

# Sprach- und Übersetzungstools

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Graubünden Tourismustag  
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# Ablauf des Workshops

10:45 – 10:55	Warm up
10:55 – 11:10	Sprachtool Demo / Sägemol
11:10 – 11:20	Input / East meets West
11:20 – 11:35	Insight / Umfrageergebnis
11:35 – 11:55	Challenge / Rollenspiel
11:55 – 12:00	Fazit

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# Warm up



# Sprachtool Demo



# Input / East meets West

Ost trifft West · East meets West · 东西相遇  
Yang Liu · 刘扬

ISBN 978-3-87439-733-9

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# Quote

"I must say after my extensive experience with China with the Forum and still some frequent contacts with Chinese as a an Airport CEO, I have to say I have never encountered an app or device managed translation, but I had always a professional translator"

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# Relevante Feriendaten

Offizielle Feiertage und Feste (Festland China):

- 1,4 Mrd. Bevölkerung
  - Oversea's Chinese ca. 70-80 Mio.
  - Chinesisches Neujahr: zwischen 21.01. bis 21.02. (ca. 2 Wochen)
  - Sommer: 01.07. bis 01.09. (ca. 9 Wochen)
  - Mondfest: Nationalfeiertage: Ende September bis Anfang Oktober (1 Woche)
  - Weihnachtsferien: nur für bilinguale Privatschulen (1 Woche)
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# Relevante Reisetypen

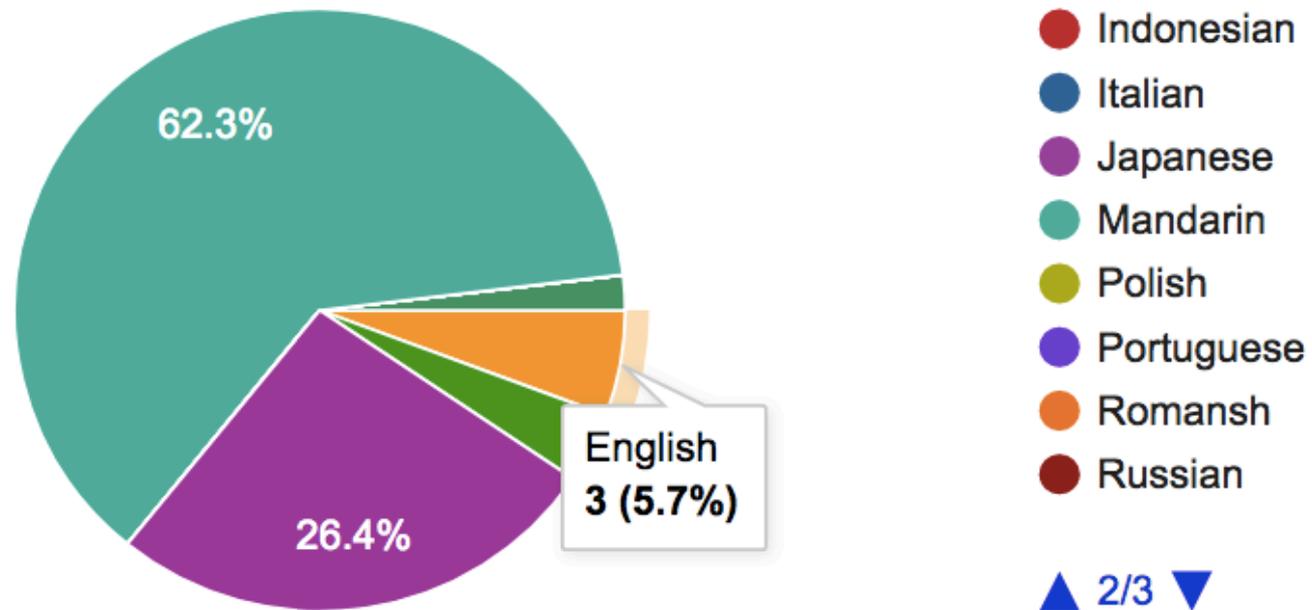
Sommerferien der wohlhabenden Familien:

