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**Intercultural communication in the management of tourism**  
Bachelor thesis

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Hradec Králové

April 2021

Declaration:

I hereby declare that I have compiled the following bachelor thesis independently using the cited sources only.

Hradec Králové on this day of 29.4.2021

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#### Acknowledgements:

I would like to thank my supervisor Mgr. et Mgr. Marcel Pikhart, PhD. for his invaluable advice, overwhelming support and professional guidance. Furthermore, I would like to express my thanks and gratitude to my family and friends for their enduring support and belief in me. This would not have been possible without you all.



## **Anotace**

Bakalářská práce se věnuje anglickému jazyku jako komunikačnímu nástroji v mezikulturní komunikaci v oblasti cestovního ruchu. Na základě teoretických rámců mezikulturní komunikace a teorie překladu v následné analýze turistických informačních materiálů zkoumá kvalitu překladu a identifikuje nejčastější chyby a problémy související s překladem. Dále se zabývá možnostmi vlivu překladu na vnímání sdělované informace koncovými uživateli materiálů. Závěry analýzy jazykové kvality turistických informačních materiálů jsou následně porovnány s výstupy strukturovaného rozhovoru, který se zaměřil nejen na proces zpracování a výroby informačních materiálů, ale zároveň zkoumal také způsob komunikace ze strany organizace cestovního ruchu ve vztahu ke komunikaci především se zahraničními účastníky cestovního ruchu.

**Klíčová slova:** komunikace, překlad, informace, cestovní ruch

## **Abstract**

### **Title: Intercultural communication in the management of tourism**

This bachelor thesis elaborates on the topic of the English language as a communication tool within intercultural communication in tourism. Firstly, it contains a literature review necessary for the subsequent analysis of tourist information materials. Secondly, it utilises the theoretical framework of intercultural communication and the theory of translation while identifying common issues and mistakes related to translation. Furthermore, it enquires into the possible impact of translation on the perception of information communicated to the end-users of information materials. The practical part of the thesis compares the outcomes of the analysis of translation quality with the outcomes of a semi-structured interview with the manager of the destination management organisation (DMO). The latter mentioned interview focuses not only on the production process of tourist information materials, but it also examines the way of communication of the local tourist authority with respect to tourists from abroad. The conclusion of the thesis presents a hypothesis as well as it presents possibilities and directions for further research into this particular topic.

**Key words:** communication, translation, information, tourism

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# 1 Introduction

Travel and tourism have evolved over time changing the way people perceive other individuals and cultures. The likes of Thomas Cook and others pioneered the uncharted territory of organised tourism in the late 18<sup>th</sup> century organising the first mass trips in the United Kingdom (Barton, 2017). As the quality of life increased after the end of World War I, organised travel was complemented by other new trends, such as tramping, camping and other leisure time activities (Zweiniger-Bargielowska, 2010). As middle class evolved and travel become more readily available, tourism became an integral part of everyday lives of the masses (Vainikka, 2013).

One of the drivers behind the increase in general interest in travel is the possibility to discover new cultures and people. As travel developed, so did the need for information (Choe, Fesenmaier and Vogt, 2017). The way in which information has been presented to tourist changed in time. From an advertisement in newspapers introducing popular destinations in the early stages of mass travel through signposting of monuments and publication of various guides to a presentation of monuments and history with the help of modern technology including virtual and augmented reality (Han et al., 2019). Visual story telling is no longer used only in marketing, but also in tourism with travellers using various social networks to post images from their exploratory journeys.

The other aspect of international travel was that English started to be used as a lingua franca (Jenkins, 2009). For example, Oxford Learner's Dictionaries define the word "itinerary" as "*a plan of a journey, including the route and places that you visit*" (Oxford Learner's Dictionary, 2020)). The same source states the word originated in late Middle English from the Latin word "*itinerarium*". Travelers around the globe come across this term every time they decide to travel as with many other words that English threw into the world of the tourism industry (Rata et al., 2012).

However, the use of English as a lingua franca (a shared communication language between individuals whose native languages are different) in tourism brings along a number of issues and challenges. One of the obvious issues is the

quality of translation (House, 2014). With the rising expectations of travellers who want to get more information on specific tourist points of interest, there is an increased number of materials available in different languages. As trends develop and change quite rapidly, the need for swift translation sometimes results in a questionable quality of materials being published or made available to the tourists (Prachanant, 2012). This issue is also applicable to communication on social networks and platforms where a swift and concise information influence large audience depending on the type of platform.

As Sulaiman (2016) claims, translation has become one of the most practical means of cross-cultural tourism promotion while tourism promotional materials are considered one of the most translated types of texts in the world. The quality of translated tourist's materials combined with a different cultural background of tourists coming from various parts of the world might cause some misunderstandings. As already mentioned before, people travel to learn more about different parts of the world, to indulge in history and to learn more about different cultures. Therefore, tourist organisations shall provide necessary services and quality that will reflect on the possible cultural differences. Park and Reisinger (2012) mention in their study that cultural differences need to be communicated to tourists in advance in order to accommodate for their information needs. Similarly, staff members in tourist information offices and other outlets shall be informed about and capable of intercultural communication. Chen, Zou and Petrick (2018) claim that importance of travel and tourism is better perceived by those who are capable of recognizing the importance of cross-cultural context. In other words, they should understand that different priorities and interests of tourists coming from abroad are as natural as their own.

This thesis follows the fundamental structure of a literature review and utilises a thorough analysis of printed materials combined with a semi-structured interview. The results and recommendations are based on a synthesis of findings from the analysis and the semi-structured interview.

## 2 Core concepts and their definition

### 2.1 Translation

It has been described in many papers on the theory of translation such as *A Linguistic Theory of Translation* by John C. Catford. One of the fundamental issues discussed was the equivalence principle. Knitlová (2010, p. 7) aptly notes that “the emphasis is put on the transfer of all information of the source language into the target language despite grammar system differences in both languages”. Many of the tourist information leaflets and brochures are often times translated using the equivalence principle.

A different approach to translation, in general, is prevailing these days. It is referred to as a *functional approach*. According to Knitlová (2010, p. 7), it does not matter if we use identical or different language means for translation as long as the means have the same function preferably in all aspects such as the meaning, factuality (denotation, reference), but also connotation (expressive, association).

Translating both literature and other texts is a rather complicated process in which the translator should transfer the information contained in the source text using his knowledge of either native or foreign language and utilising words and expressions that are common to the target language while making sure the message is clear and understandable on the same level as in the original text. Munoz (2011) points out the importance of precise translation of tourist information texts while highlighting the multiple difficulties of this discipline in terms of cultural elements and frequent mistakes found in specialised tourist texts.

This thesis is not focusing on literary translation, but rather on translation of tourist brochures and how the translation influences perception of the site/attractivity by the tourists. As aptly pointed out by Reitsamer and Brunner-Sperdin (2015) the attractivity of a tourist site is determined by a number of elements (access, amenities, attractions, entertainment options) including available information. Therefore, the array of translation methods or techniques used in the translation of this type of specific materials is not as abundant as in the translation of literature. However, the three fundamentals of translation as described by Levý (2012, p. 42) shall be respected while translating tourist brochures and materials:

1. Source language,
2. Target language, and
3. Factual contents of the translated text.

Technical files, descriptions, manuals and user guides are often times written in a way to make sure one can understand the message communicated. Tourist materials and brochures are similar in many ways. The main purpose is to communicate basic information about a place of interest providing as much practical information as possible.

Francesconi (2011) also points out the importance of combining text with images. Printed tourist guides and brochures are limited by space available for print. They too include pictures and graphics to keep the information transfer easy to follow. In other words, the brochures usually do not contain stories and other literary structures to describe the point of interest.

One can argue this makes the translation of such materials easier, but is it really so? According to Šrámek (1989, p. 34), special terms and expressions usually represent approximately 5 to 10 per cent of the text itself only. So apart from possessing the general language knowledge and skills of the target language, the translator of tourist brochures should also be knowledgeable of the topic as well as facts and figures. Furthermore, tourist brochures and materials are specific and usually have the following form/structure/features:

- Intended for the general public/tourists,
- Limited in scope and format,
- Contain facts and figures,
- Usually short and descriptive, and
- Applicable to a geographically limited area or point of interest.

And there is one common feature that links the overwhelming majority of tourist materials, leaflets and brochures – it is the “inverse translation”, or “L2 translation”. Originals of materials were created in the Czech language and the

translation into English, German or any other languages was done by a native Czech speaker with the respective foreign language being either a foreign language or a second language. This is a particular scenario bringing many challenges in terms of potential pitfalls of L2 translation as described by Mraček (2018).

According to Schmitt (1998), the biggest advantage of a non-native speaker of the target language is a perfect understanding of the source text since it is formulated in his native language. Furthermore, one needs to take into consideration that many of the inverse translation materials and tourist brochures, in particular, are usually used by other non-native speakers of the target text. Therefore, the translation can be comprehended and understood much better by non-native speakers.

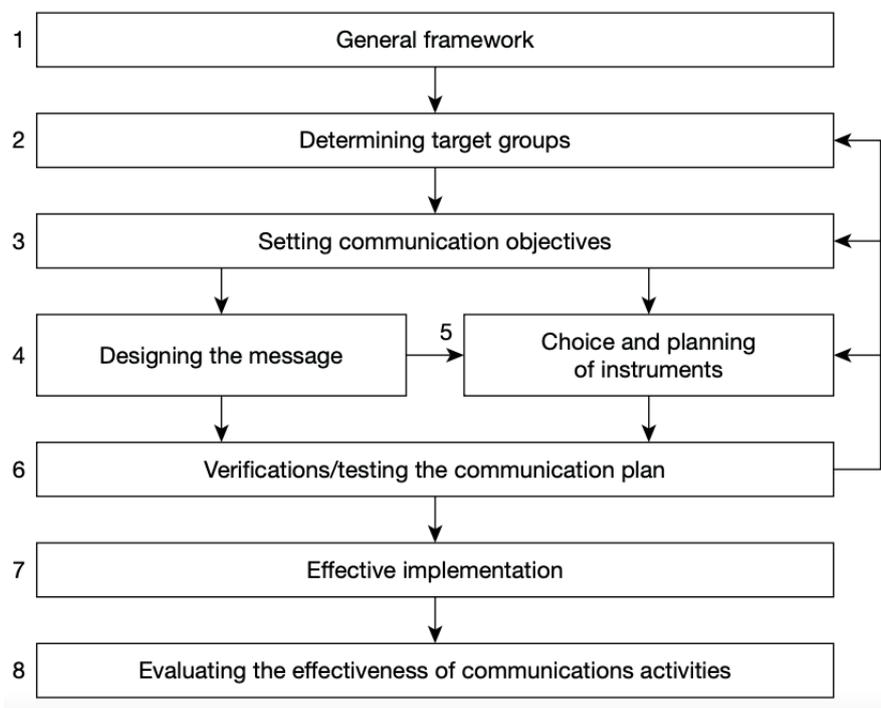
However, an inverse translation is a demanding process. One of the obstacles faced by translators is a lack of language sense. As Newmark (1981) says, this is most apparent in making frequent mistakes in collocations, use of idioms and vocabulary in general. All this is then reflected in the quality of translation. According to Kufnerová (1994), translators do make grammatical and lexical mistakes (i.e., qualitative mistakes), but they make even more errors in using expressions and idioms that do exist in the target language but are used in different situations and with different frequency. As Cornesse (1999) summarises, many of the mistakes in translation are caused by the tendency of translators to use “loan translations” (literal or mirror translation of various expressions and terms) while not making sufficient use of indirect translation methods including transposition, modulation or equivalence. Panou (2013) offers an interesting view on the concept of equivalence and other fundamental methods with a critical evaluation of the most influential theories presented.

## 2.2 Intercultural communication

Similarly to international business, the travel industry fosters intercultural communication while contributing to the promotion of general interest in specific geographical areas, ethnicities or monuments. As Szkudlarek et al (2020) put it, understanding communication processes and their implications is crucial, while interpersonal communication is at the core of any activity.

Culture can be defined in many different ways. Kinast, Schroll-Machl and Thomas (2010, p 16) reflect on the definition of culture by Harry Triandis who said that culture is “the human part of the environment” (Triandis, 2018) and by Hofstede describing the culture as “the collective programming of the mind” (Hofstede, 2005). Intercultural communication in tourism can be understood as introducing the human part of the environment to people with different collective programming of their minds. In order to ensure the best possible transfer of information (or message), each communication has to be concise and precise. This is also valid for the production of information materials for tourist information centres. One can compare it to a communication strategy (see picture below).

**Figure 1 Typical communications strategy**



(Pasquier, Vileneuve, 2018, p. 184)

As highlighted by Pasquier and Vileneuve (2018), adopting a multi-layered approach to the design of intercultural communication in tourism is a way how to address possibly varying needs of tourists from various cultural backgrounds while avoiding misunderstanding or even negative emotions. This requires good planning and identification of target groups as mentioned in the picture describing a typical communication strategy. Furthermore, the process is mutually interlinked and requires feedback and regular revision as in case of any communication strategy. Lack of information or due diligence in any stage of communication strategy can lead to unwanted effect of intercultural communication that can be experienced by information recipients (Szöke, 2018). Szkudlarek et al (2020) mention that an important contribution to understanding of intercultural communication is that language-induced emotions are experienced not only by individuals speaking a second language, but also by native speakers.

Culture is an integral part of national historical heritage. Apaydin (2020, p. 261) claims that every individual views heritage through a “set of lenses”, which include aspects such as nationality, religion, ethnicity, class, wealth, gender or personal history since heritage derives its meaning and significance from the interpretation of the past in the present. As aptly pointed out by Lähdesmäki, Koistinen and Ylönen (2020, p. 13), cultural differences are being considered as something enriching, but challenging provided any cultural encounter is not following the principles of mutual respect and an interest in understanding differences. Using proper and balanced intercultural communication in tourism is therefore essential for fostering the importance of tourism for overcoming any cultural differences.

## **2.3 Tourism**

There are many reasons why people engage in tourism. Santos, Yousaf and Amin (2018) claim there are different motivators for young people to travel while trying to answer the questions how motivations can influence travelling patterns. To support the decision making of potential tourists, various tourist publications are available not only to foreign visitors. These materials usually perform multiple functions and can be used as follows:

- source of information
- tool for access management
- promotion of points of interest
- presentation of cultural heritage

As to the forms of publication available to travellers, these include (but are not limited to) the following:

- leaflets
- brochures
- guides
- QR codes
- websites
- applications

Researchers examined various concepts in the context of broader social sciences comparing theory and practice to elaborate on the entire scope of the subject. According to Robinson (2012), such concepts include, but are not limited to destination management, hospitality, mobility, society and culture, tourism strategy, planning or quality management, to name a few. The last concept mentioned involves a wide range of activities including the production of tourist information materials of different type and nature including printed brochures and electronic materials.

However, Reisinger and Turner (2006, p. 35) mention the concept of social contact that can take place in various forms, but at the same time, it always occurs at least between two individuals and is often described as an interpersonal encounter. Individuals involved in tourism tend to prepare for such encounters and tourist materials are one of the tools that should make their experience with such encounter more enjoyable.

Reisinger and Tourner (2006, p. 31) claim that the ability to understand the cultural differences between international tourists and a host society is one of the most important aspects of successful international tourism. That is also why marketing comes into play in tourism. Improving the awareness of potential travellers about a specific area or location is one of the fundamental tasks of tourist organisations and destination management companies.

