



The Role of Interpreters on Tourism Industry

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Abstract: The purpose of this article was to investigate the role of specialized translators and interpreters of medical discourse in bringing satisfaction to health tourists. The goal was to find the effect of non-professional medical interpreters (translators) in breaking efficient patient-physician relationship. Nowadays, most foreign patients are accompanied by someone who is not familiar with medical terminology and just thanks to knowing a language he/she becomes an interpreter of a foreign patient. Ten foreign patients from different countries were investigated in this report.

Keywords: Translation, Specialized Translator and Interpreter, Non-Professional Interpreter, Health Tourism.

Introduction: The world aging population, long waiting lists for treatment, and continuous rise in out-of-pocket medical costs are among the issues indicate health tourism as a growing market. So it is noteworthy to devote our meticulous attention to this developing industry. Like any fast growing industry, many different factors affect health tourism among which quality of service is the most important one. Obviously, the presence of medical translator plays an important role in the quality of translation as it has its leading role in sharing the results of a medical research, publication of new discoveries in the global scientific community and marketing new products of medicinal and medical equipment. Therefore, it seems that attracting health tourists is a new important role of translation. Health tourism has been long viewed as a lucrative business for developed countries, but thanks to Iran's recent medical developments, there is a growing tendency among foreign patients toward receiving medical treatment in Iran. The existence of shortcomings in health tourism market may cause low level of tourists' satisfaction and low tendency toward Iranian hospitals. It seems that availability of specialized translators in health care service is one of the essential factors in providing better

opportunities in this field. Furthermore, written materials, such as health surveys, patient consents, patient's surgery summary and patient's discharge summary are all among the vital documents that should be precisely translated and given to the patients for future follow up. Further investment is needed for developing health tourism industry as a whole and training of professional medical interpreters/translators should be considered as the main part of this investment. There have been several studies on medical translators and interpreters. The quality of medical translation, the qualifications of a good medical translator, trainings that we can provide for a medical translator, and managing the translation quality for medical sectors. She continues that it is essential to certify adequate standards of quality in medical interpreting and translation. Heine cited that if a physician is unable to obtain vital information from a patient due to failure in communication, health or life-threatening situations may be the result. Therefore, based on what mentioned earlier, there is a growing real need for trained medical interpreters and translators to ease the communication between patients and physicians and to introduce new medical equipment and new medical services. As it was mentioned earlier, by training specialized translators in important fields like medical translators, we can benefit and boost our economy. However, medical translation quality needs to be increased, particularly qualification of translators' and training methods of translators.

The connection of linguistic production and economic productivity is reflected in other sectors of the service economy where the needs of a diverse range of consumers need to be linguistically accommodated. Based on the notion of language as a form of symbolic capital that may or may not find exchange value, language and communication skills can be exchanged for various forms of capital gain on specific markets within specific contexts and as such become objects of both corporate and individual aspiration. Medical tourism as a service industry reliant on multilingual speakers highlights just this. With language learning becoming a technology of the self, it exemplifies the relationship between language practice and entrepreneurship in a context where language matters as a central working tool. However, at the same time it also illustrates how language becomes a medium of potentiality that allows speakers to achieve what they aspire to as self-responsible neoliberal subjects. The characteristics and consequences of the relationship between language and the neoliberal economy have been subject to research in a wide array of settings, among them tourism, education, marketing, and

communication. Frequently recast as commodities with fluctuating values attached to it, languages and multilingual repertoires signal a distinctive property of the speaker and furthermore serve to manage and maintain complex work tasks, organizational structures as well as ensure access to both global and local professional networks. However, the commodity value of any language is fluctuating and dependent on the structures and constraints of the linguistic market, entailing a considerable amount of uncertainty and speculation.

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