- Bildungsreise
  - Badeferien
  - Expeditionsreise
  - Aluminireise
  - Reise mit Eltern (40-50 jährige Tochter/Sohn mit 70-80 jährigen Eltern)
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# Insight

## 1. What is your native language / 你的母语是什么？

53 responses

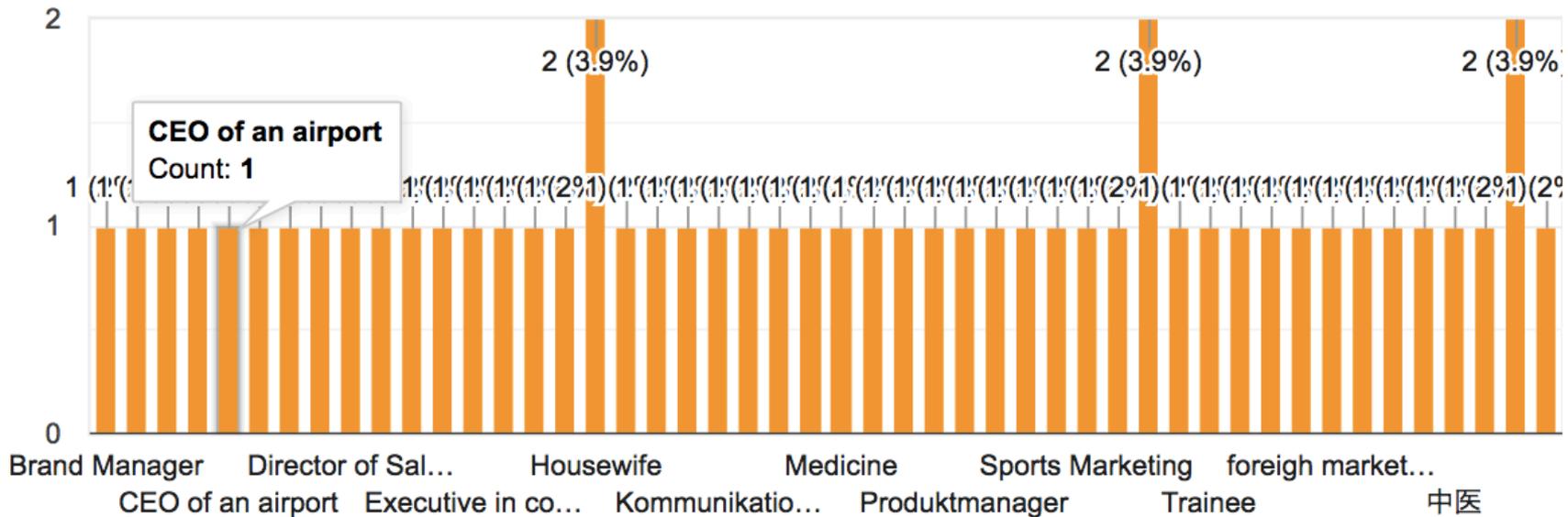


# Insight

## 2. What is your occupation / 您的职业是什么?



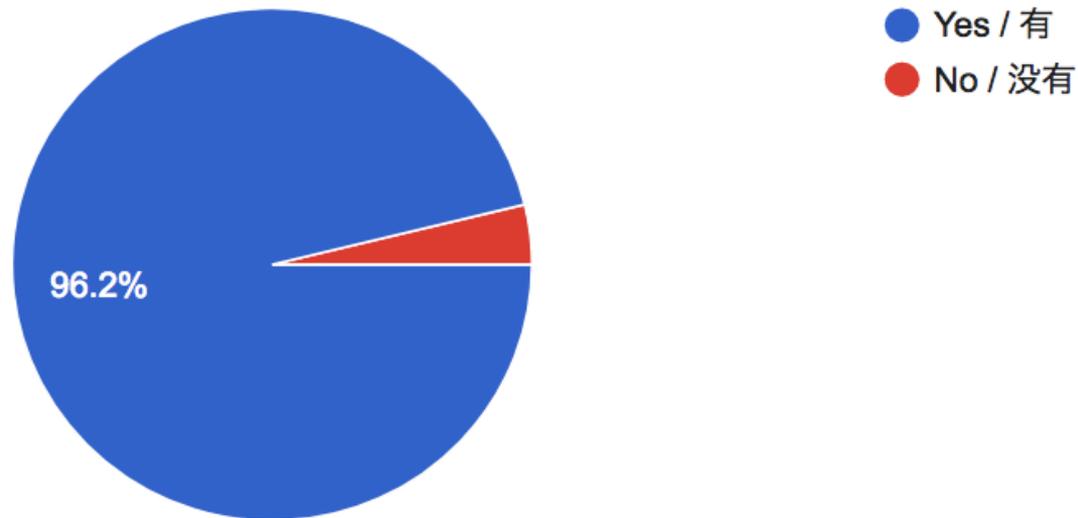
51 responses



# Insight

3. Have you ever heard of or observed a communication between a Mandarin and a non Mandarin speaking person in Europe / 你有没有听到或看到过讲普通话的和欧洲非普通话的人之间的沟通?

