

TRANSLATED VISUAL GUIDES AIMED AT TOURISTS: CONVEYANCE OF THE VISUAL TEXT

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Abstract

This paper deals with the translation of the touristic website genre and more specifically the localisation of websites. Furthermore, the use of maps online as multilingual guides to attract visitors will be discussed. Six websites, one per each of the most important cities of the Autonomous Community of Galicia have been analysed. This study will reveal how several linguistic and visual strategies were involved in the creation of colourful, inspiring, and relaxing websites which make use of concise texts and maps throughout some of the thematic links. Also, the role of public institutions will be accounted for since these have a major impact on the resources available to create these visual guides and promote touristic destinations.

Keywords: touristic texts, maps, translation, localisation, institutional touristic sponsoring

Resumo

Esta investigação visa apresentar uma análise da tradução do género “site turístico” e, em particular, da localização de websites. Abordará também o uso de mapas multilingues em Internet como guia e ferramenta para a atração de turistas. O trabalho analisa seis websites que descrevem seis das cidades mais importantes da Galiza e mostra os esforços linguísticos e visuais para criar uma serie de sites coloridos, inspiradores e relaxantes com

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textos concisos e mapas que se distribuem ao longo de algumas das ligações temáticas. Finalmente, destaca o papel das instituições públicas enquanto entidades que distribuem os recursos disponíveis para criar estes guias e promover os diferentes destinos turísticos.

Palavras-chave: textos turísticos, mapas, tradução, localização, promoção institucional do turismo

1. The Translation of Touristic texts on/offline: Challenges and Strategies

Translating touristic texts might seem to be a non-challenging activity in the sense that translation assignments are commissioned to anyone who is capable of using a bilingual dictionary or some kind of translation tool, such as Google Translator. There is more to this activity than just knowing a foreign language. Concern about how the translation of touristic texts is being carried out and aspects related to quality has been expressed by Isabel Durán (2012, p.336), who has claimed that the translation of high-quality touristic texts has not been achieved yet. These translations “frequently contain many mistakes and blurred information”. She has also affirmed that this type of specialised translation has for long been underestimated to the point that “administrations, travel agencies and companies [...] continue ordering their translations to unskilled translators or people that have no experience in translation but have some knowledge of languages”. (*ibid.*, my translation)

The language of tourism is made of a variety of linguistic levels covering several subject areas, such as Geography, History, Economics, Marketing, etc. as discussed by Mirella Agorni (2012a), which means that the challenges posed by these texts are related to both the recognition of the specific knowledge, and the capacity to mediate this knowledge “so as to make it effectively available to a readership which is presumably different from that targeted by the original work” (Agorni, 2012b, p.6). Translations, therefore, transit

from one pole to another. The resulting text will keep the traits of the source culture, but these will be decoded into the target language (TL) to make the information understandable. At the same time, the text cannot be extremely domesticated into the TL to maintain a degree of novelty and turn the information in the text into an attractive account of what the travelling experience can offer. Graham Dann (1996) implies that the main challenge translators face when dealing with touristic texts is the need to inform the tourists and keep their interest and curiosity so as to feel the urge to visit the touristic spot described in the source text (ST). As a consequence, translators' decisions "at [the] linguistic and explanatory level will allow a more or less appreciable degree of reader involvement, and consequently affect the promotion of touristic resorts and attractions" (Agorni, 2012b, p.7). Put in Gina Poncini's words, what translators choose to be in target texts (TT) may rise "not only readers' awareness but also their appreciation of these features and their value" (2006, p.41).

These challenges and strategy can be applied to texts offline. Yet, the technological developments of the 21st Century have triggered the appearance of new online text forms which demand new translation approaches as noted by Adrián Fuentes:

There is no doubt that new media, like the internet, social media, and mobile apps, have opened new possibilities for the development of fresh ways of attracting tourists. Such media also pose new and complex challenges for software developers, marketing and creative teams, and translators, which merit specific studies. (Fuentes 2016, p.86)