Gartner (1993) argues that an image of a destination is formed by agents described as Overt induced I (traditional forms of advertising such as brochures, print, billboard), Overt induced II (information received from tour operators), Covert induced I (second party endorsement of products through traditional forms of advertising), Covert induced II (second party endorsement through unbiased reports such as newspaper travel section articles), Autonomous (documentaries, reports, news stories films and TV programs), Unsolicited Organic (unsolicited information from friends and relatives), Solicited Organic (solicited information from friends and relatives) and Organic (actual visitation) with tourist information centres (TIC) or destination management companies (DMOs) free to select the right mixture of the aforementioned agents to best promote their destination.

Since the Czech Republic borders with Germany, Austria, Slovakia and Poland, German is one of the languages of choice when it comes to producing tourist materials. English is used widely for international tourists, just like French and Russian. The Polish language is widely used mainly in the border regions directly adjoining the Republic of Poland mainly due to historical reasons (large Polish minority in the border regions in the 19<sup>th</sup> century).

However, the Slovak language is very rare when it comes to tourist information materials and guides. This is probably due to the fact that Czechoslovakia split up back in 1993 and Czech and Slovak languages are very close with the majority population of Czech citizens understanding Slovak and vice versa as explained by Nábělková (2007).

Moreover, as mentioned by Frochot and Batat (2013, p. 5), tourist products (and destinations/attractions) are sold for the sensation, feelings and psychological benefits that they procure while the outcome of the consumption within tourism industry is rather of a psychological nature concentrated around experiences very few other industries can offer. Design and quality of materials used for the presentation of any tourist destination therefore constitute an integral part of destination marketing and management.

## ***2.4 Management of tourism and communication***

As fittingly summarised by Camilleri (2019, p. 20), management and marketing of any destination is dependent on planning, organisation as well as on the successful execution of selected strategies and tactics. Individuals in charge of managing either a tourist information centre (TIC) or a destination management (DM) company therefore should possess the skills necessary to tackle challenges related to such activities.

Their task is made even more complicated due to many changes and trends appearing not only in travel, but in economy and society as well. Among the changes influencing the travel and hospitality industry is the ageing population. According to Buhalia and Costa (2006, p. 17) changing patterns of holiday taking and travel, growth of migrant populations in developed countries due to lack of labour force experienced as a result of the ageing population, will also contribute to the development of new tourism patterns leading to ever increased mobility of people.

In his definition of destination management, Morrison (2018) points out that the destination management involves coordinated and integrated management of the destination product (attractions and events, facilities, transportation, infrastructure, service quality and friendliness), which requires integrated

management of the product based on a strategic and preferably long-term approach based on destination visioning and tourism planning.

The destination management company (DMO) should represent an amalgamating element that interconnects all stakeholders while creating a sustainable environment with necessary infrastructure, technologies, systems, human resources and political support on the regional level in order to ensure the tourist experience of visitors meets their expectations when they arrive at the destination. The function of a destination management company (DMO) is described in the picture below.

**Figure 2 Definition of DMO roles by UNWTO**



(UN World Tourism Organisation, 2007)

The latest edition of UN World Tourism Organisation Guidelines for Institutional Strengthening of Destination Management Organisations (2019, p. 6) mentions the trend of destination management companies becoming leading organisations with a broader mandate that includes strategic planning, coordination and management with the integration of different stakeholders operating in the destination under common goals. Furthermore, it calls for “optimal management” of the destination ensuring efficient coordination of all stakeholders, authorities and

professionals under a coherent strategy with the emphasis on implementing a Public – Private – Community approach.

Királová and Pavlíčka (2015) state that destinations shall use social media in their campaigns in order to remain competitive while focusing on creating and increasing destination awareness, improving publicity, encouraging tourists to plan their visit, building their follower base, strengthening the destination image through competitions, interactive campaigns, games and tools and applications such as trip planners. The importance of on-line marketing activities is growing and traditional DMOs are gradually adopting new forms of marketing and communication in particular. As emphasised by Buhalis (2000), DMOs are responsible for the entire destination product and its development in view of the demand from travellers while not putting the local resources at risk. Furthermore, it is desirable for such organisations to enhance and differentiate their products through uniqueness.

Communication with potential visitors is possible through many channels using various means. Švajdová (2019) argues that social media marketing and communication seem to be the best way for a mass tourist destination to communicate with potential visitors, whereas other state-of-the-art technologies such as QR codes and real-time marketing are either not very popular (QR codes) or difficult to pursue due to data protection and privacy protection issues. However, a general shift towards using social networks, influencers and visual means of communication (Instagram, for example) can be seen as the world moves more towards on-line.

According to Kavoura and Stavrianea (2014), the economic benefits of integrating social media into strategic marketing decisions are a must in terms of ensuring the right and informed decisions are made and resources dedicated to the rights forms and means of communication with potential visitors. Publishing traditional leaflets and brochures containing information for visitors remains one of the core activities of tourist information centres and destination management organisations. However, the current trends indicate the world is moving towards more visual communication. Although Facebook (FB) remains the largest social media site in the world (2.740 billion monthly active users), young Europeans tend to prefer other sites, such as Snapchat (potential advertising reach 498 million

individuals), TikTok (689 million monthly active users), Pinterest (442 million monthly users), Twitter (potential advertising reach 353 million individuals), but also Reddit (430 million active users per month) or YouTube with an enormous potential advertising reach of 2.291 billion individuals (compiled from Datareportal.com, 2021).

## **2.5 Aim of the thesis**

This thesis will primarily focus on the linguistic approach to translation as used from the second half of the 20<sup>th</sup> century while attempting to identify the quality of printed materials distributed to visitors through tourist information centres. Furthermore, it attempts to elaborate on the topic of to what extent it can influence communication with the tourists.

To analyse the quality of information brochures and leaflets selected simple assessment criteria are used as described by Duběda, Mraček and Obdržálková (2018, p. 52). The aim of the thesis is to identify possible areas for further research of information materials and presentation of DMOs in general on a decision making of potential tourists.

## **3 Methodology**

### **3.1 Research goal**

As translation is of key importance when communicating with tourists, this thesis attempts to investigate more into the issue of how the quality of the translation of tourist materials might influence the end-users (tourists) in terms of perception of information being transmitted or communicated. Smokotin, Alekseyenko and Petrova (2014) claim that the most important feature of English as a lingua franca is the emphasis on its function, i.e., its use as a means of intercultural communication, and not on its form, which is subject to the influence of the speaker's first language. As mentioned above, any communication must be clear, concise and understandable in order to ensure a successful message transfer.

Cultural differences across nations, religions, races and beliefs might lead to different ways of understanding the information presented. As there are now more non-native speakers of English than native speakers, and the number of non-native speakers is growing rapidly, the roles and functions of English have also changed (Kaur, 2014). Moreover, the fact that English is used as a lingua franca in the tourist industry, brings along other challenges and issues. A properly and well-translated tourist information material can not only promote a place of interest or a monument, but it can be also used to regulate the number of tourists visiting a specific place or site.

Tourist information materials of a different kind are usually produced in the native language first and only then translated into foreign languages. Just like in any other field of human activity, quality of translation in general is pivotal for ensuring a proper transfer of the message.

Katan (1999) emphasises that culture cannot be understood as a homogenous structure that can be easily handled, but rather as a phenomenon that is in its substance dialectical and variable. As there are few research findings available on the topic of how intercultural differences might influence the perception of information presented/transmitted thus contributing to a positive image of the destination or discouraging the individual from visiting the place of interest, the aim of this thesis is to analyse specific information materials published

by the tourist information centre and destination management company of Hradec Králové Region in terms of quality of translation, presentation and form. Instead of drawing specific conclusions at the end of the analysis, the aim can be described rather as an attempt to define a hypothesis that could be verified in the follow-up research in the future.

Moreover, a semi-structured interview with destination management organisation's manager was performed in order to identify the standard process of production of information materials in view of current trends and development mentioned herein.

### **3.2 Research criteria**

As mentioned above, there are insufficient data available to conduct quantitative research on this topic. Therefore, this thesis is based on secondary qualitative research including analysis of specific brochures, data from local tourist information authority and information provided by the manager of the local tourist information authority and Destination management company Hradecko.

The research consisted of a thorough analysis of brochures collected while attempting to identify the individual type of issues that might contribute to a different intercultural perception of the material by the reader. Furthermore, the search for patterns in translation influencing the meaning and possible interpretation of the materials constituted an integral part of the research.

#### **3.2.1 Inclusion criteria**

A total of 18 brochures/leaflets were collected from the Tourist Information Centre located at the main railway station in the city of Hradec Králové. The railway station constitutes a natural arrival hub for some tourists visiting the city.

As to the sample collection period, the materials were collected in the time period from 15 June to 31 August 2020 (see Table 1 List of brochures/leaflets below and attached in the Appendix to this bachelor thesis). The sample selection intentionally focused on "pocket-sized" information materials only as these are most likely to be picked up by the incoming tourists due to practical reasons. It shall be noted that only two brochures (Castles and chateaux and Trips from Prague

published by CzechTourism) were designed, written and produced with the primary aim to provide tourist information to travellers from abroad. All other sample materials represented a mere translation of Czech originals, which was effectively the main inclusion criterion used in the sample selection process.

### **3.2.2 Assessment criteria**

In order to review selected brochures, simple assessment criteria for quality of translation as defined by Duběda, Mraček and Obdržálková (2018, p. 52) were used. Among attributes monitored in the analysis, you would find substantive errors (omitted elements, opposite meaning, issues with terminology), stylization (cohesion, questionable collocations) and grammar issues. Furthermore, the analysis also focused on the identification of possible print errors, although one would expect that such issues are unlikely when it comes to printed materials.

Each brochure was thoroughly examined with the results summarised in the assessment summary enclosed in the Appendix to this bachelor thesis. In order to be able to illustrate the findings, the attributes were categorised and counted for frequency of occurrence. Each brochure was then awarded an overall grade as per the definition by Duběda, Mraček and Obdržálková (2018). Detailed information on description of assessment criteria can be found in the respective section of this thesis. In addition to a thorough analysis of information materials, the research also included a semi-structured interview. The interviewee was a professional in the position of managing director of a regional tourist authority and the head of the regional destination management company at the same time.

The goal of this semi-structured interview was to learn more information on the process of production of information materials and content while focusing on issues identified in the analysis of printed materials. Questions asked pertained not only to the information materials, but also to the general production process that might significantly influence the final outcome. More information about the scope and questions asked in the semi-structured interview can be found in the Appendix to this bachelor thesis.

Furthermore, the interviewee also provided various data to underline and highlight the information shared. Information provided included various reports

and graphs documenting internet site traffic monitoring and usage of various social media accounts used by the tourist authority as well as an analysis of the number of tourists visiting the city based on the analysis of so-called geolocation data from mobile phone operators.

Although social media and new forms of intercultural communication in the management of tourism were not the primary focus of this bachelor thesis, the semi-structured interview has clearly indicated some trends the assessment of which can be found both in section 6 Implications and recommendations as well as in section 7 Summary of this bachelor thesis.

## **4 Practical part**

### ***4.1 Analysis of printed material***

As already mentioned, there were 18 tourist information materials analysed in total. Detailed information about brochures and leaflets can be found in the Appendix to this thesis. However, to provide a better reference for information and statements mentioned below, you will find a table listing the brochures (see Table 1 List of brochures/leaflets below). Furthermore, this table also contains information about the publisher, the title of the brochure, year of publication and a brief description of the contents of the material.

#### **4.1.1 Selection of materials**

All materials subject to analysis are still available to tourists in the Tourist information centres operated by HKVS Ltd. in Hradec Králové. The choice of materials was determined by the availability of the English version of the brochure. As evident from the table below, the materials include leaflets and brochures published by various organisations. The analysis did not distinguish between the type of information provided in the materials, but rather focused on the way how information is communicated and how it can possibly influence the users (readers and tourists respectively). All brochures are still available in the Tourist information centres.

The following table contains fundamental information about brochures/leaflets:

**Table 1 List of brochures/leaflets**

	<b>Publisher</b>	<b>Title</b>	<b>Year</b>	<b>Contents</b>
1	CzechTourism	Trips from Prague	2015	List of recommended trips from Prague
2	CzechTourism	Castles and chateaux	2015	List of castles in the Czech Republic
3	The Volunteer Association of the Municipalities of the Royal Dowry Towns	Attractive places to visit in the Royal Dowry Towns	2015	A flyer introduction the most interesting tourist sites in cities associated in this organisation
4	The Volunteer Association of the Municipalities of the Royal Dowry Towns	Royal Dowry Towns Open Gateways...	2011	A booklet introducing the cities, monuments and cultural events in cities associated in this organisation
5	Hradec Králové Region	Jičín – Wallenstein’s town	2015	A brief introduction to the town of Jičín
6	Hradec Králové Region	Natural beauty of Orlické Mountains and Podorlicko Lowlands	2015	A brief introduction to a tourist attractive part of the region
7	Hradec Králové Region	Mining in Krkonoše Mountains	2015	A brief introduction to history of mining in the region’s mountain range
8	Hradec Králové Region	Chateaux on the River Orlice	2015	An introduction of castles situated upon and around the Orlice River
9	Hradec Králové Region	Rock towns of Kladské pomezí	2015	An overview of the most popular tourist destination in the region
10	HKVS Ltd.	Hradec Králové - A City Full of Attractive Places of Interest	2015	A flyer introducing the city of Hradec Králové
11	HKVS Ltd.	Smiřice - Epiphany Castle Chapel	2014	A brief introduction of the town of Smiřice and its renowned historical monument

	<b>Publisher</b>	<b>Title</b>	<b>Year</b>	<b>Contents</b>
13	HKVS Ltd.	Všestary – Archeopark – Prehistoric settlement	2015	A flyer introducing a village on the outskirts of the city with archaeological site.
14	HKVS Ltd.	Krňovice – Podorlicko Open-air Museum	2014	A brief material highlighting a popular open-air folk museum.
15	HKVS Ltd.	Třebechovice pod Orebem – Probošt's Nativity Scene	2015	A flyer introducing not only the city's unique museum, but also various events and places of interests.
16	HKVS Ltd.	Hradecko – Where to go in the Hradecko region on Mondays... or where you will not be faced with closed doors	2016	A flyer containing a list of tourist places of interest opened on Mondays in the regional capital of Hradec Králové.
17	HKVS Ltd.	Hradecko for Kids	2015	A booklet dedicated to promotion of tourist attractions and sites suitable for children.
18	HKVS Ltd.	Salon of the Republic	2015	A brochure with description of a walking route in the city of Hradec Králové dedicated to architecture.

(Source: Author)

Individual information materials collected are described in the Appendix to this thesis in the form of a chart containing all relevant information (year published, title, scope, description). Due to the fact that the scope of the materials differs (from only 4 pages to almost a hundred), the analysis focused on the most flagrant issues of individual brochures from the communication point of view (such as substantive errors, stylisation, grammar and formal errors i.e., typographical errors).

#### 4.1.2 Assessment criteria

As already mentioned, any communication needs to be clear and understandable. This is even more applicable to materials that are intended to be used by non-native speakers. In order to be able to assess the quality of materials the analysis used an overall grade to evaluate individual brochures. Gartner (1994) describes communication as a process of sharing messages, information and ideas with others in different forms and formats.

Although there are various systems and approaches to translation assessment such as the ones described by Koby et. al (2014), this thesis utilises a global grade assessment as defined by Duběda, Mraček and Obdržálková (2018).