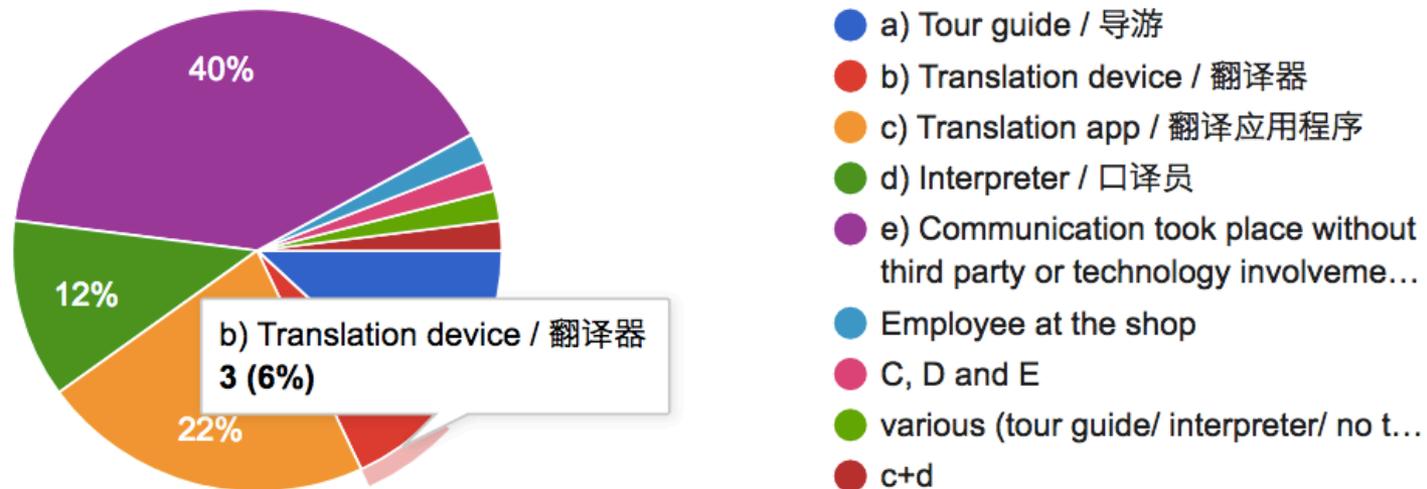
53 responses



# Insight

## 4. Who or what was involved to facilitate the communication / 是谁或什么参与促进了沟通?

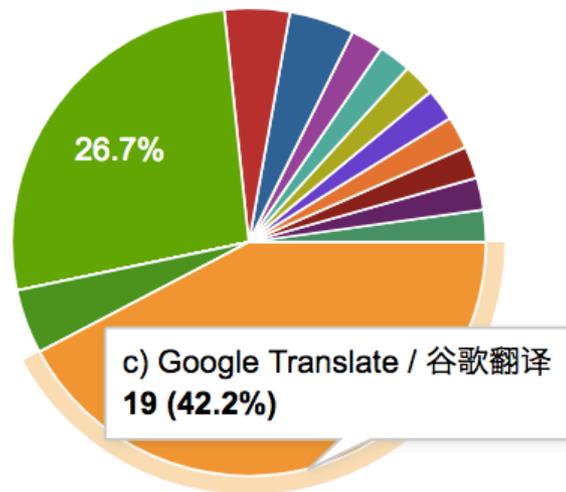
50 responses



# Insight

## 5. Which App or device was used to facilitate the communication / 使用了哪个应用程序或设备来促进沟通?

45 responses



- a) SayHi Translate / 翻译
- b) Microsoft Translate / 翻译
- c) Google Translate / 谷歌翻译
- d) Baidu Translate / 百度翻译
- e) Philips device / 飞利浦翻译器
- f) iflytek device / 翻译器
- g) Xiaomi device / 小米翻译器
- h) I don't know / 我不知道

