

Postgraduate Certificate

Direct and Reverse Tourism and Commercial Translation





Postgraduate Certificate Direct and Reverse Tourism and Commercial Translation

Course Modality: **Online**

Duration: **6 weeks**

Certificate: **TECH Technological University**

Official N° of hours: **150 h.**

Website: www.techtitute.com/humanities/postgraduate-certificate/direct-reverse-tourism-commercial-translation

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Structure and Content

p. 12

04

Methodology

p. 16

05

Certificate

p. 24

01

Introduction

The tourism and commercial sectors are two areas of utmost importance for the economy of any country. So much so that, in an industry as globalized as tourism, translation is an essential, even a mandatory, resource and skill. Quality translation will not only arouse the interest of a multilingual audience, but will also reinforce the legitimacy and prestige of a company. This 100% online program provides graduates with the skills and tools to translate and proofread tourism and commercial texts in accordance with standard conventions. Thus, they will be able to acquire strategies to solve the intrinsic difficulties of specialized texts in Spanish and English.





“

Direct and Reverse Tourism and Commercial Translation presents its own complications, and it is important to have a course that specializes you in this field so you can properly deal with them in a professional setting”

The quality of the translation is an essential criterion for enhancing the attractiveness of a site, service or product, whether tourist or commercial. To obtain a reliable and fluent final result that is adapted to the target audience, it is essential for professional translators to specialize in this type of translation. Thanks to this Postgraduate Certificate, students will acquire knowledge of commercial translation and the characterization of the language used in both Spanish and English.

To this end, the theoretical foundations of tourism, commercial and foreign trade translation are explored, observing the evolution of the context of the fields and the labor market in translation. Likewise, international and national trends in tourism and commercial translation are addressed while analyzing the most demanded text types in Spanish and English.

Thus, thanks to this program, translation professionals will perfect the necessary skills to work in the tourism and commercial field while maintaining a high level of professional practice. And they will achieve this with a program that is imparted 100% online, with the advantages that this entails, so students will be the only ones in charge of allocating their study time and place.

This **Postgraduate Certificate in Direct and Reverse Tourism and Commercial Translation** contains the most complete and up to date academic program on the market. Its most notable features are:

- ♦ Practical cases presented by experts in translation and interpreting
- ♦ The graphic, schematic, and eminently practical contents with which they are created, provide exhaustive and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



Accessing this 100% online course will allow you to take a very big step toward a prosperous working future in the field of Direct and Reverse Tourism and Commercial Translation”

“

Starting with an in-depth understanding of the evolution of the context and the labor market in the field of tourism and commercial translation will give you a concrete vision of the requirements you need to meet”

The program's teaching staff includes professionals from the sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive training programmed to train in real situations.

The design of this program focuses on Problem Based Learning, which means the student must try to solve the different real life situations of that arise throughout the academic program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

You will carry out simulations of direct and reverse (English-Spanish) Tourism and Commercial Translation assignments that you will be able to apply to your professional practice.

Thanks to the thorough design of the syllabus, you will be able to master quality assurance skills.



02 Objectives

The design of this Postgraduate Certificate in Direct and Reverse Tourism and Commercial Translation has been carried out with the aim of providing graduates with a program that meets their most demanding academic requirements. For this reason, the course includes an in depth body of knowledge of the characterization of both Spanish and English in tourism and commercial texts.





“

You will access solved translation exercises so you can spend as many hours as you deem necessary to put your knowledge into practice”



General Objectives

- ♦ Acquire knowledge of commercial translation and the characterization of the language used in both Spanish and English
- ♦ Consolidate knowledge of specialized translation
- ♦ Master the skills involved in assuring quality levels

“

You will be provided at all times with selected didactic material and case studies to make this program as didactic and dynamic as possible”





Specific Objectives

- ◆ Become familiar with tourism and commercial language and texts in both Spanish and English
- ◆ Gain deeper knowledge of the characterization of both Spanish and English in tourism and commercial-economic texts
- ◆ Master the skills and tools involved in translating and proofreading legal and commercial texts according to standard conventions
- ◆ Acquire strategies to solve the intrinsic difficulties of tourism and commercial texts in both Spanish and English

03

Structure and Content

The syllabus of this Postgraduate Certificate delves into issues such as textual typology in tourism and commercial discourse in both Spanish and English, international and national trends regarding these translations and the specificities for evaluating them, among others. To this end, the format and image, documentary and computer resources, text conventions, etc. are studied in depth. So, the syllabus covers all the aspects that a translation specialist must master.





“

The best way to complement your specialization is to have a program that brings you closer to the communication models used in Direct and Reverse Tourism and Commercial Translation”

Module 1. Tourism and Commercial Translation (B-A / A-B) (English - Spanish / Spanish - English)

- 1.1. Introduction to Tourism Translation
 - 1.1.1. What Is Tourism Translation?
 - 1.1.2. General Guidelines
 - 1.1.3. Theoretical Foundations of Tourism Translation
 - 1.1.4. Context and Labor Market Evolution in Tourism Translation
- 1.2. Introduction to Commercial Translation
 - 1.2.1. What Is Commercial Translation?
 - 1.2.2. General Guidelines
 - 1.2.3. Theoretical Foundations of Commercial Translation and Foreign Trade
 - 1.2.4. Context and Labor Market Evolution in Commercial Translation
- 1.3. Textual Typology in Tourism Discourse in both Spanish and English
 - 1.3.1. Brochures
 - 1.3.2. Tourism Texts
 - 1.3.3. Advertising Texts
- 1.4. Textual Typology in Commercial Discourse in both Spanish and English
 - 1.4.1. Commercial Correspondence
 - 1.4.2. Commercial Documents
 - 1.4.3. Others
- 1.5. International and National Trends in Tourism Translation
 - 1.5.1. Analysis of the Most Demanded Text Types in Spanish and in English
 - 1.5.2. Examples of Spanish Translations
 - 1.5.3. Examples of English Translations
- 1.6. International and National Trends in Commercial Translation
 - 1.6.1. Analysis of the Most Demanded Text Types in Spanish and in English
 - 1.6.2. Examples of Spanish Translations
 - 1.6.3. Examples of English Translations