**Table 2 - Overall translation quality assessment**

<b>Overall grade</b>	<b>Assessment</b>	<b>Detailed description</b>
A	Excellent	Meets professional translation requirements to the full; few revisions/changes needed
B	Decent	Meets professional translation requirements with some reservations; some sections require revisions
C	Still acceptable	Partially meets professional translation requirements; substantial revisions/changes needed to comply with the standard
F	Unacceptable	Major revisions/changes required for the material to meet professional translation requirements and standards

(Duběda, Mraček and Obdržálková, 2018, edited by the author)

The primary concern was the correct form of presenting the information in English language. Therefore, the scorecards (see Appendix to this thesis) were devised containing the following sections:

- Publisher
- Title
- Year of publishing
- Translation (N.B.: only three brochures stated the author of translation)
- Scope (number of pages)
- Description
- General evaluation
- Findings (Substance, Style, Grammar, Formal)
- Overall assessment, Substance, Style, Grammar, Formal

While the first five sections are rather self-explanatory, the remaining four require additional explanation. Firstly, the description contains a brief summary of the information material pointing out the contents of the brochure (i.e., the message). Secondly, the general evaluation section is a more detailed description of the material stating the main features and information presented while also providing a general assessment of the brochure/leaflet/flyer.

The findings section divided into four subsections summarises the assessment of material quality in terms of substance, style, grammar and formal issues identified. Furthermore, the Appendix of this thesis also contains scans of title pages of all materials subject to analysis in order to provide an elementary idea of the type of materials selected.

In order to be able to draw conclusions and present results of the analysis in a concise manner, each scorecard contains one row with the following fields: Overall assessment (as per parameters mentioned in Table 2), followed by Substantive, Style, Grammar and Formal fields. The numbers in respective fields indicate the number of issues identified within the respective category. The issues for individual categories are described in Table 3 Simple assessment criteria as described by Duběda, Mraček and Obdržálková (2018).

**Table 3 Simple assessment criteria**

<b>Substance</b>	Serious error: <ul style="list-style-type: none"><li>- omitted sentences/words</li><li>- opposite meaning</li><li>- changed meaning influencing comprehensibility of the text</li></ul> Minor errors: <ul style="list-style-type: none"><li>- partial exclusions (individual words)</li><li>- changed meaning not disturbing comprehensibility of the text</li><li>- wrong terminology</li><li>- added sentences/words</li></ul>
<b>Style</b>	<ul style="list-style-type: none"><li>- cohesion (comprehensibility)</li><li>- artificial collocations and expressions</li><li>- unsuitable wording</li><li>- expressive words</li><li>- repeated words</li></ul>
<b>Grammar</b>	Grammar, spelling, interpunction
<b>Formal</b>	Typographical errors, missing words, layout

(Source: Duběda, Mraček and Obdržálková, 2018, edited by the author)

It is worth mentioning that the rating results were considered only as an additional way of evaluation allowing for better statistical presentation of the analysis. Furthermore, a similar rating matrix could be used in the follow-up research. This would ensure consistency in translation quality assessment while allowing for consistent interpretation of the findings.

## **4.2 Semi-structured interview**

In order to gain more information directly from the regional tourist authority,

a semi-structured interview has been carried out on 25 January 2021. The interviewee was the head of the Tourist information centre (since 2000), who is also the Destination management Hradecko director (since 2008).

Hradec Králové Tourist Information Centre (hereinafter referred to as TIC) is operated by HKVS s.r.o. (Hradec Králové Cultural and Educational Society, Ltd.). This legal entity was founded and is fully owned by the Municipality of Hradec Králové. According to information provided by the interviewee, the current number of staff is 25.

Furthermore, it operates a web portal [adalbertinum.cz](http://www.adalbertinum.cz) ([www.adalbertinum.cz](http://www.adalbertinum.cz)) that represents a “natural” information gateway mainly for citizens of the city of Hradec Králové offering information about cultural events, festivals and lectures while also promoting some of the prominent local tourist sites and monuments (The White Tower, open-air cinema or the City Music Hall).

The portal also allows for the booking of commercial premises owned by HKVS Ltd. and it is also widely used as a site for on-line purchase of tickets for various cultural events organised not only by HKVS, Ltd., but also by other cultural institutions founded and funded by the Municipality of Hradec Králové (Klicpera’s theatre, Hradec Králové Philharmonic Orchestra, DRAK puppet theatre, Aldis conference centre, etc.).

Destination management Hradecko organisation (DMO, [www.hradecko.eu](http://www.hradecko.eu)) was founded by the Municipality of Hradec Králové in 2008 following a project co-funded by the European Union. The “Tourist of the 3<sup>rd</sup> millennium” project (project registration number CZ 1.13/3.2.00/37.01346) addresses the need for further development and co-ordination of all activities within the tourist area of Hradecko region. The project follows up on a number of previous projects while attempting to expand and support the awareness of Hradecko tourist region not only within Hradec Králové and the Czech Republic, but also abroad while complementing the tourist offering that will meet the current tourism trends and expectations of

tourists visiting Hradecko tourist region (HKVS, Ltd., 2021). The DMO currently employs 3 full staff members.

This semi-structured interview was carried out over the telephone due to the COVID-19 outbreak and pandemic measures. The interviewee was provided with a list of basic questions in order to improve the efficiency of the interviewing process (Semi-structured interview questions list is enclosed in the Appendix to this thesis). The telephone call took approximately 120 minutes with answers and facts being recorded as notes by the researcher. The interview was focused mainly on issues concerning the production and publication of tourist materials in other language versions than Czech. However, the interviewee also pointed out a number of interesting facts mentioned both in the following pages as well as in Chapter 6 Implications and recommendations of this thesis.

Tourist organisations usually promote places of interest through various channels and means such as traditional promotion publications (brochures), complementary items (postcards) or websites. The first part of the interview therefore investigated the types of materials published, means of distribution and the production process itself. Brochures and leaflets produced and published by HKVS Ltd. and the DM organisation are primarily distributed in Tourist information centres (there are currently two centres in the city of Hradec Králové). Furthermore, materials are also distributed through cooperating associations, DMOs, at tourist fairs and events taking place both within the city or throughout the country and abroad.

According to the interviewee, HKVS Ltd. works according to its own publishing schedule. This schedule is compiled on yearly basis and includes both new materials as well as already published leaflets and brochures that require reprint. In terms of different language versions, it is often the case that English, German and Polish versions are not produced when the material is published for the first time, but at a later stage when reprint or re-issue is due. Graphic layout and design are standardised within HKVS Ltd. and DM organisation and usually produced by specialised contractors. Print is carried out at local level while respecting public procurement regulations and procedures.

Furthermore, the interviewee indicated that all brochures, leaflets and other materials are primarily produced and designed in the Czech language with other language versions following either shortly after the Czech version or later on at the time of reprint. Materials of essential importance describing the architecture and other specific tourist attractiveness or sites are translated by language agencies and proofread by native speakers. However, none of the materials published was drafted and created by a native speaker (English, German or Polish).

As far as foreign language versions of the materials are concerned, the position of English as a “lingua franca” is confirmed. Hradec Králové is a regional capital located approximately 50 km from the border with Poland and serves as a regional gateway mainly for transiting tourists. Hence the information materials are translated into English, German and Polish (due to cross-border tourist traffic). Publications are either monolingual (Czech, English, German or Polish) or usually bilingual (Czech-English, English-German, or Polish-German). The quantity of brochures produced in foreign languages is relatively small compared to the original Czech versions. As indicated by the interviewee who compiled the publishing schedule, the printed volume is usually around 5 000 pieces per language version of the individual information material. This is related to the structure of tourists visiting the city of Hradec Králové.

**Table 4 Number of visitors to Hradec Králové (2016 - 2020)**

<b>Year</b>	<b>Domestic</b>	<b>From abroad</b>	<b>Total</b>
2016	664 103	75 491	739 594
2017	645 816	70 948	717 231
2018	648 703	76 706	725 409
2019	639 091	91 320	730 411
2020	558 518	50 978	609 496

(Compiled by the author, source: CE-Traffic 2020)

As resulted from the interview, the publishing schedule is planned with reference to scheduled marketing activities and preferred points of interest. The main interest groups targeted by the DM organisation are families with children and individuals who are keen on architecture since the city offers numerous

architectonic gems. The first interest group is naturally domestic while the latter one may attract some visitors from abroad. However, as architecture is usually a visual experience and information about individual buildings is readily available on the internet, the brochures promoting the architecture of the city are rather basic while information is presented through QR codes available to visitors on-site.

According to information provided by the interviewee, the use of print materials both in Czech and foreign languages has dramatically changed in 2020 due to the travel restrictions introduced as a result of the worldwide COVID-19 pandemic. Publishing activities have been moved to on-line media. The DM manager actually claimed that 80 % of publishing was done on-line or using social networks and other communication channels. HKVS Ltd. and DMO organisation are present on-line with their websites, Facebook accounts and Instagram account. Online media are primarily designed and developed in Czech with English and Polish versions (<https://www.adalbertinum.cz>, [www.hradekco.eu](http://www.hradekco.eu)). According to the interviewee, it is easier to collect data about internet traffic and social media users and use it for the purposes of adjusting the publishing schedule while being able to provide targeted materials for languages required by the tourists.

When asked about co-operation with individual stakeholders especially with respect to visitors from abroad, the DM manager voiced a serious concern over the involvement of local authorities and the founding/funding institutions of HKVS Ltd. and the DM organisation. Although the city has a good potential for tourism due to its location, history, monuments and structures (architecture), there is a very little interest to back up new approaches and projects targeted at both domestic and tourists from abroad. The national tourist body (CzechTourism) offers co-operation and help targeted at foreign tourists on an ad-hoc basis only. Co-operation on local level is co-ordinated by HKVS Ltd. and covers all major stakeholders including private entities. However, there is no clear strategy of the founding organisation with respect to direct and indirect support of tourism.

All of the aforementioned facts recorded during the semi-structured interview were underlined by the closing statement of the interviewee that can be paraphrased as follows: Lack of support from the key representatives of the municipality goes against the basic principles of management of tourism that shall

allow for sustainable development of commercial and non-commercial activities while promoting the region, its diversity and sharing the traditions and cultural differences with domestic visitors as well as with visitors from abroad. Furthermore, the interviewee also mentioned the fact that with the rapid penetration of high-speed internet in mobile telephony, there is a notable shift towards mobile applications and tools such as virtual reality, QR codes and various other means and tools that tend to be used in tourism for the tourists and by the tourists.

## 5 Summary of results

### 5.1 Printed materials

Individual information materials collected are described in the Appendix to this thesis in the form of a chart containing all relevant information (year of publication, title, scope, description). As the scope of the materials differs (from only 4 pages to almost a hundred), the analysis primarily focused on how information is shared from a communication point of view.

Table 5 Summary of results contains the final assessment (scores) of information materials subject to analysis. It is important to mention there were no formal or typographical errors identified in the course of the analysis. This fact is of importance due to the fact that there are costs related to publishing printed materials while the end-users will certainly appreciate a document that is flawless in terms of appearance.

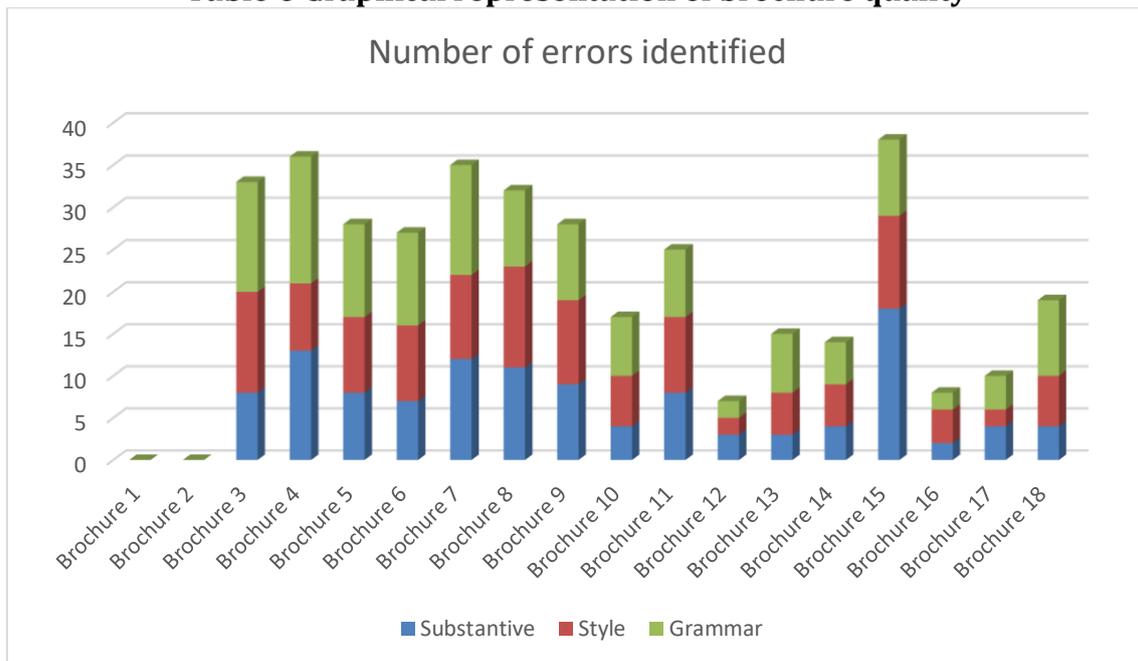
**Table 5 Summary of results**

	<b>Substantive</b>	<b>Style</b>	<b>Grammar</b>	<b>Formal</b>
<b>Brochure 1</b>	0	0	0	0
<b>Brochure 2</b>	0	0	0	0
<b>Brochure 3</b>	8	12	13	0
<b>Brochure 4</b>	13	8	15	0
<b>Brochure 5</b>	8	9	11	0
<b>Brochure 6</b>	7	9	11	0
<b>Brochure 7</b>	12	10	13	0
<b>Brochure 8</b>	11	12	9	0
<b>Brochure 9</b>	9	10	9	0
<b>Brochure 10</b>	4	6	7	0
<b>Brochure 11</b>	8	9	8	0
<b>Brochure 12</b>	3	2	2	0
<b>Brochure 13</b>	3	5	7	0
<b>Brochure 14</b>	4	5	5	0
<b>Brochure 15</b>	18	11	9	0
<b>Brochure 16</b>	2	4	2	0
<b>Brochure 17</b>	4	2	4	0
<b>Brochure 18</b>	4	6	9	0

(Source: author)

Table 5 Summary of results summarises the number of issues identified in the course of the analysis divided into individual assessment criteria. The highest number of substantive errors identified totalled at 18 (Brochure 18). There were two brochures that contained 12 errors in Style (Brochures 3 and 8) while there were 15 grammatical errors identified in Brochure 4.