# Insight

## 6. What was the setting of the communication / 当时交流的场景是什么?

45 responses

Shopping

购物

Visits of Chinese delegations

Information inquiry

Supermarket purchasing

Tourist ask for information

Travel in German, some of the local people don't speak either English or mandarin

Chinese - English

Have been party to various: student, business, leisure

听不懂对方的意思, 需要透过翻译app来找词汇。

Asking advice

During a leisure visit to an European country.

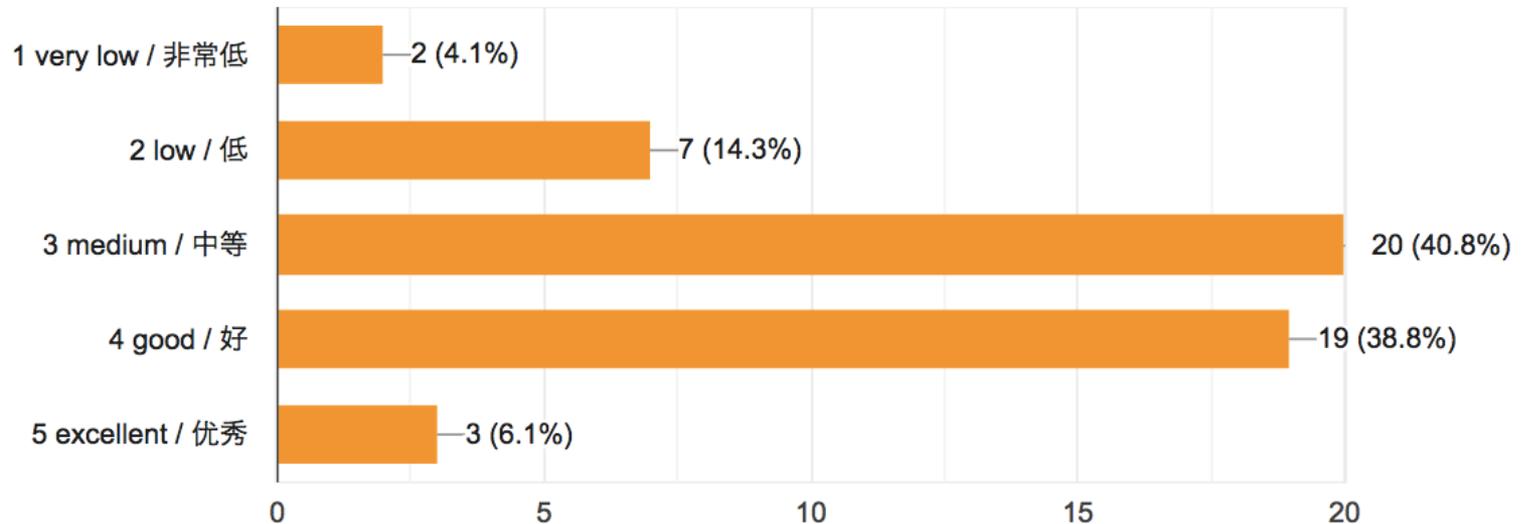
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# Insight