Touristic texts online (websites, brochures, maps) are a response to the existence of a new type of tourist/traveller known as the "2.0 Tourist" (Suau, 2012, p.144). This is a tourist who, through technology, begins a journey by first deciding online where to go, second what to see and visit and third how to return home. These 2.0 tourists use the internet to find the information to travel. They search for the services they need and compare prices to the point that travel agencies are seriously endangered. The tourist spot

shown online must attract the visitor together with all the services offered in this specific place. In a way, this 2.0 tourist lives a post-touristic experience and becomes a post-tourist who can “see, observe, and contextualise any desirable destination thanks to a TV, videos or/and Internet. In other words, post-tourism is a contemporaneous form of tourism which is the result of cultural change and technological development” (López-González, 2015, p.44). Hence, attention must not only be paid to the linguistic content but also to:

the design of the site: colours schemes and graphic selection (so that the reader will not feel offended); wide dialogue boxes; functionality (to support date, time, currency...); input and output functionality that supports various character sets; justified texts to the right to avoid the overlapping of texts and graphics; and adaptable user interface to allow a left to right/right to left or up down/down up reading of the site. (Watkins, 2002, p.6)

If technology plays a crucial role in the development of tourism, then websites as visual documents also restrain the task of the translator. Images limit the translation strategies put into practice. As Peter Sandrini (2008) has noted, websites contain digital assets such as texts, pictures, multimedia files (audio and video streaming), application assets (these are files which are accessed by using proprietary software) and transactional assets (this is the information about transactions such as shopping baskets, e-commerce sessions and e-banking operations). Websites also display a set of features which distinguish them from other texts, for example, websites show short chunks of texts, which can be selected to be read, instead of the complete full text; the size of the page limits the amount of text to be inserted and quantity must be carefully measured to create a user-friendly site, and websites life span is also short. These features must be in the translator’s mind since they will influence the translation and localisation of the digital assets explained above.

Localisation consists of the process of adjusting the properties and characteristics of a product to accommodate the linguistic, cultural, political, and legal differences to suit a foreign market or country (businessdictionary.com). John Watkins (2002, p.4) establish the difference between website translation and website localisation. The first involves a web content (text, multimedia, ebooks, apps) change from a SL into a TL by substituting, in context, words from one language into another. On the other hand, website localisation becomes a more specialised process since the website content is adapted for regional or local consumption. As explained by Watkins, it is the process of “customizing a product for consumers in a target market so that when they use it, they form the impression that it was designed by a native of their own country” (2002, p.4). In other words, localisers “go beyond translation to modify the source language and other site elements to appeal to the customer’s cultural preferences in their own target language”. (Nichols, 2015)

Sandrini (2008) distinguished three types of localisation: software localisation, website localisation and the localisation of digital resources such as databases and documents. Within our scope of interest, website localisation involves a specific communicative intention related to marketing, i.e. the trade of touristic services. Touristic websites are aimed at reaching foreign customers – a demanding readership that might not travel to a destination if the website visuals and texts are not attractive enough. After all, tourism is leisure, effortless moments that are far from trying to decipher the information or instructions provided online.

Professional translators/localisers mediate between their client (public institutions) and tourists to provide a service that must fulfil the website’s purpose, i.e. to attract visitors to a destination. Sandrini states the basic norms to localise websites:

Localise/translate in a way that the aims of the client can be successfully implemented with the new foreign-language website. [...] What are the aims of the client? Why does he want to set up a foreign language website? What does he have in mind with it? The

source text, the original website is just the point of departure for the localisation project, which must be checked against the predefined aims of the client. (2005, p.7)

1.1. Localising a macro-genre

As Gloria Cappelli has said, “web pages can definitely be considered as a macro-genre” (2007, p.100) and share, despite the existence of subgenres (e.g., blogs, company websites, forums, portals), some recognisable and conventionalised features, such as a main content area, a title bar, etc. Websites are multidimensional and language is essential in the development of a site. The textuality of websites has been described as dynamic and interactive since readers can choose the content to be read based on their preferences. Websites may offer the same information in several languages and the concept of authorship is blurred since often the product on screen has been created by a group of professionals. Marina Santini (2006, p.67-68) has summarised the nature of websites: “web pages tend to be more complex and more mixed than traditional paper or electronic documents”.

When webpages are commissioned to translators these professionals need to consider a set of factors which will have an impact on the final product. Juliane House (1997, p.45) lists these factors which condition the translators’ task by explaining some steps to follow:

Produce a profile of the ST register.

Describe the ST genre realised by the register.

State the function by considering what is the information conveyed and the relationship between sender and receiver.

This same procedure is put into practice but applying these steps to the TT which will allow quality control of the translated text.

Translators must also be aware of the most relevant linguistic features of websites and web pages besides paying attention to the specialised discourse: the language of tourism. All levels must be acknowledged by the translator, the discursive, the pragmatic, the semantic, the syntactic and the morphological level.