**Table 6 Graphical representation of brochure quality**



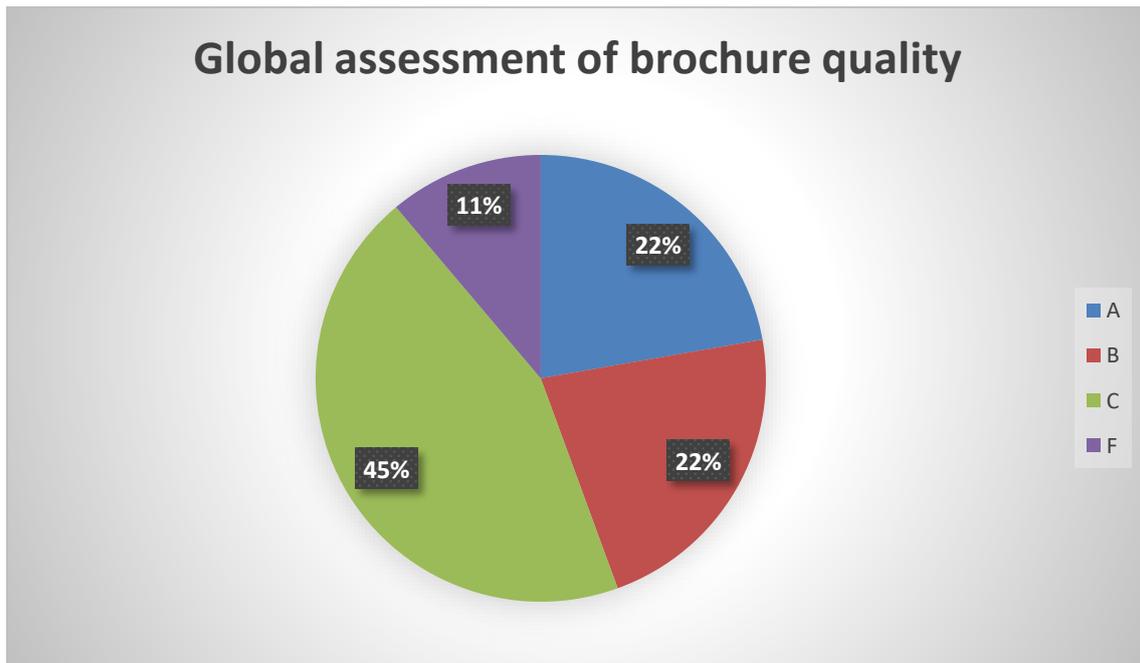
(Source: author)

Table 6 Graphical representation of brochure quality offers a graphical representation of the analysis. As already stated, Brochures 1 and 2 are practically flawless. The only comparable brochures in terms of quality were Brochure 12, Brochure 16 and Brochure 17. All other materials displayed defects that make the brochures less usable, if not obsolete (for example Brochure 15).

However, the number of individual errors identified is not sufficient to determine the overall quality of the brochure from the translation point of view. As much as it may be imperfect due to incorrect terminology, omitted or added words, slightly different meaning or use of unsuitable words, it still can give the travellers information necessary to experience the monument or place of interest.

The overall quality of the brochure has been assessed according to the criteria listed in Table 2 herein. Grades used (A, B, C and Fail) provide a better picture of the material also to the management of the local tourist organisation. Any changes and updates to the respective materials can be done while focusing on improving the communication towards tourist that visit the region.

**Table 7 Global assessment of translation**



As evident from Table 7 Global assessment of translation, there were three materials only that scored A, but this in effect represents a total of 22 % of all materials as opposed to only 11 % of materials that scored F and are considered not fit for use or distribution. Interestingly enough, materials No. 1 and 2 published by CzechTourism were also the only two materials that stated the author of the translation. Both brochures were translated by a native speaker living in the Czech Republic, which was reflected in all aspects of the material. These two brochures were designed, prepared and written in English for tourists from all parts of the world making the material a sample of how information shall be communicated.

In other words, brochures No. 1 and 2 are proof of the fact that any material devised with cultural differences in mind helps to overcome any potential issues in communication with the foreigners while making it easier for non-native English speakers to easily find out what they need to know.

When it comes to Brochures No. 12 and 16, the only two other materials that scored the highest rating (A), they are remarkable by combining a very interesting and simple form of communicating information in short sentences with a very good translation by a non-native speaker (translator) who was clearly working while knowing and constantly reminding himself (or herself as the author is not stated) that this material will not only be used by native speakers, but also by other non-native speakers from different cultural backgrounds.

Brochures No. 4, 7, 8 and 15 displayed some major deficiencies in grammar making the materials very difficult to read and comprehend. While non-native English speakers tend to have fewer problems reading text with incorrect grammar, native speakers could find it very difficult to read the aforementioned brochures in particular. Understanding the message is the key in intercultural communication and grammar errors contribute to misunderstandings while not enhancing the experience for tourists who come across such material.

The worst ranking materials in the substantive category included materials No. 3, 4, 11 and 15. The inability to present syntax that reinforces the message and information presented degrades the material to a useless piece of paper that has no value for individuals who are hoping to gain some insight into the place or monument they want to visit. The same claim is valid for incorrect syntax as it is for grammar issues, i.e., the non-native English speakers might find it less distracting than the native speakers. However, it is one of the issues that could be researched further.

Last, but not least comes the Other section. As can be seen in the Appendix to this thesis, which contains all eighteen scorecards with specific examples of issues identified in the analysis, there were numerous problems, but there was one that all materials had in common. This was the issue of translating geographical names, places or points of interest.

This is particularly important in view of the subject matter of this thesis, which is the (intercultural) communication, as use of incorrect translation or even an outdated name for a particular territory or place might have a significant influence over how the tourists from different cultural background perceive the information presented. One particular example could be the use of the German name for river Labe (Elbe). The other would include the name for Orlické hory (a mountain range) in English. Most of the materials translate the geographical name as Eagle's Mountains although you would not find any eagles in this mountain range and the name derives from the river Orlice that springs in this mountain range. More examples of issues identified are listed in the individual scorecards.

Furthermore, it is important to mention that the analysis did not take into consideration yet another important element of communication – the graphical design of the materials. Firstly, it is very subjective to assess the quality of graphical design, but it certainly plays a pivotal role in the overall perception of the brochure and the site/monument/place respectively.

This thesis focused on the contents of the brochures rather than on the appearance or form. However, the form and appearance are now taking over as the information is being presented on-line more than in the printed form. Nevertheless, this puts even more pressure on the quality of printed materials produced for tourists from abroad as print is still considered more trustworthy by some people.

## **5.2 *Semi-structured interview***

Having devised the questions for the semi-structured interview more broadly to allow for identification of any potential issues related to the publication of tourist materials in general, the outcome pointed out some factors that most likely contribute to inadequate quality of printed materials.

These factors can be described as follows:

- Publishing process
- Lack of resources
- Lack of evaluation data

The process of publishing is rather simple and puts the emphasis on meeting the planned publishing schedule as this is actually the only source from which the local tourist authority is able to fund the publication of new materials. Reprints, reviews and updated versions of printed materials are done regularly, but no emphasis is put on producing high-quality printed materials in other language versions.

When communicating across cultures, the message needs to be concise and clear. Information materials for foreign visitors shall meet this basic requirement because only when the material is concise and clear, it can contribute to better communication. However, if any text, story, message or another type of communication is only a mere translation of the original language version into a foreign language, it is likely that it will fail to meet its purpose.

Involving native speakers into the publishing process would allow for quality translation of materials communicating the substance correctly and in a way that is understandable to visitors who use English as a tool to communicate with the surrounding environment. Using native speakers to do proofreading of translated texts is very common, however, it does not eliminate the problem of incorrect, incomplete or even misleading translation of original documents as the proof-readers check the document for grammar in particular. The quality of tourist materials in foreign languages is also related to the other factor mentioned above

(lack of resources). Involving native speakers or foreign nationals living in the area requires sufficient resources dedicated to publishing activities. The tourist authority cannot dedicate sufficient financial resources to the translation of materials by native speakers and opts for using the agencies to do the translation. This results in publishing information materials in foreign languages with questionable quality.

As already mentioned before, printed materials are distributed primarily through tourist information centres, during various events and trade fairs. Therefore, there is very little feedback on the way the brochures are used by the tourists, let alone the perception of the information materials by the readers. However, information from the users of printed materials in terms of usability, understandability and practical usefulness could be used for edits and reprints in the future. Possible ways of collecting feedback from the tourists are mentioned in the following section of this thesis (6 Implications and recommendations).

## 6 Implications and recommendations

Having analysed the brochures and leaflets from a linguistic point of view exposed issues and questions that not only relate to the process of production of any information material. Management of a tourist organisation is a complex venture requiring competencies, experience, resources, but also support from all stakeholders involved in tourism. This was clearly documented in the semi-structured interview when the interviewee practically complained about the lack of support from local and regional authorities.

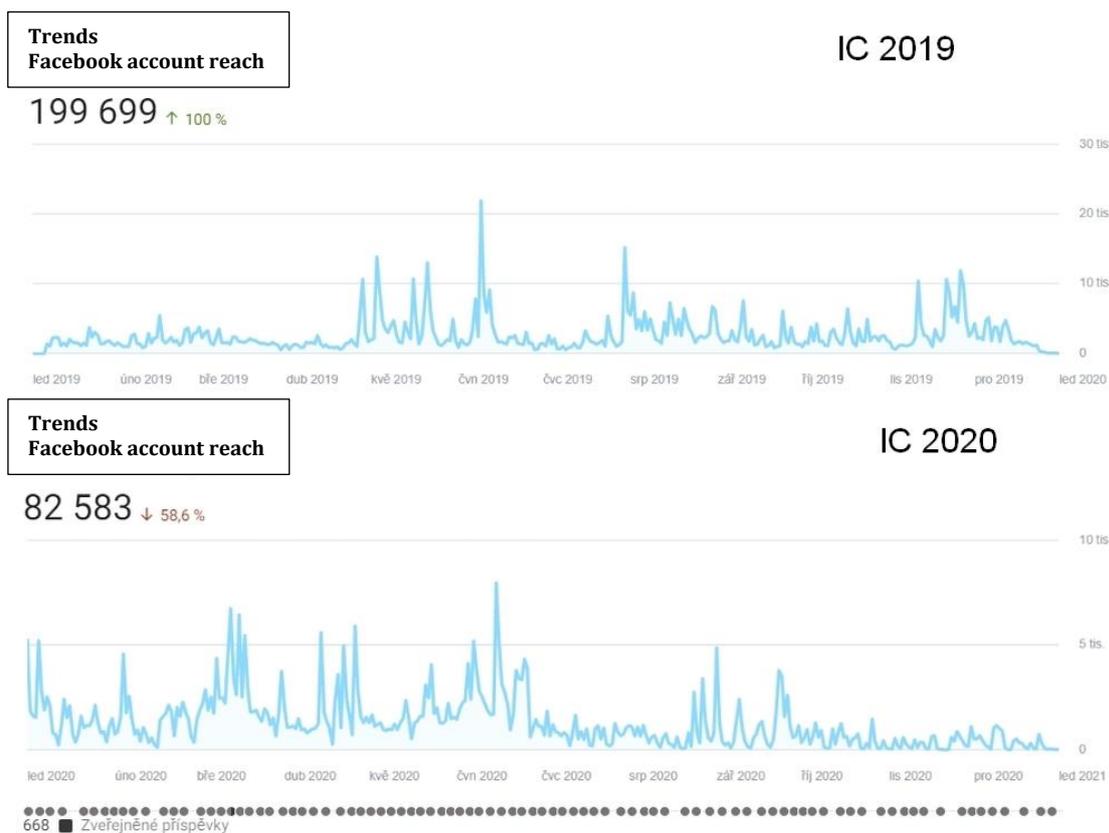
As mentioned in section 5, information materials selected for analysis included four brochures of outstanding quality, which would most likely provide the end-users with the information they need while positively influencing not only their decision whether or not to visit, but also positively influencing the perception of the place/monument/city by the tourists. Translation contributing to positive transfer of message does not leave room for misinterpretation, which is often the case with materials and documents with significantly lower quality of the language used. As noted by Tiago et.al (2021), one of the objectives of communication is to develop shared meanings and ensure sustainability of communication. And this is not limited to English only, but as mentioned at the outset of this thesis, English is used as a lingua franca in tourism. As highlighted by Wilson (2018), language is a key tool in communicating with tourists ensuring exchange of intangible and other elements that make up tourism.

Furthermore, it can be said that the analysis of the brochures identified a common pattern of issues with the overuse of the definite article as well as issues with syntax. As the authors of translation were stated in 3 brochures only (2 brochures by name, one by the agency providing translation), it is not possible to clearly identify the root cause of this problem. However, the following semi-structured interview indicated that as the financial resources are limited there is a tendency to get materials translated at a fraction of the cost of translation by either a native speaker living in the area or a qualified and trained non-native speaker with local background and knowledge. The issue of limited resources was also mentioned

with respect to the graphical design of information materials, but the design as such was not the subject matter of this thesis.

Providing tourists with up-to-date information in printed materials is a challenge especially in view of new forms of communication. This was also mentioned by the interviewee in relation to COVID-19 pandemic measures limiting travel and tourism in general. As opposed to the situation before the pandemic the DM organisation is now doing 80 % of its activities on-line. According to information provided in the course of the semi-structured interview, the information presented on the website and Facebook account are usually not translated to other languages, which may be an issue for foreign tourists looking for information on the current situation and state of affairs.

**Figure 3 Tourist information centre FB account reach 2019 vs 2020**



(Source: HKVS Ltd., 2020)

The use of on-line communication channels is one of the areas the destination management organisation wants to focus on in the future as it allows for more frequent updates of information presented while addressing a larger number of information users. Currently, the mailing list of the destination management organisation consists of approximately 120 email addresses (as per information provided by the interviewee). However, the Facebook account can potentially reach more users offering possibilities for promoting the destination both to domestic tourists as well as travellers from abroad (see picture above).

When enquired about the cost, efficiency and reach of printed tourist materials in comparison to communicating tourist information on-line, the interviewee stated that an on-line form of communication is more convenient and probably more efficient (better reach), but printed materials are still required by Tourist information centres. In view of this statement, it would be of interest to focus on improving communication through brochures and on-line channels in future research.

As it is impossible to come up with a specific statement as to what extent the quality of translation and information materials in particular influence the communication with tourists on the basis of the analysis and the semi-structured interview performed within the framework of this thesis, it would be of benefit to make use of on-line tools employed by the DM organisation, i.e., website and FB account in particular, to perform a quantitative research focused on the perception of communication by the visitors from abroad. A pop-up dialogue box suggesting participation in an on-line survey to website visitors from abroad (country of origin can be identified for incoming website traffic) would allow for the collection of a significant sample for further research. Collected data could be used to learn more about the communication bottlenecks as well as about particular elements influencing the perception of communication by foreign tourists.

As the quality of language used in intercultural communication is important in order to ensure the transfer of information or message, the survey would need to combine linguistic approach with marketing questions allowing for identification of elements critical to intercultural communication in tourism. Linguistic questions

could include queries focused on perception of grammar and syntax of information provided or questions attempting to identify how the overall quality of translation influences the experience and the perception of communication by the recipients of the message.

## 7 Summary

The quality of materials analysed within this thesis gave rise to the following hypothesis that might well serve as the basis for further research: Incorrect grammar, style and overall presentation of information to tourists abroad is perceived by the users (tourists) as an indication of incorrect communication that can potentially influence their decision to visit the site, monument or tourist attractivity that is subject to communication.

The research could possibly focus on the hypothesis as a whole or divide the research activities into individual elements of communication, such as the language issues (grammar, style and other), design and form of presentation and means of communication used including assessment of efficiency of individuals means of communication. It can be argued that a simple approach to communication is of fundamental importance. In essence, a communication in any language about any topic shall be straight forward eliminating possibilities of misinterpretation. This is applicable to all forms of communication irrespective of the subject of communication.

The growing importance of visual presentation is one of the paths to follow in promoting tourist destinations. As the old folk proverb says: "A picture is worth a thousand words". Visual storytelling and presentation can help overcome some of the issues related to the use of English as a lingua franca of the tourist industry. This thesis was dedicated to the topic that can contribute to more sustainable tourism by ensuring proper communication with tourists while improving their awareness about cultural differences and importance of communication. While it is not possible to draw specific conclusions since the number of researched information materials is relatively low, it may serve as a source for further research in the future.