## 7. How would you rate the level of success of the communication / 您如何评价当时沟通的成功程度（1-5分）？



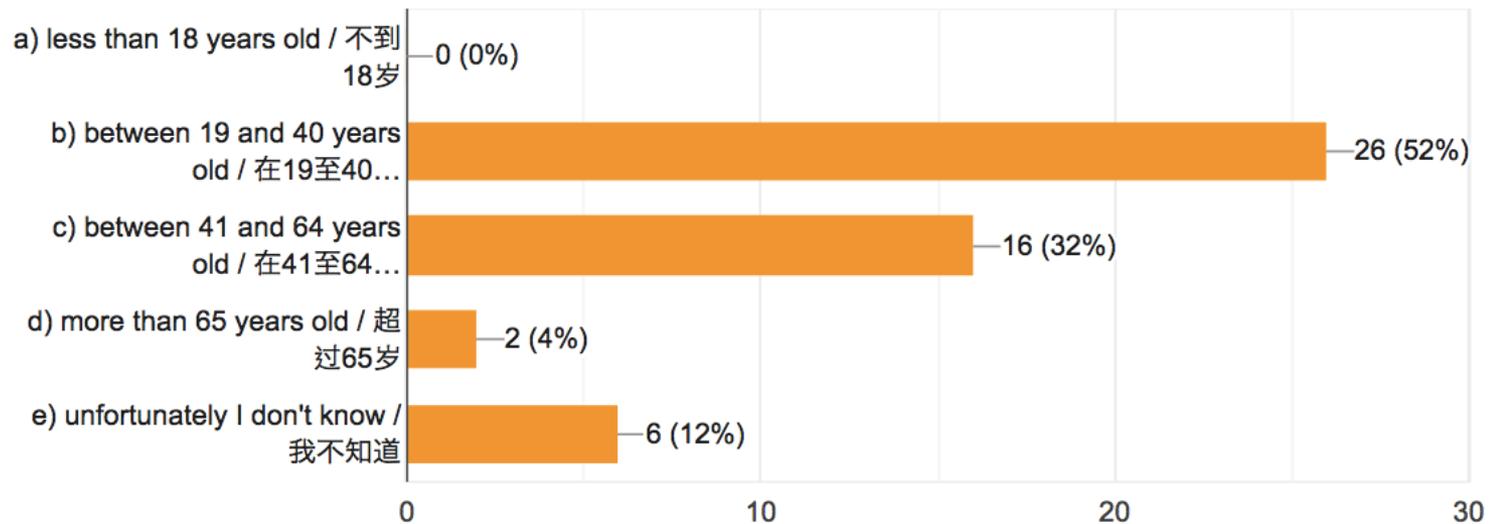
49 responses



# Insight

## 8. Would you have an idea of how old was the Mandarin speaker / 当时说普通话的人的年龄大约是多少?

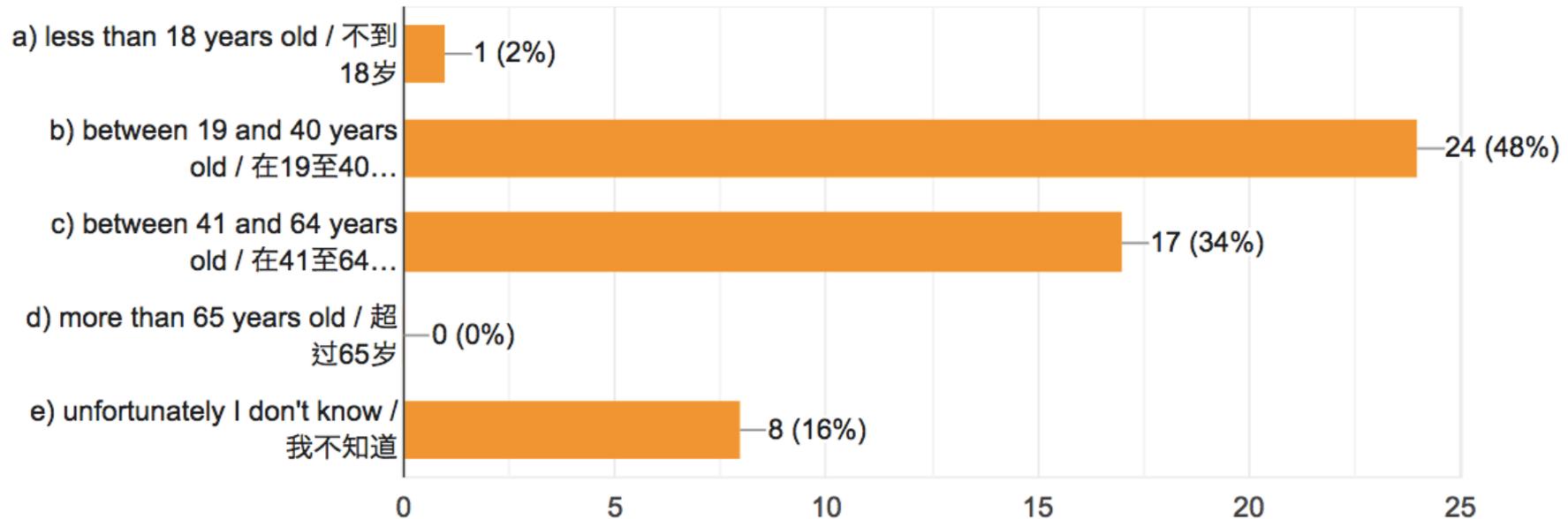
50 responses



# Insight

## 9. Would you have an idea of how old was the non-Mandarin speaker / 当时非普通话者的年龄大约是多少?

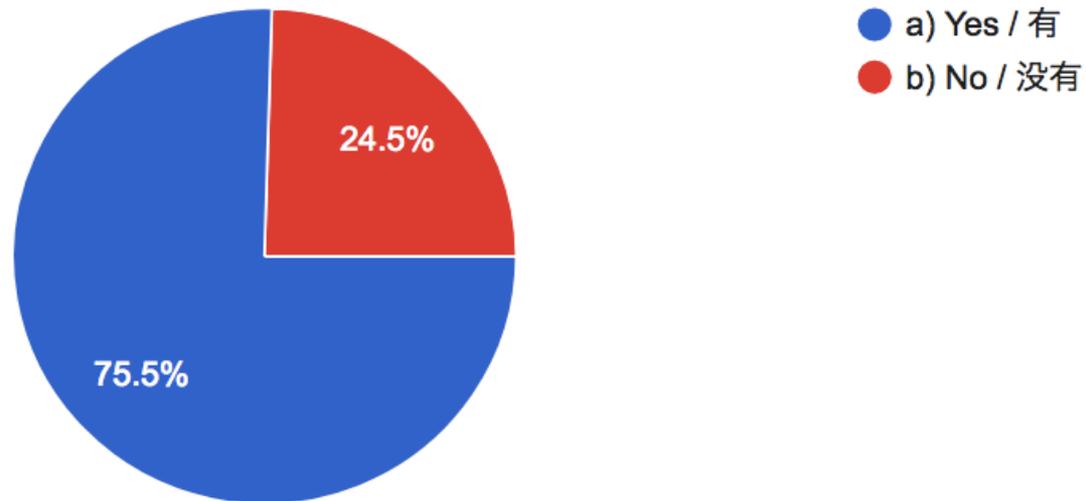
50 responses



# Insight

10. Have you tried a translation App or Device yourself / 您自己尝试过翻译应用程序或设备吗?

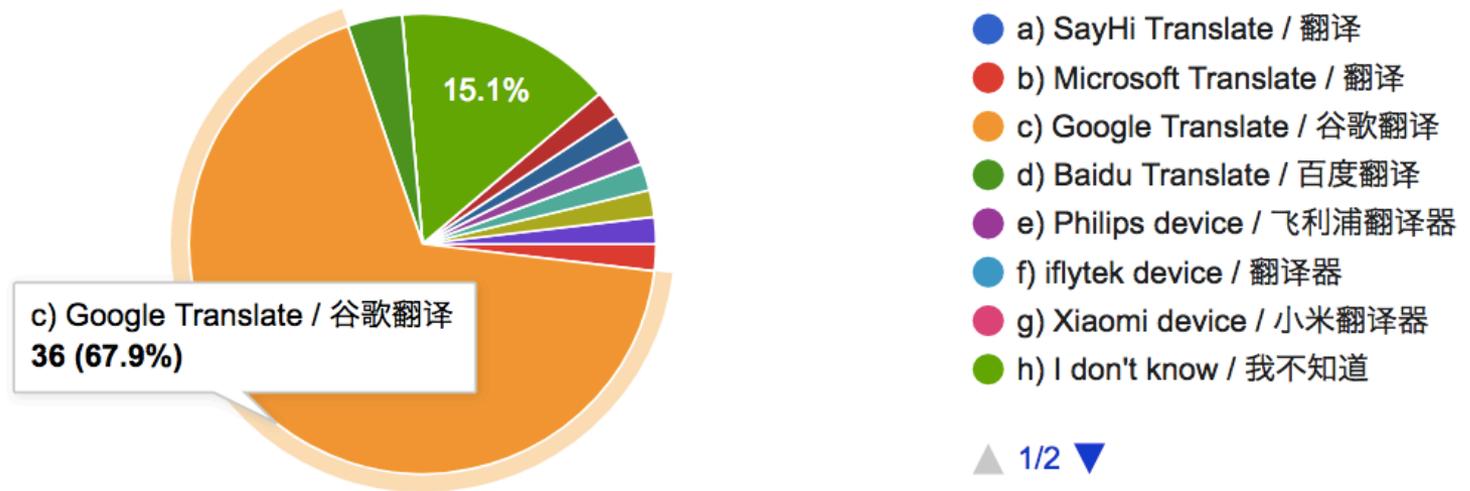
53 responses



# Insight

## 11) Which translation App or device can you recommend / 您推荐哪种翻译应用程序或设备?

53 responses



