

# Translation and Communication in the Promotion of Business Tourism: Emerging Research and Opportunities

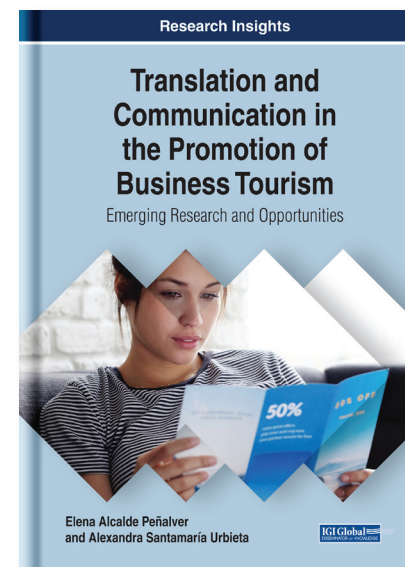
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## Description:

The explosive expansion of the tourism industry has been vital to the economic growth of numerous countries throughout the world. As the industry becomes increasingly more competitive, it is necessary for destinations to implement business strategies and invest in human resources that will promote more travel. One such area that requires more attention is that of translation in marketing initiatives.

**Translation and Communication in the Promotion of Business Tourism: Emerging Research and Opportunities** offers a comprehensive study of translation in the business tourism sector by looking at the value of business tourism translation according to market demands, the main models of these specializations, and empirical data from a compilation of a corpus with texts in English and Spanish that serve as explanatory examples of what to do when dealing with texts from this context. The content within this publication examines international travel, international communication, and global business. It is designed for business professionals, managers, policymakers, translators, marketers, advertisers, researchers, students, and academicians.



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