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## **9 Appendices**

Appendix 1 List of brochures and leaflets subject to analysis

Appendix 2 Semi-structured interview – list of questions

Appendix 3 Scorecards

Appendix 4 Title page scans

**Appendix 1 List of brochures and leaflets subject to analysis**

	<b>Publisher</b>	<b>Title</b>	<b>Year</b>	<b>Contents</b>
2	CzechTourism	Castles and chateaux	2015	List of castles in the Czech Republic
3	The Volunteer Association of the Municipalities of the Royal Dowry Towns	Attractive places to visit in the Royal Dowry Towns	2015	A flyer introduction the most interesting tourist sites in cities associated in this organisation
4	The Volunteer Association of the Municipalities of the Royal Dowry Towns	Royal Dowry Towns Open Gateways...	2011	A booklet introducing the cities, monuments and cultural events in cities associated in this organisation
5	Hradec Králové Region	Jičín – Wallenstein’s town	2015	A brief introduction to the town of Jičín
6	Hradec Králové Region	Natural beauty of Orlické Mountains and Podorlicko Lowlands	2015	A brief introduction to a tourist attractive part of the region
7	Hradec Králové Region	Mining in Krkonoše Mountains	2015	A brief introduction to history of mining in the region’s mountain range

	<b>Publisher</b>	<b>Title</b>	<b>Year</b>	<b>Contents</b>
9	Hradec Králové Region	Rock towns of Kladské pomezí	2015	An overview of the most popular tourist destination in the region
10	HKVS Ltd.	Hradec Králové - A City Full of Attractive Places of Interest	2015	A flyer introducing the city of Hradec Králové
11	HKVS Ltd.	Smiřice - Epiphany Castle Chapel	2014	A brief introduction of the town of Smiřice and its renowned historical monument
12	HKVS Ltd.	Chlumec nad Cidlinou - Karlova Koruna Castle	2015	A brief material introducing the city and its famous privately owned castle.
13	HKVS Ltd.	Všestary - Archeopark - Prehistoric settlement	2015	A flyer introducing a village on the outskirts of the city with archaeological site.
14	HKVS Ltd.	Krňovice - Podorlicko Open- air Museum	2014	A brief material highlighting a popular open-air folk museum.

	<b>Publisher</b>	<b>Title</b>	<b>Year</b>	<b>Contents</b>
16	HKVS Ltd.	Hradecko – Where to go in the Hradecko region on Mondays... or where you will not be faced with closed doors	2016	A flyer containing a list of tourist places of interest opened on Mondays in the regional capital of Hradec Králové.
17	HKVS Ltd.	Hradecko for Kids	2015	A booklet dedicated to promotion of tourist attractions and sites suitable for children.
18	HKVS Ltd.	Salon of the Republic	2015	A brochure with description of a walking route in the city of Hradec Králové dedicated to architecture.

## **Appendix 2 Semi-structured interview – list of questions**

In preparation for the semi-structured interview a list of fundamental questions was elaborated. The interviewer then followed the structure and noted down the answers in the form of comments. The interview had to be performed in Czech due to limited English skills of the interviewee.

### **INFORMATION MATERIALS**

- Type
- Volume
- Distribution
- Production
- Language versions

### **PRESENTATION**

- Form
- Reach
- Efficiency

### **DATA COLLECTION**

- Data collection methods
- Metrics used
- Relevancy
- History
- Use

### **PLANNING**

- Process
- Inputs
- Sources
- Techniques used

## **MARKETING**

- Form
- Process
- Co-operation
- Stakeholders

## **CO-OPERATION**

- Rules
- Structure
- Efficiency
- Historical development
- Trends

## **RESOURCES**

- Financial
- Human resources
- Technical resources
- Others

### Appendix 3 Scorecards

<b>Material No. 1</b>				
<b>Publisher</b>	<b>Title</b>	<b>Year</b>		
<b>Czech Tourism</b>	Trips from Prague	2015		
<b>Translation</b>	Mimi Fronczak Rogers		<b>Scope</b>	23 Pages
<b>Description</b>	List of recommended trips from Prague containing a brief description of places of interest with information on hours of operation, means of transport, etc.			
<b>General evaluation</b>	This brochure was published by CzechTourism, the national tourist promotion organisation of the Czech Republic. Printed on high-quality paper and combining photographs with practical information including distance from Prague, accessibility from Prague (recommended means of transport), hours of operation, official website or even GPS coordinates. Overall impression/quality very good indeed.			
<b>Findings</b>	<p><b>Grammar</b> This is one of three materials analysed stating the author of translation. Since Mimi Fronczak Rogers is a native American living in the Czech Republic, there are no apparent mistakes in grammar.</p> <p><b>Style</b> Sentences are short and informative, yet naturally flowing and easy to read and understand. Standardised brochure template contributes to correct transfer of information.</p> <p><b>Formal</b> Local and geographical names used in Czech, but the names of world-renown sites and monuments are also translated and explained into English. There are no typographical errors indicating a thorough proofreading and good practice in production of the brochure.</p>			
<b>Overall assessment: A</b>	<b>Substantive</b>	<b>Style</b>	<b>Grammar</b>	<b>Formal</b>
	0	0	0	0

*Number indicates occurrence of defects in the respective assessment criteria.*

<b>Material No. 2</b>				
<b>Publisher</b>	<b>Title</b>	<b>Year</b>		
Czech Tourism	Castles and chateaux	2015		
<b>Translation</b>	Mimi Fronczak Rogers	<b>Scope</b>	96 Pages	
<b>Description</b>	List of castles in the Czech Republic with a set structure and chapters (Reason to visit, Of historical interest).			
<b>General evaluation</b>	This brochure was published by CzechTourism, the national tourist promotion organisation of the Czech Republic. Printed on high-quality paper and combining photographs with practical information including hours of operation, official website, the address and one historical fact/specific information or recommendation. Overall impression/quality very good indeed.			
<b>Findings</b>	<p><b>Grammar</b> This is the second material analysed stating the author of translation. Also translated by Mimi Fronczak Rogers, who is a native American living in the Czech Republic, there are no mistakes in grammar.</p> <p><b>Style</b> Sentences are short and informative, yet naturally flowing and easy to read and understand. Standardised brochure template contributes to correct transfer of information.</p> <p><b>Formal</b> Local and geographical names used in Czech, but the names of world-renown sites and monuments are also translated and explained into English. There are no typographical errors indicating a thorough proofreading and good practice in production of the brochure.</p>			
Overall assessment: A	Substantive 0	Style 0	Grammar 0	Formal 0

*Number indicates occurrence of defects in the respective assessment criteria.*

<b>Material No. 3</b>				
<b>Publisher</b>	<b>Title</b>	<b>Year</b>		
<b>The Volunteer Association of the Municipalities of the Royal Dowry Towns</b>	Attractive places to visit in the Royal Dowry Towns	2015		
<b>Translation</b>	Bleskové překlady.cz	<b>Scope</b>	12 Pages	
<b>Description</b>	A flyer introducing the most interesting tourist sites in cities associated in this organisation. Includes a brief introduction of 9 cities, cover page and contact information for tourist offices in all nine cities.			
<b>General evaluation</b>	This pocked-sized leaflet is printed in colour on soft paper combining images and text with the latter one being the major source of information. Relatively small letters, but easy to use. Overall impression/quality generally good.			
<b>Findings</b>	<p><b>Grammar</b> Overuse of the definite article, incorrect use of adjectives</p> <p><b>Style</b> Some paragraphs show defects in syntax making the text sound rather strange. The text was clearly translated from Czech original version of the leaflet.</p> <p><b>Formal</b> All local and geographical names translated to English, but on a loan translation basis (The Dam of the Kingdom Forest, for example).</p>			
Overall assessment: C	Substantive 8	Style 12	Grammar 13	Formal 0

*Number indicates occurrence of defects in the respective assessment criteria.*

<b>Material No. 4</b>				
<b>Publisher</b>	<b>Title</b>	<b>Year</b>		
<b>The Volunteer Association of the Municipalities of the Royal Dowry Towns</b>	Royal Dowry Towns Open Gateways...	2011		
<b>Translation</b>	N/A	<b>Scope</b>	46 Pages	
<b>Description</b>	A booklet introducing the cities, monuments and cultural events in cities associated in this organisation. Still pocket-sized, printed on high-quality paper, combining images and text with emphasis on ease of use. Also includes a fold-in map and contact information.			
<b>General evaluation</b>	Designed in 2011 it is one of two oldest documents analysed. Overall impression is satisfactory, although the amount of text information is overwhelming. Presents a brief history, monuments and points of interest, cultural events as well as information about attractivities located nearby for each of the nine cities associated in this organisation. Printed on glossy paper with font size being too small. Overall impression/quality good.			
<b>Findings</b>	<p><b>Grammar</b> Overuse of the definite article, incorrect use of adjectives, use of colloquial expressions</p> <p><b>Style</b> Some paragraphs show defects in syntax making the text sound rather strange. The text was clearly translated from Czech original version of the leaflet.</p> <p><b>Formal</b> Rather strange use of words (Significant persons instead of Personalities, etc.) All local and geographical names translated to English, but with either no explanation or even combining Czech and English words (Grandmother's Valley, Mount Říp for example).</p>			
<b>Overall assessment: F</b>	<b>Substantive</b>	<b>Style</b>	<b>Grammar</b>	<b>Formal</b>
	13	8	15	0

*Number indicates occurrence of defects in the respective assessment criteria.*

<b>Material No. 5</b>				
<b>Publisher</b>	<b>Title</b>	<b>Year</b>		
Hradec Králové	Jičín –	2015		
<b>Region</b>	Vallenstein's town			
<b>Translation</b>	N/A	<b>Scope</b>	10 Pages	
<b>Description</b>	A very brief yet concise booklet introducing the city of Jičín. A balanced combination of images and text introducing the main points of interest for tourist. Pocket-sized and printed on glossy paper.			
<b>General evaluation</b>	Very much user-oriented with images, graphics and rather unorthodox design (some information presented on side of the pages with text organised vertically from bottom of the page). Overall impression is very good indeed.			
<b>Findings</b>	<p><b>Grammar</b></p> <p>Grammar rules generally followed; however the material shows a typical issue related to overuse of the definite article. Occasional issues with use of incorrect prepositions.</p> <p><b>Style</b></p> <p>As much as this brochure is quite easy to read the syntax rather follows the original Czech version. Issues with punctuation that follows Czech grammar rules instead of English grammar.</p> <p><b>Formal</b></p> <p>All local and geographical names translated to English with original names in brackets. Questionable translation of "Bohemian Paradise". One of the fictional characters referred to in the booklet (Rumcajs), who was basically a robber or bandit, is translated as a "highwayman".</p>			
Overall assessment: C	Substantive	Style	Grammar	Formal
	8	9	11	0

*Number indicates occurrence of defects in the respective assessment criteria.*

<b>Material No. 6</b>				
<b>Publisher</b>	<b>Title</b>	<b>Year</b>		
<b>Hradec Králové Region</b>	Natural Beauty of Orlické Mountains and Podorlicko Lowlands	2015		
<b>Translation</b>	N/A	<b>Scope</b>	10 Pages	
<b>Description</b>	A very brief yet concise booklet introducing a specific part of Hradec Králové region. A balanced combination of images and text introducing the main points of interest for tourist. Pocket-sized and printed on glossy paper.			
<b>General evaluation</b>	Very much user-oriented with images, graphics and rather unorthodox design (some information presented on side of the pages with text organised vertically from bottom of the page). Overall impression is very good indeed.			
<b>Findings</b>	<p><b>Grammar</b></p> <p>The grammar in this brochure overall is rather good with a few issues with the correct use of tense. Overuse of the definite article and occasional issue with incorrect use of preposition.</p> <p><b>Style</b></p> <p>Generally good with no major issues with the exception of punctuation.</p> <p><b>Formal</b></p> <p>Local and geographical names translated to English with original names in brackets. Questionable translation of the title. Choice of some English expressions is rather questionable (boater instead of paddlers, for example).</p>			
Overall assessment: C	Substantive	Style	Grammar	Formal
	7	9	11	0

*Number indicates occurrence of defects in the respective assessment criteria.*

<b>Material No. 7</b>				
<b>Publisher</b>	<b>Title</b>	<b>Year</b>		
Hradec Králové	Mining in	2015		
<b>Region</b>	Krkonoše Mountains			
<b>Translation</b>	N/A		<b>Scope</b>	10 Pages
<b>Description</b>	A very brief but interesting booklet introducing the traditional trade of the mountainous part of Hradec Králové region. A balanced combination of images and text introducing the mining history and monuments related to mining. Pocket-sized and printed on glossy paper.			
<b>General evaluation</b>	Very much user-oriented with images, graphics and rather unorthodox design (some information presented on side of the pages with text organised vertically from bottom of the page). Overall impression is very good indeed.			
<b>Findings</b>	<p><b>Grammar</b> A typical “translation” grammar that follows the Czech grammar rules instead of English grammar. Incorrect use of prepositions, overuse of the definite article, strange collocations.</p> <p><b>Style</b> Long sentences with occasionally incorrect punctuation.</p> <p><b>Formal</b> Local and geographical names translated to English with original names in brackets. Use of German geographical names, which makes it difficult for the readers to follow the text. Questionable translation of the title.</p>			
Overall assessment: C	Substantive 12	Style 10	Grammar 13	Formal 0

*Number indicates occurrence of defects in the respective assessment criteria.*

<b>Material No. 8</b>				
<b>Publisher</b>	<b>Title</b>	<b>Year</b>		
<b>Hradec Králové</b>	Chateaux on	2015		
<b>Region</b>	the River Orlice			
<b>Translation</b>	N/A		<b>Scope</b>	10 Pages
<b>Description</b>	A brief introduction to castles and other historical structures situated alongside the river. Each castle is briefly introduced, and interesting facts are presented as well. Pocket-sized and printed on glossy paper.			
<b>General evaluation</b>	Very much user-oriented with images, graphics and rather unorthodox design (some information presented on side of the pages with text organised vertically from bottom of the page). Overall impression is very good indeed.			
<b>Findings</b>	<p><b>Grammar</b> Very basic level of grammar used in translation. Overuse of the definite article, sometimes word-for-word translation.</p> <p><b>Style</b> Cumbersome structure of long sentences; the text is not easy flowing.</p> <p><b>Formal</b> Local and geographical names translated to English with original names in brackets. However, some names or sites are not translated or explained. Sometimes questionable use of synonyms in English.</p>			
Overall assessment: C	Substantive 11	Style 12	Grammar 9	Formal 0

*Number indicates occurrence of defects in the respective assessment criteria.*

<b>Material No. 9</b>				
<b>Publisher</b>	<b>Title</b>	<b>Year</b>		
Hradec Králové	Rock towns of	2015		
<b>Region</b>	Kladské pomezí			
<b>Translation</b>	N/A	<b>Scope</b>	10 Pages	
<b>Description</b>	An overview of the most popular tourist destination in the region. Contains a brief introduction to individual areas while highlighting the most interesting rock formations. Pocket-sized and printed on glossy paper.			
<b>General evaluation</b>	Very much user-oriented with images, graphics and rather unorthodox design (some information presented on side of the pages with text organised vertically from bottom of the page). Overall impression is very good indeed.			
<b>Findings</b>	<p><b>Grammar</b></p> <p>Grammar structure generally with no issues. Overuse of the definite article, occasional issues with correct use of tenses and genitive case.</p> <p><b>Style</b></p> <p>Long sentences not respecting the English grammar. Issues with punctuation.</p> <p><b>Formal</b></p> <p>Questionable translation of places of interest (The Adršpach-Teplice Rocks, The Broumov Rock Walls, for example). Geographical names and names of the rock formations always stated in Czech first with English (literal) translation in brackets. of the names. Some parts of the text sound rather calque. .</p>			
Overall assessment: C	Substantive	Style	Grammar	Formal
	9	10	9	0