# Insight / Pro Übersetzungstool

Notwendigkeit	Technologische Verfügbarkeit	Verständigung	Nachschlagewerk zur Verständigung	Akquisition neues Business
Immer mehr reiche Chinesen mit beschränkter Sprachkenntnis im Ausland	Jeder hat Smartphone, Einfach zu bedienen, schnell, bequem	Besser als nur Körpersprache, limitiertes Wissen beiderseits, gibt Vertrauen, motiviert, an die lokale Sprache interessiert, verleiht Farbe zur Diskussion	Seltene Wörter, Fachwörter, präzise Ausdrücke, Referenz	Yes, Because i have a Client from Bolivia, we communicate via Whatsapp. However she ONLY knows about Spanish, well, SO i use google to translate from English to Spanish and send to her. And she placed order from our company by message communication. Without APP, i cant imagine what will be.
1	8	24	6	1

# Insight / Ja, aber

Technologie	Verständigung
<p>Software gut, aber Hardware schlecht (form factor), Zu langsam für dringende Fälle (wearing the patient), braucht genügend Zeit</p>	<p>Nicht präzise, keine Emotion und Gestik, nicht für komplizierte Sätze/Formulierung, ohne kulturelle Hintergrundverständnisse, Nur wenn die Missverständnisse zu "verkräften" sind (mistakes are not critical)</p>
2	5

# Insight / Contra Übersetzungstool

Keine Erfahrung	Technologie	Verständigung
Noch nie probiert , Nicht natürlich	Zu langsam	Keine Hilfe
2	1	1

