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PARALLELS OF TOURISM AND TRANSLATION DEVELOPMENT AS THE WAYS TO SATISFY COGNITIVE NEEDS OF HUMANITY

Human beings are in the constant process of learning about themselves and the world around them. Each new experience or discovery opens doors to previously unknown perspectives, enriching our understanding of different cultures and societies. Among the many ways to achieve this, tourism and translation play crucial roles in fostering intercultural communication and expanding cognitive horizons.

The antinomy of "one's own" and "the foreign" often manifests in two contrasting ways: confrontation (alienation, misunderstanding) or communication (understanding, harmonious interaction). Tourism and translation, particularly literary translation, serve as vital channels for promoting mutual understanding, bridging cultural gaps, and facilitating the coexistence of diverse communities.

The attempt to draw analogies between such seemingly dissimilar cultural phenomena as tourism and translation is partly determined by the interdisciplinary approach that can be effective in studying issues in the humanitarian sphere, as well as the growth of intercultural contacts and, accordingly, intensive development in the field of tourism and translation. Both tourism and translation have witnessed significant growth in recent decades, driven by the increasing demand for intercultural interactions and globalization.

The histories of tourism and translation reveal striking similarities, both tracing their origins to ancient times. Early travellers were adventurers seeking new lands, treasures, and experiences. Pilgrimages to sacred sites were common, particularly in the Middle Ages. Similarly, the earliest interpreters were bilingual intermediaries, dragomans who facilitated communication between representatives of different cultures. Some of the earliest works on the art of translation are considered to be Cicero's reflections on his own translations of Greek orators and Horace's works on the art of poetry. A clearly expressed empiricism is a characteristic feature of this period.

Both fields have evolved in response to cultural and technological developments throughout history. It is possible to outline four parallels in the development of tourism and translation. The first period of this timeline can be defined as the Ancient Times to the Renaissance Epoch period. Medieval travellers relied on guidebooks, much like modern tourists do today. The Venetian government authorized guides who also served as translators and

brokers. The Renaissance saw the rise of educational travel, known as the Grand Tour, which later evolved into modern package tours.

The second parallel covers the end of the 18th to early 20th century. In 1841, Thomas Cook organized the first railway excursion, laying the foundation for modern tourism. By the early 20th century, travel agencies emerged, making tourism more accessible, though still reserved for the wealthy. Translation saw the emergence of structured methodologies, with scholars like A. Tytler and F. Schleiermacher contributing to its theoretical framework. At the same time, literary translation spread and gained recognition, knowledge of foreign languages was valued, and learning languages became more important.

The third parallel of tourism and translation development falls in the middle of the 20th century. The rise of air travel and improved working conditions in the latter half of the 20th century transformed tourism into a mass phenomenon. The introduction of machine translation and professional translation organizations revolutionized the field.

The late 20th to 21st century can be regarded as the fourth parallel in the development of two different industries where discovery and cross-cultural communication are common traits. Tourism diversified, giving rise to specialized forms such as rural tourism, gastronomic tours, and adventure travel. Translation expanded beyond linguistic studies, incorporating philosophy, psychology, and hermeneutics insights. Globalization intensified the need for multilingual communication, making translation an essential tool for international business, diplomacy, and culture.

The human quest for knowledge is a fundamental driving force behind tourism and translation. Cognition, the process of acquiring and understanding information, the world, and people, is pivotal in both activities. Successful tourism and translation require the ability to interpret and respect cultural differences, openness to new ideas, perspectives, and experiences, empathy, adaptability, and cross-cultural sensitivity, and the commitment to lifelong learning and exploration. Translation enables deeper engagement with foreign literature, philosophy, and traditions, while tourism provides immersive, first-hand experiences of different cultures. Both activities contribute to a more interconnected and empathetic world.

Thus, the parallels between tourism and translation highlight their shared mission: facilitating human understanding and cultural exchange. While tourism allows individuals to experience foreign cultures physically, translation enables access to diverse perspectives through language. Together, they enrich human cognition and contribute to a more interconnected world. In the era of globalization, fostering both fields ensures that we continue to build bridges of knowledge, respect, and collaboration across cultures.