*Number indicates occurrence of defects in the respective assessment criteria.*

<b>Material No. 10</b>				
<b>Publisher</b>	<b>Title</b>	<b>Year</b>		
HKVS Ltd.	Hradec Králové – A city Full of Attractive Places of Interest	2015		
<b>Translation</b>	N/A	<b>Scope</b>	12 Pages	
<b>Description</b>	A Flyer introducing the city of Hradec Králové and some of the villages located nearby. Pocket-sized and folded flyer printed on glossy paper. Combines Czech and English version.			
<b>General evaluation</b>	Design and layout combine text, images and a rather large map with highlighted points of interest. Information is short and concise. Lists all attractions and places worth visiting. Extensive use of colours and easy to use. Overall impression is very good indeed.			
<b>Findings</b>	<p><b>Grammar</b> Elementary grammar used throughout the flyer, but no major issues.</p> <p><b>Style</b> Translation follows the original sentences, however no major issues with the English syntax or punctuation.</p> <p><b>Formal</b> Questionable translation of some sites and names. Very simple language used. Translation of the title of the flyer is creative, yet meaningful.</p>			
Overall assessment: B	Substantive 4	Style 6	Grammar 7	Formal 0

*Number indicates occurrence of defects in the respective assessment criteria.*

<b>Material No. 11</b>				
<b>Publisher</b>	<b>Title</b>	<b>Year</b>		
HKVS Ltd.	Smiřice – Epiphany Castle Chapel	2014		
<b>Translation</b>	N/A	<b>Scope</b>	12 Pages	
<b>Description</b>	A brief introduction of the city of Smiřice and its renowned historical monument. Same pocket size as previous material and printed on glossy paper. Combines Czech/English/German version.			
<b>General evaluation</b>	As it is a part of information material series the design and layout combine text, images and a rather large map with highlighted points of interest. Information is short and concise. Lists all attractions and places worth visiting. Extensive use of colours and easy to use. This material contains one summary page in German as well. Overall impression is very good indeed.			
<b>Findings</b>	<p><b>Grammar</b> Very simple grammar used throughout the document. Overuse of the definite article.</p> <p><b>Style</b> The English version rigorously follows the Czech original. Rather complicated sentences with issues in punctuation.</p> <p><b>Formal</b> Questionable translation of the names. The text is rather difficult to read and understand. Incorrect use of words in English (A Tip for a Trip – the original suggests a place to visit, not to leave a tip).</p>			
Overall assessment: C	Substantive 8	Style 9	Grammar 8	Formal 0

*Number indicates occurrence of defects in the respective assessment criteria.*

<b>Material No. 12</b>				
<b>Publisher</b>	<b>Title</b>	<b>Year</b>		
HKVS Ltd.	Chlumec nad Cidlinou – Karlova Koruna Castle	2015		
<b>Translation</b>	N/A		<b>Scope</b>	12 Pages
<b>Description</b>	A brief material introducing the city and its famous privately-owned castle. Same pocket size as previous material and printed on glossy paper. Combines Czech and English version			
<b>General evaluation</b>	As it is a part of information material series the design and layout combine text, images and a rather large map with highlighted points of interest. Information is short and concise. Lists all attractions and places worth visiting. Extensive use of colours and easy to use. Overall impression is very good indeed.			
<b>Findings</b>	<p><b>Grammar</b> No major issues with grammar with the exception of overuse of the definite article.</p> <p><b>Style</b> Translation follows English syntax with very few issues.</p> <p><b>Formal</b> Questionable translation of the names. The text mentions the revolt movement which ended up defeated. Czech uses a saying which makes references to this event and the brochure contains a calque translation of the saying (They ended up like peasants at Chlumec). However, the English equivalent is "Like the Tommies at Dieppe."</p>			
Overall assessment: A	Substantive 3	Style 2	Grammar 2	Formal 0

*Number indicates occurrence of defects in the respective assessment criteria.*

<b>Material No. 13</b>				
<b>Publisher</b>	<b>Title</b>	<b>Year</b>		
HKVS Ltd.	Všestary - Archeopark – Prehistoric settlement	2015		
<b>Translation</b>	N/A	<b>Scope</b>	12 Pages	
<b>Description</b>	A flyer introducing a village on the outskirts of the city with archaeological site. Same pocket size as previous material and printed on glossy paper. Combines Czech and English version.			
<b>General evaluation</b>	As it is a part of information material series the design and layout combine text, images and a rather large map with highlighted points of interest. Information is short and concise. Lists all information about this rather small village. Extensive use of colours and easy to use. Overall impression is very good indeed.			
<b>Findings</b>	<p><b>Grammar</b> No major issues or mistakes in grammar.</p> <p><b>Style</b> Rather complex structures used not following the English syntax. Most of the text is just a word-for-word translation of the original text.</p> <p><b>Formal</b> Geographical names and sites translated into English. Some words used for translation chosen incorrectly (i.e., locality, barrier-free grounds). Use of incorrect words (Tips for more trips).</p>			
Overall assessment: B	Substantive 3	Style 5	Grammar 7	Formal 0

*Number indicates occurrence of defects in the respective assessment criteria.*

<b>Material No. 14</b>				
<b>Publisher</b>	<b>Title</b>	<b>Year</b>		
HKVS Ltd.	Krňovice – Podorlicko Open air Museum	2014		
<b>Translation</b>	N/A		<b>Scope</b>	12 Pages
<b>Description</b>	A brief material highlighting a popular open-air folk museum. Same pocket size as previous material and printed on glossy paper. Combines Czech and English version.			
<b>General evaluation</b>	As it is a part of information material series the design and layout combine text, images and a rather large layout of the open-air museum. map with highlighted points of interest. Information is short and concise. Lists all information about individual structures. Extensive use of colours and easy to use. Overall impression is very good indeed.			
<b>Findings</b>	<p><b>Grammar</b> Simple grammar used throughout the document. No major issues with the exception of overuse of the definitive article.</p> <p><b>Style</b> Easy flowing sentences with no major issues. Translation is very accurate while respecting the English syntax.</p> <p><b>Formal</b> Geographical names combine the original Czech name and the English word for mountains, for example. Questionable translation of some of the authorities. Questionable translation of specific names of the structures (granary vs. barn).</p>			
Overall assessment: B	Substantive 4	Style 5	Grammar 5	Formal 0

*Number indicates occurrence of defects in the respective assessment criteria.*

<b>Material No. 15</b>				
<b>Publisher</b>	<b>Title</b>	<b>Year</b>		
HKVS Ltd.	Třebechovice pod Orebem – Probošt's Nativity Scene	2015		
<b>Translation</b>	N/A	<b>Scope</b>	12 Pages	
<b>Description</b>	A flyer introducing not only the city's unique museum, but also various events and places of interest. Same pocket size as previous material and printed on glossy paper. Combines Czech and English version.			
<b>General evaluation</b>	As it is a part of information material series the design and layout combine text, images and a rather large map with highlighted points of interest. Information is short and concise. Lists all information about this micro region. Extensive use of colours and easy to use. Overall impression is very good indeed.			
<b>Findings</b>	<p><b>Grammar</b> Although a simple grammar is used throughout the document there are issues with grammar. Incorrect use of tenses, overuse of the definite article, incorrect use of prepositions.</p> <p><b>Style</b> Long sentences with incorrect punctuation. English translation is almost word-for-word translation of the original document.</p> <p><b>Formal</b> Questionable translation of some events and characters. The title Nativity Scene is also questionable. The names.</p>			
Overall assessment: F	Substantive 18	Style 11	Grammar 9	Formal 0

*Number indicates occurrence of defects in the respective assessment criteria.*

<b>Material No. 16</b>				
<b>Publisher</b>	<b>Title</b>	<b>Year</b>		
HKVS Ltd.	Hradecko – Where to go in the Hradecko region on Mondays... or where you will not be faced with closed doors	2016		
<b>Translation</b>	N/A	<b>Scope</b>	12 Pages	
<b>Description</b>	A flyer containing a list of tourist places of interest opened in the regional capital of Hradec Králové on Mondays. Same pocket size as previous material and printed on glossy paper. English version only.			
<b>General evaluation</b>	As it is a part of information material series the design and layout combine text, images and a QR code for Hradecko mobile app. rather large map with highlighted points of interest. Information is short and concise. Lists all information about sites not closed on Mondays. Updated design combining images and eye-catching way of presenting the information. Very practical. Overall impression is very good indeed.			
<b>Findings</b>	<p><b>Grammar</b> No issues with the grammar although it is very basic. However, the exclamation mark is very much overused in this flyer.</p> <p><b>Style</b> Easy to read sentences with no issues in terms of syntax. A naturally flowing text.</p> <p><b>Formal</b> A very well translated flyer offering information in a very concise way.</p>			
Overall assessment: A	Substantive 2	Style 4	Grammar 2	Formal 0

*Number indicates occurrence of defects in the respective assessment criteria.*

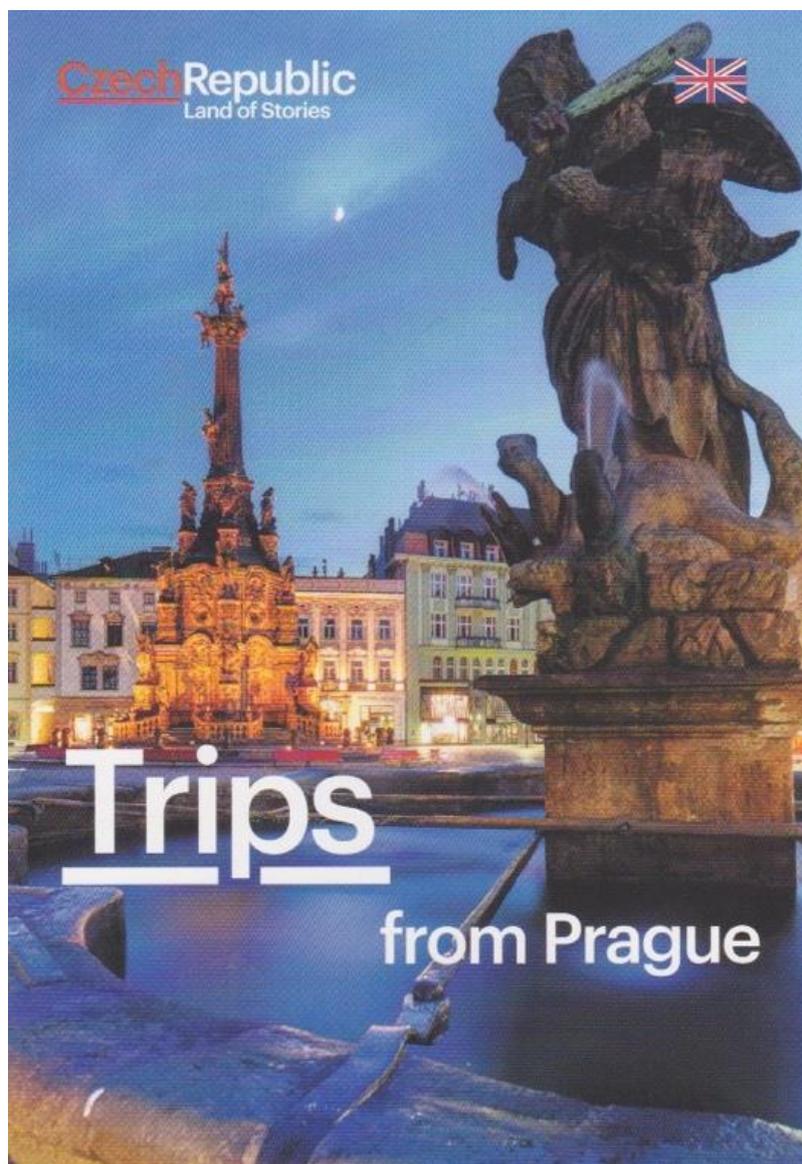
<b>Material No. 17</b>				
<b>Publisher</b>	<b>Title</b>	<b>Year</b>		
HKVS Ltd.	Hradecko for Kids	2015		
<b>Translation</b>	N/A	<b>Scope</b>	26 Pages	
<b>Description</b>	A booklet dedicated to promotion of tourist attractions and sites suitable for children. Semi-pocket size printed on glossy paper. Includes a map for better orientation. Combines Czech and English version.			
<b>General evaluation</b>	A very eye-catching and colourful booklet providing information on places to go while visiting the city with children. Combines Czech and English texts complemented by images and simple pictograms. Easy to use. Includes a crossword puzzle for children in the middle of the booklet. Overall impression is very good indeed.			
<b>Findings</b>	<p><b>Grammar</b> Rather simple grammar structures used, with occasional improper use of prepositions and overuse of the definite article.</p> <p><b>Style</b> No major issues with syntax, however the punctuation could be improved.</p> <p><b>Formal</b> Rather simple and easy to follow translation of the original document. Names and sites translated correctly with explanation.</p>			
Overall assessment: B	Substantive 4	Style 2	Grammar 4	Formal 0

*Number indicates occurrence of defects in the respective assessment criteria.*

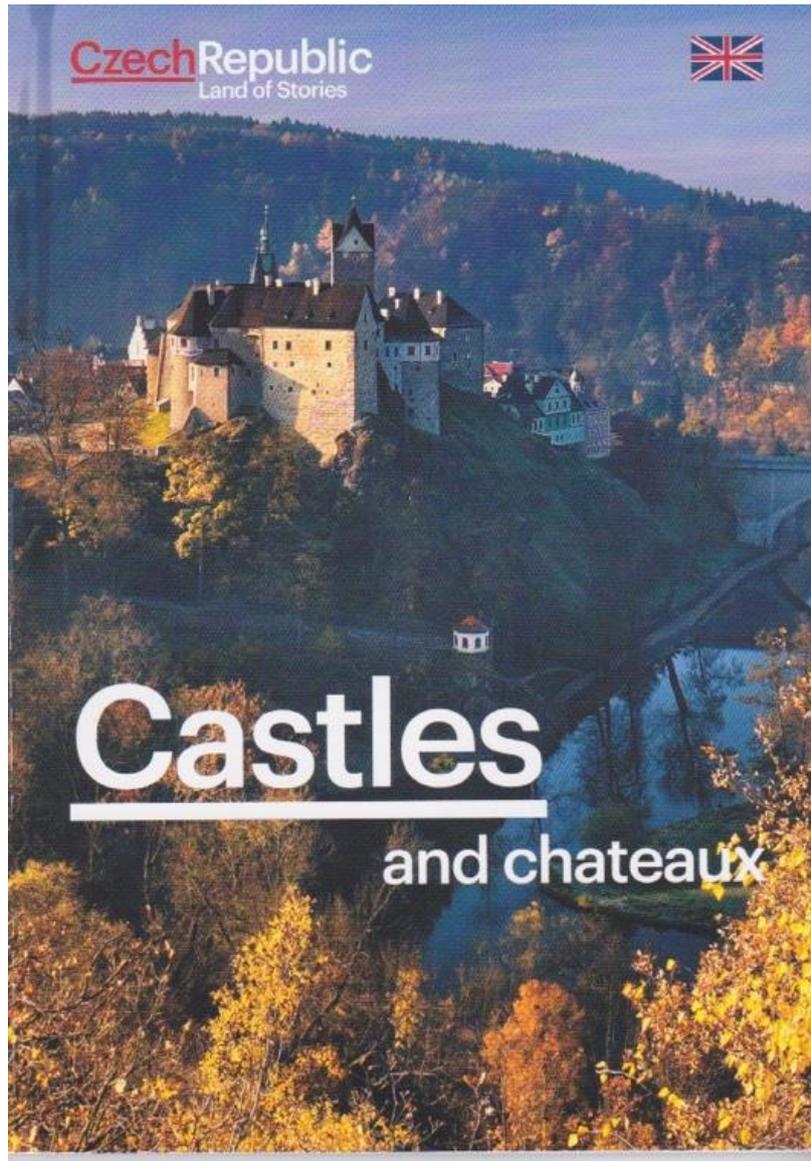
<b>Material No. 18</b>				
<b>Publisher</b>	<b>Title</b>	<b>Year</b>		
HKVS Ltd.	Salon of the Republic	2015		
<b>Translation</b>	N/A	<b>Scope</b>	24 Pages	
<b>Description</b>	A brochure with description of a walking route in the city of Hradec Králové dedicated to architecture. Pocket size printed on glossy paper. Does not include a map. Combines Czech and English version.			
<b>General evaluation</b>	A nice booklet presenting information on architecture of the city. Very well organised, nice layout and design, balanced combination of text and images. Includes a QR code allowing for retrieving all information on-line. Overall impression is very good indeed.			
<b>Findings</b>	<p><b>Grammar</b> Overuse of the definite article, incorrect use of prepositions, issues with wrong tenses used, genitive case</p> <p><b>Style</b> Rather long sentences with complicated structure sometimes following the Czech original. Some articles are easy to read while others are hard to follow.</p> <p><b>Formal</b> Translation of names of some structures is questionable. Furthermore, combination of a German geographical name and English is also questionable (Elbe embankment). The QR code on the reverse side of the booklet can be scanned, however the server reports the website is unavailable.</p>			
Overall assessment: C	Substantive	Style	Grammar	Formal
	4	6	9	0