- 1.7. Specificities to Be Assessed in Spanish and English Tourism Translation
 - 1.7.1. Linguistic Transfer in Tourism Translation
 - 1.7.2. Format and Image
 - 1.7.3. The Field of Specialty of Tourism
 - 1.7.4. Cultural and Discursive Conventions in Tourism Texts in both Spanish and English
- 1.8. Specificities to Be Assessed in Spanish and English Commercial Translation
 - 1.8.1. Commercial Language
 - 1.8.2. Documentary and Computer Resources
 - 1.8.3. Conventions in Commercial Texts in both Spanish and English
 - 1.8.4. Examples
- 1.9. Simulations of Tourism and Commercial Translation Commissions (English-Spanish)
 - 1.9.1. General Process Guidelines
 - 1.9.2. Phase-Specific Tasks
 - 1.9.2.1. Documentation and Terminology Tasks
 - 1.9.2.2. Management Tasks
 - 1.9.2.3. Translation and Revision Tasks
 - 1.9.2.4. Quality Control
 - 1.9.3. Final Reflections
- 1.10. Simulations of Tourism and Commercial Translation Commissions (Spanish - English)
 - 1.10.1. General Process Guidelines
 - 1.10.2. Phase-Specific Tasks
 - 1.10.2.1. Documentation and Terminology Tasks
 - 1.10.2.2. Management Tasks
 - 1.10.2.3. Translation and Revision Tasks
 - 1.10.2.4. Quality Control
 - 1.10.3. Final Reflections

04

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.



“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"



You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.



A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career*”

The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

The case method has been the most widely used learning system among the world's leading Humanities schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



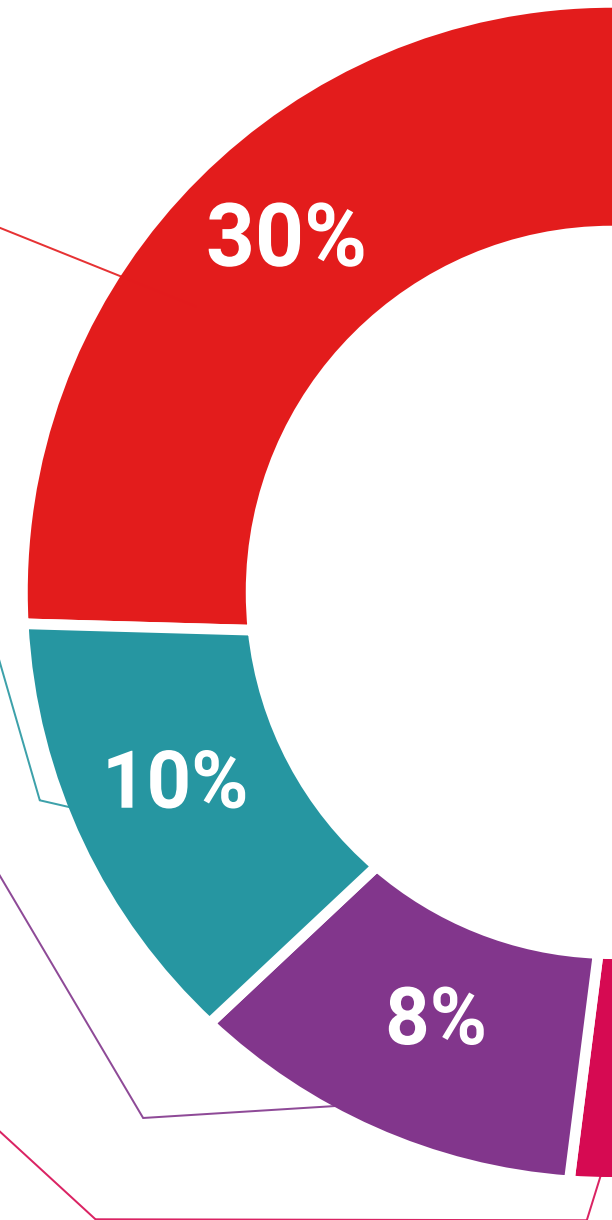
Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



05

Certificate

The Postgraduate Certificate in Direct and Reverse Tourism and Commercial Translation guarantees students, in addition to the most rigorous and up to date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This **Postgraduate Certificate in Direct and Reverse Tourism and Commercial Translation** contains the most complete and up-to-date academic program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the **Postgraduate Certificate**, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: Postgraduate Certificate in Direct and Reverse Tourism and Commercial Translation

Official N° of hours: 150 h.



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present
development languages
virtual classroom



Postgraduate Certificate

Direct and Reverse

Tourism and Commercial

Translation

Course Modality: Online

Duration: 6 weeks

Certificate: TECH Technological University

Official N° of hours: 150 h.

Postgraduate Certificate

Direct and Reverse Tourism and Commercial Translation