Linguistically speaking, web contents have been produced to be translated, and even language can be simplified to make the translator's task more approachable. This has been labelled as 'internationalisation' and as a consequence demands a deeper knowledge of the target system to suit the receiver's expectations. As Anthony Pym (2004) affirms, translating is a matter of "moving texts" from one culture to another and the translator is the key decision-making figure. Linked to the term 'internationalisation' and 'translation' is the term 'localisation', explained by Pym (2011) as an adaptation activity of certain features with the aim of suiting a particular 'locale'. This locale is a market segment defined by a set of items among which language, currency, income bracket or even educational level stand out. These items depend on the nature of the communication.

In the process of localising a promotional tourist website, Cappelli (2007, p.108) has pointed out some of the tools that help translators find the best linguistic solutions, namely, keyword generators, keyword popularity calculators and website statistics analysers. It is of great use for translators according to this scholar to know "where" language matters on the website (active links, meta-descriptions in the source code, title bars, etc.) since once this is sorted out, the translation of any site will be similar to translating any sort of specialised text. Corpora is said to be also a useful tool in the process of finding suitable equivalences as explained by Michael Wilkinson (2005).

Furthermore, according to Nitish Singh and Arun Pereira there are five categories of website globalisation or localisation:

- 1) Standardised ("same web content for both domestic and international users" (2005, p.10);

- 2) Semi-localised websites (“provide contact information about foreign subsidiaries, little else is offered”); (*Ibidem*, 12)
- 3) Localised websites (“offer country-specific web pages with translation, wherever relevant”); (*Ibidem*)
- 4) Highly localised websites (“offer country-specific URLs with translations wherever relevant, and include relatively high levels of localisation in terms of country-specific information, time, date, zip code, number formats, and so on”); (*Ibidem*, 13)
- 5) Culturally Customised Websites (“exhibit designs that reflect a complete “immersion” in the culture of the target market.”). (*Ibidem*, 14)

At least three out of five of these website types will require the services of a translator. (*Ibidem*)

Regarding a set of localising strategies, Pym (2011) has discussed the existence of hybrid strategies which combine both, standardisation, and cultural customisation, i.e., the website’s content might be apparently barely modified for its visitors in some geographical areas, whereas in others that same site might be culturally adapted to the target visitors. Hyperlinks are also strategic tools for translators when allowed to make use of them. Cultural elements might be explained through a new link as if these were traditional footnotes. The user of the website is empowered through the practice of these hybrid strategies because it is the user who can carry out the ultimate communicative decision.

1.2. Maps as a ST

The translator or localiser of touristic websites will be therefore selling a country’s products and services abroad, which means that this professional works as a mediator and intercultural analyst (Fuentes & Kelly, 2000; Fuentes, 2016) who enhances the effectiveness of the message (Adab, 2000, p.223). The messages to be translated on the analysed websites are maps. As Floraine Grabler *et al.* have defined “Tourist maps are essential resources for visitors to an unfamiliar city because they visually highlight landmarks and other points of

interest such as museums, restaurants, parks and shopping districts” (2008, p.1). This type of text, which binds image to the word, that is, visual elements that have spatial referents related to a specific culture through language, has been barely studied within Translation Studies. This is so despite the several obstacles they pose while being conveyed from one culture and language to another, as for example, their fixed display and reduced space. Most of the maps observed in this research are printable documents that might not occupy more than an A4 page. These texts need to include all the relevant information for the tourist such as the name of historical spots, buildings which are aimed at leisure events, sports stadiums and the name of airports, bus, and train stations...

Grabler *et al.*, concerned about the generation of maps, have also pointed out that “effective tourist maps are carefully designed to present this information so that visitors can easily navigate to the places they are most interested in” (2008, p.1). Visual representations of landmarks and points of interest to help tourists identify at a glance where they are located are then a primary requirement in this type of text and therefore cannot be disregarded by translators.

Bearing in mind this basic requirement of maps, the translation of such visual texts cannot overlook the design, intention, and functionality of this source text.