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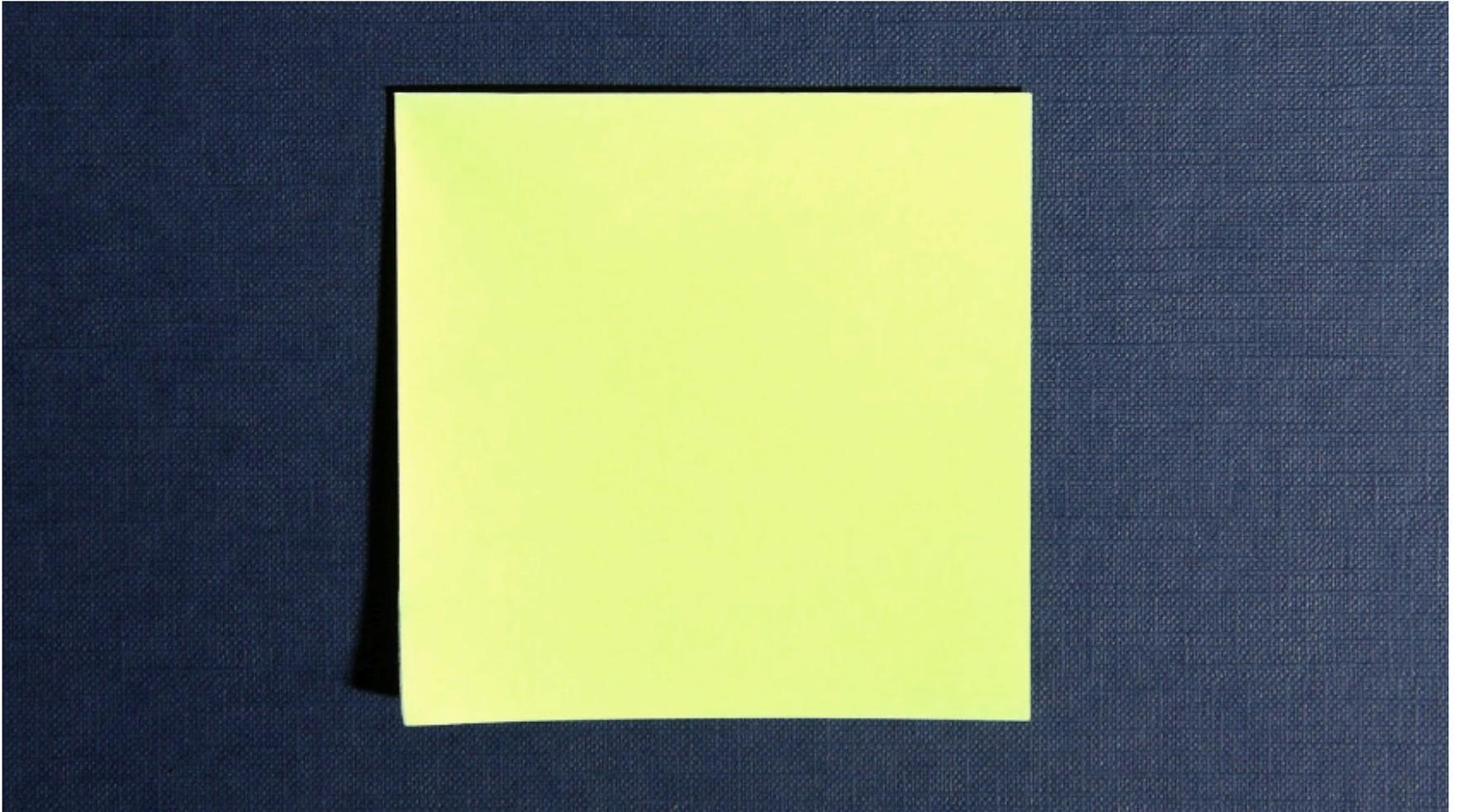
# Insight / how to make communication between mandarin and non-mandarin speakers easier (48)?

Übersetzer	Übersetzungsapp oder -geräte	Erlernen der Fremdsprache	Erlernen einer gemeinsamen Fremdsprache (English)	Nonverbale Kommunikation	Cultural Awareness	No idea
Find good translator, interpreter,	A device which can read, write, listen and speak  Non-intrusive seamless translation  Wireless earpod with realtime translation function / device	Learn each other's language  Learn mandarin, learn local language	Learn a common language, good command of English, any common language, English learning	Body language Gestures Pictures Visual aid	European should not assume Chinese know how „things“ work here, visit each other's countries, same background	
8	15	7	7	8	9	1

# Challenge



# Fazit



# Vielen Dank