*Number indicates occurrence of defects in the respective assessment criteria.*

**Appendix 4 Title page scans**



**Figure 4 Material 1 Title Page**



**Figure 5 Material 2 Title Page**



KRÁLOVSKÁ  
VĚNNÁ MĚSTA

## Attractive places to visit in the Royal Dowry Towns

Dvůr Králové nad Labem • Hradec Králové • Chrudim • Jaroměř  
Mělník • Nový Bydžov • Polička • Trutnov • Vysoké Mýto



*Remark to the term "Royal Dowry Town":  
Czech kings used to give their wives – queens – a so-called  
lifelong material dowry in the form of a royal town. The dowry was  
connected with the town's commitment to provide the queen with certain services  
and conveniences by paying her in kind, giving her a home, taking care of her if she  
was widowed and providing her with other forms of material provisions if the king died  
prematurely. Considerable revenues from certain royal towns soon became a popular  
source of income for kings' widows, and these towns were entitled Royal Dowry Towns.*

**Figure 6 Material 3 Title Page**

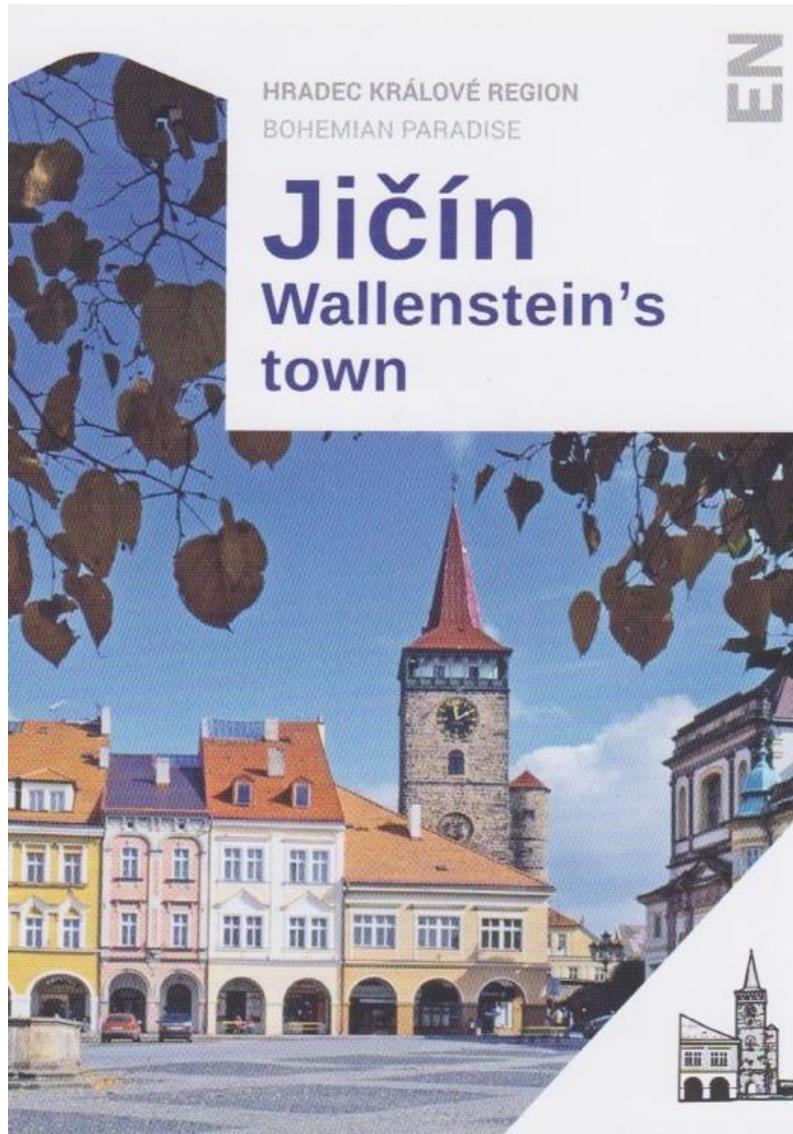


**Royal Dowry Towns  
Open Gateways ...**

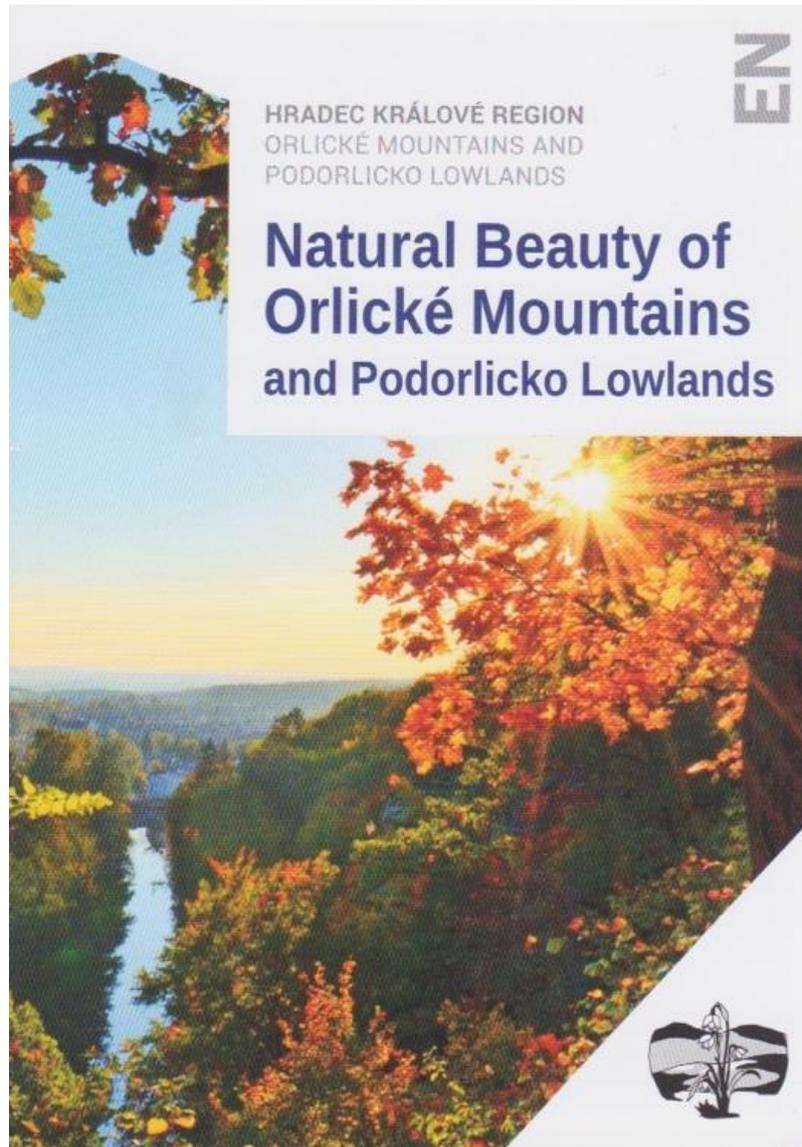
Dvůr Králové nad Labem • Hradec Králové • Chrudim • Jaroměř  
Mělník • Nový Bydžov • Polička • Trutnov • Vysoké Mýto



**Figure 7 Material 4 Title Page**



**Figure 8 Material 5 Title Page**



**Figure 9 Material 6 Title Page**

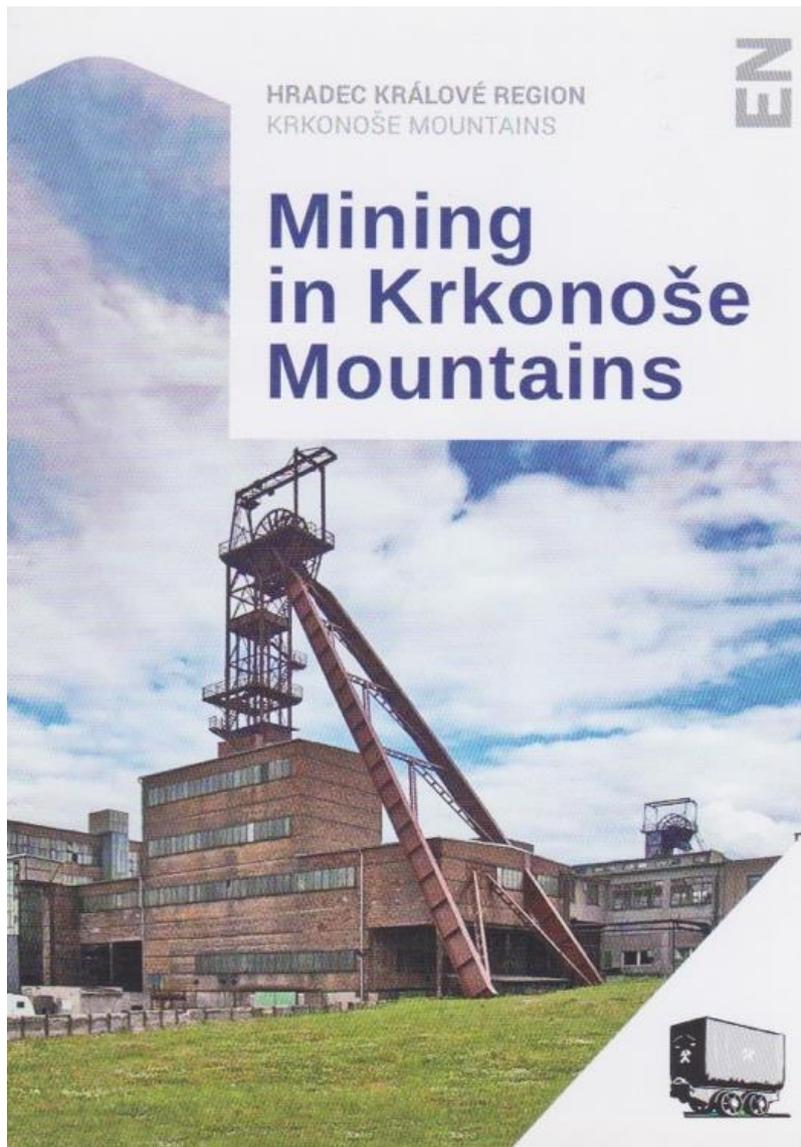
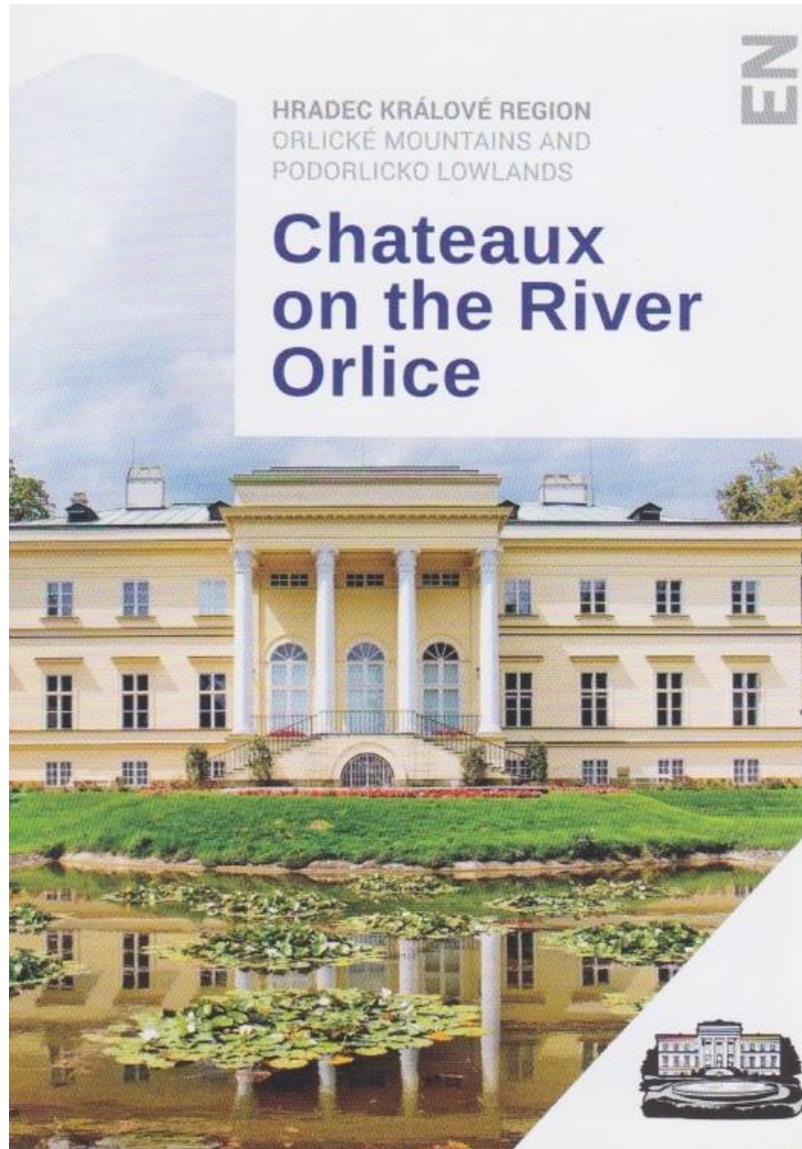
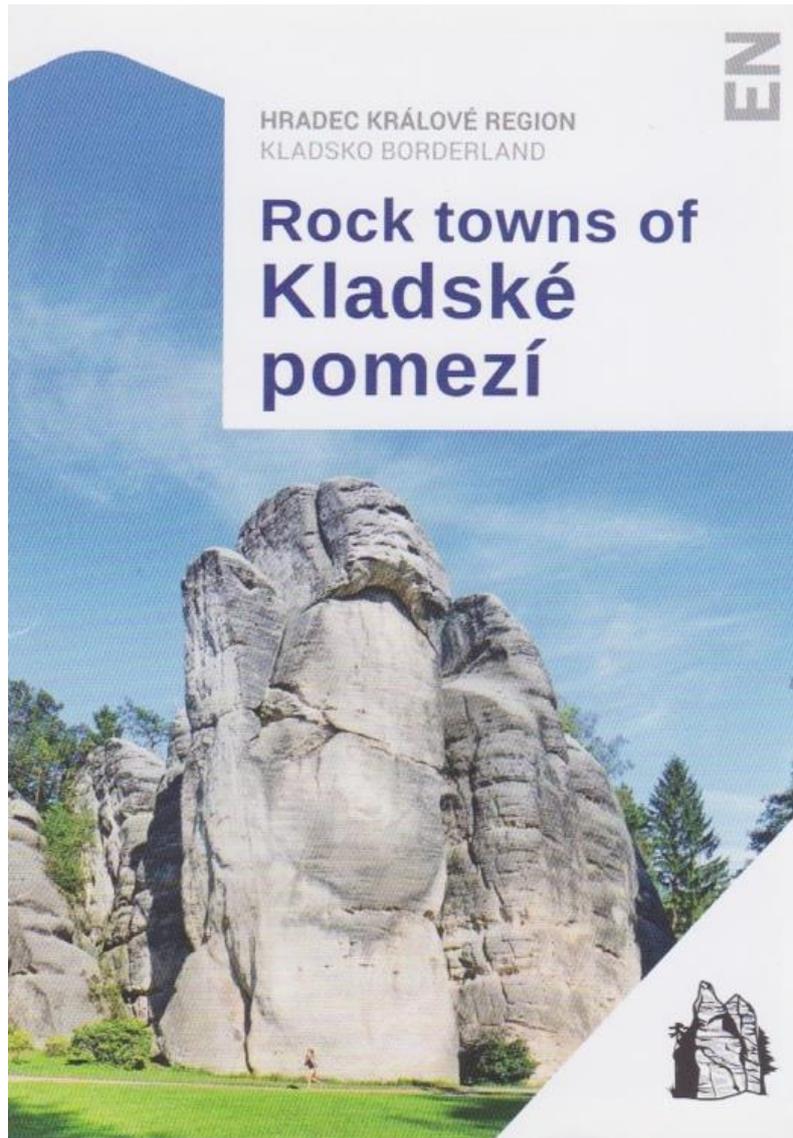


