Cultural Exchange, Tourism and the Role of Tour Translators in Introducing Iranian Culture

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Nowadays, cultural exchange has become a very significant issue in the field of translation studies. There are many researches done about the role of culture in translation. Here, we will investigate another aspect of this issue: How translation helps cultural exchange? Tour translators play a significant role in cultural exchange since tourism industry is one of the important channels of cultural interactions. This paper aims at investigating the role of tour translators in introducing cultural items as well as familiarizing tourists with Iranian culture. In this regard, the necessary competences for tour translators, their place and some of the strategies they use regarding translation of cultural items will be discussed. Those translators whose native languages were Persian and translating into English are considered in this research.