 9 Applying and evaluating the CCT model in the industry -- 10 Towards best practices in TPM translation.
Sommario/riassunto	This book addresses one of the most central, yet criticised, solutions for international tourism promotion, namely translation. It brings together theory and practice, explores the various challenges involved in translating tourism promotional materials (TPMs), and puts forward a sustainable solution capable of achieving maximum impact in the industry and society. The solution, in the form of a Cultural-Conceptual Translation (CCT) model, identifies effective translation strategies and

offers a platform for making TPM translation more streamlined, efficient and easily communicated. Using the English-Malay language combination as a case study, the book analyses tourism discourse and includes a road test of the CCT model on actual end-users of TPMs as well as tourism marketers in the industry. Guidelines for best practices in the industry round out the book, which offers valuable insights not only for researchers but also, and more importantly, various stakeholders in the translation, tourism and advertising industries.