Figure 10 Material 7 Title Page



**Figure 11 Material 8 Title Page**



**Figure 12 Material 9 Title Page**

# HRADEC KRÁLOVÉ

... správný cíl Vaší cesty

... right target of your journey



**HRADEC KRÁLOVÉ**

**CHLUM**

**VŠESTARY**

**NECHANICE**

**CHLUMEC NAD CIDLINOU**

**SMIŘICE**

**TŘEBECHOVICE POD OREBEM**

**KRŇOVICE**

Město plné  
atraktivit

A City  
Full of Attractive  
Places of Interest

Figure 13 Material 10 Title Page

# SMIŘICE

-  ... správný cíl Vaší cesty
-  ... right target of your journey
-  ... das richtige Ziel Ihrer Reise



HRADEC KRÁLOVÉ  
CHLUM  
VŠESTARY  
NECHANICE  
CHLUMEC NAD CIDLINOU  
**SMIŘICE**  
TŘEBECHOVICE POD OREBEM  
KRŇOVICE

## Zjevení Páně

Zámecká kaple

## Epiphany

Castle Chapel

## Die Offenbarung des Herrn

Schlosskapelle

Figure 14 Material 11 Title Page

# CHLUMEC NAD CIDLINOU

 ... správný cíl Vaší cesty

 ... right target of your journey



HRDEC KRÁLOVÉ

CHLUM

VŠESTARY

NECHANICE

**CHLUMEC NAD CIDLINOU**

SMIŘICE

TŘEBECHOVICE POD OREBEM

KRŇOVICE

Karlova Koruna

Zámek

Karlova Koruna

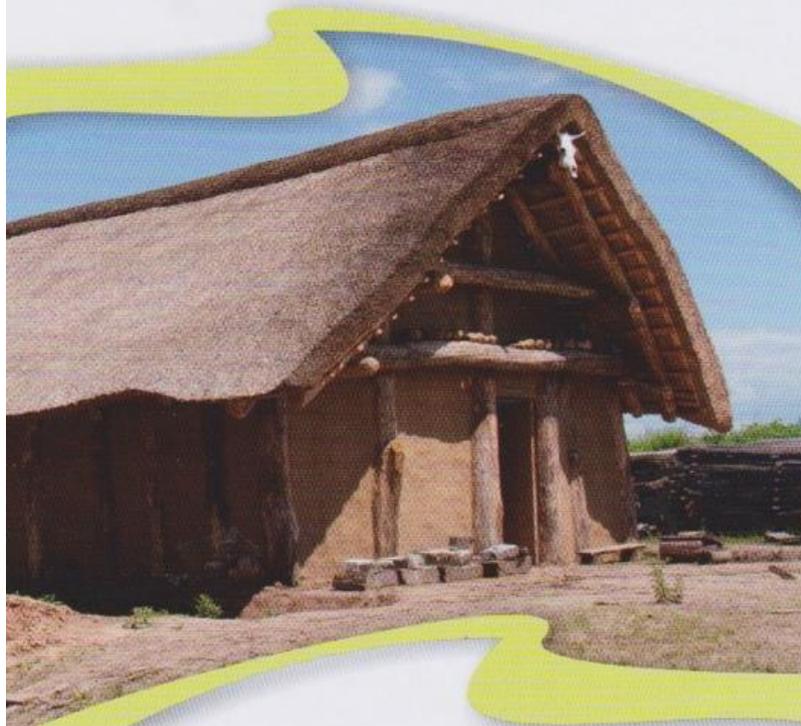
Castle

Figure 15 Material 12 Title Page

# VĚSTARY

... správný cíl Vaší cesty

... right target of your journey



HRADEC KRÁLOVÉ

CHLUM

**VĚSTARY**

NECHANICE

CHLUMEC NAD CIDLINOU

SMIŘICE

TŘEBECHOVICE POD OREBEM

KRŇOVICE

Archeopark

Pravěká vesnice

Archeopark

Prehistoric settlement

Figure 16 Material 13 Title Page

# KRŇOVICE

 ... správný cíl Vaší cesty

 ... right target of your journey



HRADEC KRÁLOVÉ  
CHLUM  
VŠESTARY  
NECHANICE  
CHLUMEC NAD CIDLINOU  
SMIŘICE  
TŘEBECHOVICE POD OREBEM  
**KRŇOVICE**

Podorlický  
skanzen  
Lidové stavby

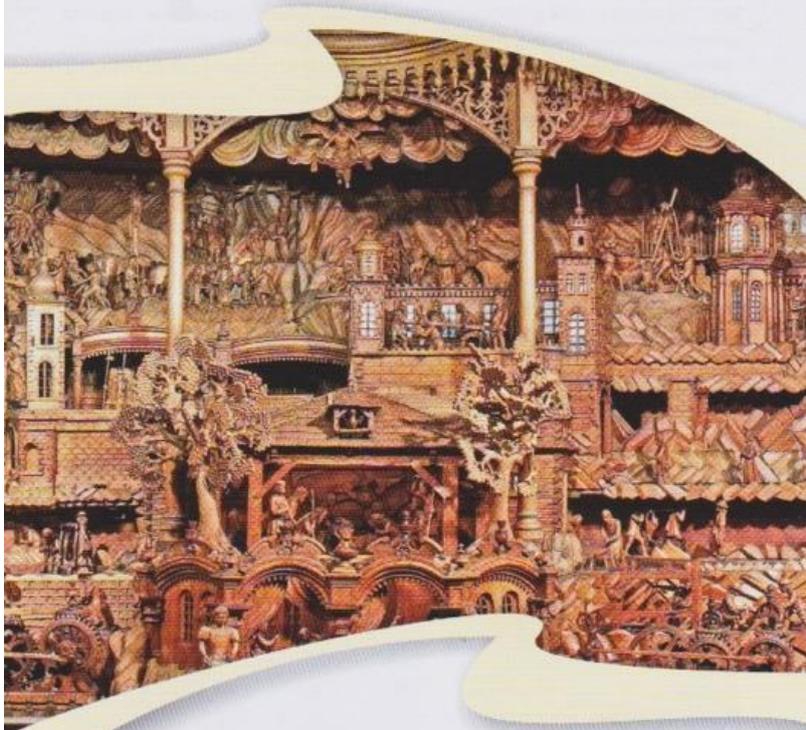
Podorlicko  
Open-air Museum  
Folk architecture

Figure 17 Material 14 Title Page

# TŘEBECHOVICE POD OREBEM

... správný cíl Vaší cesty

... right target of your journey



HRADEC KRÁLOVÉ

CHLUM

VŠESTARY

NECHANICE

CHLUMEC NAD CIDLINOU

SMIŘICE

**TŘEBECHOVICE POD OREBEM**

KRŇOVICE

## Proboštův betlém

Jedinečná rezbářská práce

## Probošt's Nativity Scene

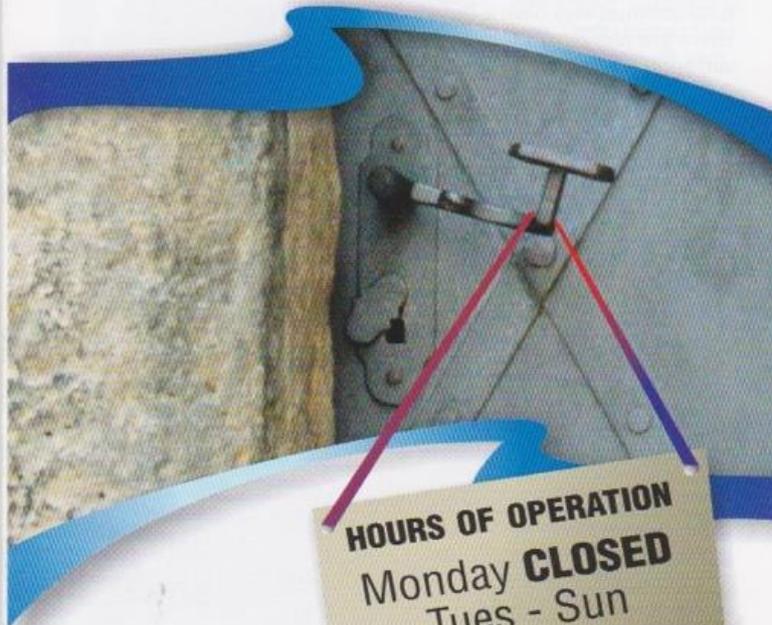
A unique example of wood carving

Figure 18 Material 15 Title Page

**HRADECKO**

 ... the correct destination

# Where to go in the Hradecko region on Mondays



... or where you will  
not be faced  
with closed doors

Figure 19 Material 16 Title Page

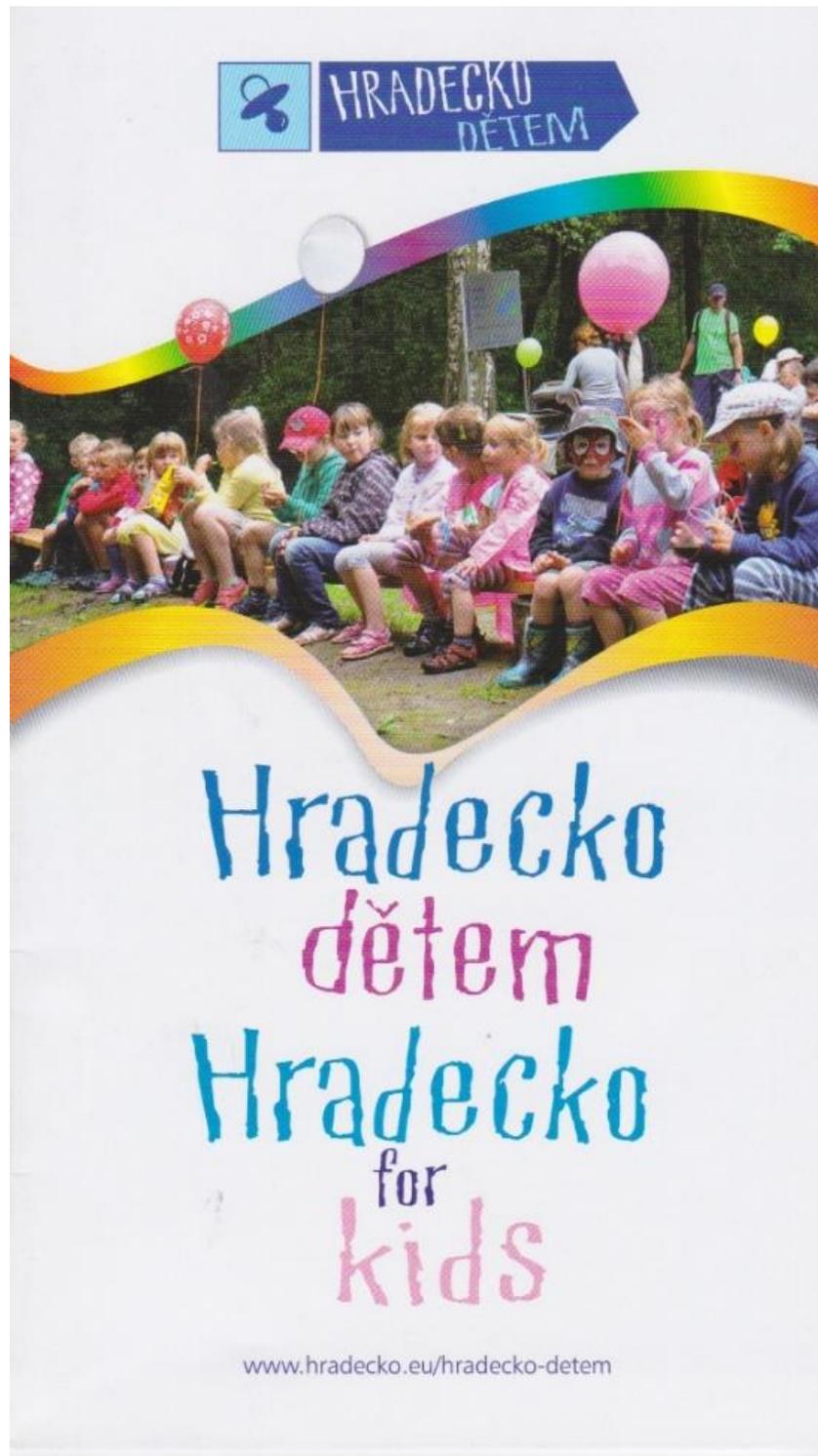


Figure 20 Material 17 Title Page



**Figure 21 Material 18 Title Page**

## Zadání bakalářské práce

**Autor:** Zdeněk Hofman  
**Studium:** I1800596  
**Studijní program:** B6208 Ekonomika a management  
**Studijní obor:** Management cestovního ruchu  
**Název bakalářské práce:** Intercultural communication in the management of tourism  
**Název bakalářské práce AJ:** Intercultural communication in the management of tourism

**Cíl, metody, literatura, předpoklady:**

### Bachelor Thesis Structure

**Title:** Intercultural communication in the management of tourism

**Author:** Zdeněk Hofman

**Supervisor:** Mgr. et Mgr. Marcel Pikhart, Ph.D.

### Information sources

### Goal of the thesis

### Basic structure

1. Introduction
2. Theoretical part
  - Translation
  - Intercultural communication
  - Tourist publications for foreign visitors
  - Management of tourism and communication
  - Influence of cultural differences
1. Methodology
  - Hypothesis
  - Research criteria
  - Analysis of literature
  - Research of tourist publications
  - Analysis of data on tourists from abroad visiting a specific TIC
  - Summary of results
1. Discussion
  - Comparison of Czech situation with other countries
  - Analysis of scientific articles on issues in translation with respect to intercultural communication
1. Conclusions
2. List of sources
3. List of pictures
4. Appendices

**Garantující pracoviště:** Katedra aplikované lingvistiky,  
Fakulta informatiky a managementu

**Vedoucí práce:** Mgr. et Mgr. Marcel Pikhart, Ph.D.

**Oponent:** Mgr. Dagmar Hrušová, Ph.D.

**Datum zadání závěrečné práce:** 15.10.2020