

## **BUSINESS TOURISM TRANSLATION: CHALLENGES AND PERSPECTIVES**

ANZHELIKA BILYK, student

MARIA OSINSKA, Associate Professor, PhD in Philology

*O. M. Beketov National University of Urban Economy in Kharkiv*

ZOYA VOLYNSKAYA, Director of Business Development and Product  
Management

*Aquyre Biosciences Company (Boston, USA)*

O. M. Beketov National University of Urban Economy in Kharkiv is a specialized higher educational institution, training specialists for all the areas of municipal economy. In 2018, a new educational program developing translators and interpreters for the municipal economy was introduced. The major employer and training facility for the university's graduates and students is Kharkiv City Council together with its departments and municipal companies. Kharkiv City Council and its tourism division functioning within the International Cooperation Department is also a major policy maker in the region's tourism development industry. In 2012 Kharkiv City Council adopted a Program positioning Kharkiv as a congress or business tourism destination. While the COVID-19 restrictions significantly limited all other types of tourism, the demand for international conferences and congresses has become even higher, with these events having moved into the online environment.

The most pressing issue, which demands urgent improvement, however, is the quality of conference materials translations into English. Unfortunately, it still leaves much to be desired.

A series of translations for business forum organizing committees were made by the University's Professors of English translation, one of them being a three-volume edition [1; 2; 3] published for the participants of the International Economic Forum which was to be held in 2020, but was postponed due to the coronavirus restrictions.

Several abstracts of the text were given for translation to the second- and third-year students of O. M. Beketov National University of Urban Economy in Kharkiv within the framework of their translation practice, the results being not very successful. The texts were very difficult to read both for the native speakers and other foreigners speaking English. We identified several closely interrelated reasons for that.

One of the volumes contained information about the economic situation, business potential and investment attractiveness, etc. of Kharkiv Region districts. The original materials were provided in a very bureaucratic Ukrainian language difficult to be understood even by Ukrainian native speakers who are not familiar with the bureaucratic clichés. Sentences covering half a page were not unusual.

Thus, even the students who had undergone a parallel course in Business Administration or economic studies and had general background knowledge of the topic, demonstrated poor quality of translation. Without understanding the essence of the message, they applied the loan translation preserving the syntactic structure of the bureaucratic Ukrainian sentence.

Having analyzed the process of translation, the original text and the text of translation, we distinguished the following groups of challenges in translating materials for business forums organized in the big Ukrainian industrial cities and/or agricultural regions: 1) difference in the general manner of presenting the material in the business forum volumes compared to that in Western Europe, which demand certain reconsideration of the original text; 2) numerous bureaucratic clichés; 3) extremely long sentences sometimes without any coherence between the subject and the predicate, etc.

Recently the city and its higher educational and scientific institutions have become home to numerous international conferences highlighting the research carried out at the border of high technologies and medicine, nanotechnologies and biomedical engineering, e. g. Nanotechnologies and Biomedical Engineering (ICNBME-2019), Modern Achievements and Prospects of Clinical Laboratory Medicine in the Diagnosis of Diseases in Humans and Animals (17.03.2021), Information Systems and Technologies in Medicine (ISM-2018).

After training the students of O. M. Beketov National University of Urban Economy in Kharkiv to overcome the mentioned above challenges of international forum materials translation, the University Professors assigned the students with a series of translations for the University's US partner Aquyre Biosciences [4].

The students' translations of the above mentioned materials were checked both by the University Professors and Aquyre Biosciences experts. This raised the idea of developing and introducing a specialized course in translating business forum materials from Russian/Ukrainian into English. The course is now being developed at the Foreign Languages Department of O. M. Beketov National University of Urban Economy in Kharkiv.

#### **References:**

1. Investment Potential. Road Map. – Kharkiv: Golden Pages, 2020. – 105 p.
2. Investment Projects and Sites. – Kharkiv: Golden Pages, 2020. – 39 p.
3. Exporting enterprises and their products. – Kharkiv: Golden Pages, 2020. – 34 p.
4. Aquyre Biosciences, 2021. lltech.co [Accesed 30 March 2021]. Available at: lltech.co