Another feature of interest regarding the design of maps has to do, just as what was mentioned above about off/online touristic texts, with the existence of offline, or printed, and online maps. Just as what was mentioned above about off/online touristic texts, online maps can be designed to adapt to the needs and tastes of the individual tourist as explained by Grabler *et al.*:

Points of interest can differ significantly from person to person. While visually distinctive buildings and environmental features can serve as general-purpose landmarks, one tourist may be most interested in shopping, while another may want to see nearby restaurants. In designing a map, the first challenge for mapmakers is to

determine the importance of these elements to the tourists that will use the map.
(2008, p.1)

This means that translators and localisers will be working on a broader text type in the future since touristic maps will become more specialised in content and therefore in its concepts. As a consequence, specialised terminology will be present in these texts according to each field dealt with in each map. This trait surely adds another challenge to the task faced by translators and localisers.

2. Objective

This paper will discuss how six websites, which promote the wonders of six of the most important cities in the Autonomous Community of Galicia, offer content about relevant touristic sites on maps.

The aim here is to conduct a first analysis of these visual documents/maps provided by Galician Institutions in order to observe whether these maps have actually been translated, and if so, into which languages. The target is to find out if these visual materials fulfil their informative and appealing purpose.

3. Materials and Methodology

Six touristic websites have been studied. Each of them offer information about six of the most important Galician cities: A Coruña, Lugo, Ourense, Pontevedra, Santiago de Compostela and Vigo. These are the URLs for each site in study:

A coruña's website: www.turismocoruna.com/web/

Lugo's website: www.lugo.gal/gl/lugo-destino-turistico²

² At the present time, May 2021, this website, as part of the analysed materials, does not even exist anymore online. It is likely that a new touristic website may be currently under construction at the moment. This paper was written in January 2020.

Ourense's website: www.turismodeourense.gal

Pontevedra's website: www.visit-pontevedra.com/gl

Santiago de Compostela's website: www.santiagoturismo.com

Vigo's website: www.turismodevigo.org

These six websites were chosen because they have been supported by public institutions as described in detail below. This is the criteria applied to this analysis: 1) Sites appertaining to the six most important cities of Galicia; 2) Multilinguistic content; 3) Websites, which have been economically supported by public institutions, 4) Link analysis to extract the maps from these websites to create a first and general analysis of the extracted content.

To comply with the aim of this research individual tables have been made to ease the comparison of the sources and materials offered by each of these websites. Eventually, this content has been compiled in a single data table, which has been included below used to extract some conclusions.

4. Results

The general analysis of these sites has confirmed some of the theoretical points described above. Sandrini's description of common traits in websites has been demonstrated during the analysis of the corpus especially in terms of how these sites experience modifications through time. This was observed, for example, while re-reading some of the links offered in the *Turismo de Vigo* website. An earlier study referring to this site analysed some of the obstacles which translators surmount when producing the reverse translation (es>en) of touristic texts online (cf. López-Gonzalez and García, 2015). A few years have elapsed since this first analysis of the texts to reveal that the current translations have been modified, showing a favourable improvement in quality.

Another feature shared by all these sites is the visual improvements carried out, thus attracting tourists by including colourful, inspiring, relaxing photographs in their written descriptions. The written texts provided are also concise and have been distributed throughout each thematic link. For example, on Coruña's website six main links offer information to the reader according to each of the following categories: "The Informer", "Leaflets", "Multimedia", "Contact", "News and Professional Sector". However, Ourense's site offers differing categories for their links: "Inspire Yourself", "Art and Heritage", "Thermal Bathing", "Gastronomy", "Leisure and Shopping" and "The City". Hence, depending on the touristic spots to be highlighted, the site design will vary in its layout as well as in its written and visual content.

A detailed study per site reveals the following qualitative results related to the four points mentioned above in the Materials and Method section.

4.1. A Coruña's website

The first image the 2.0 tourist will find once getting access to the site will be the landscape surrounding The Tower of Hercules. The site can be read in Galician, Spanish and English, leaving aside other neighbouring languages, such as Portuguese and French. With regard to the institutions who sponsor this site, several institutions from A Coruña are involved: The City Council (Concello da Coruña), the Provincial Council (Deputación de Coruña), the Consortium as Mariñas, the Autonomous Community's government The Xunta of Galicia, the planning department in charge of boosting touristic products (Plan de Dinamización Producto Turístico) and the Spanish Ministry of Industry, Tourism and Trade.

Taking into account the number of institutions involved, the economic investment carried out in the design of the website must be higher than some of the other websites

discussed here. This is probably why the site has been translated into English although the quality of the translation is to be ascertained. Every link in this website has been translated in Spanish and English, and there is a link titled “Brochures”. On the “Quick Help” section the visitor can find information about how to get to A Coruña, an event guide, where to stay, maps and routes.

The maps section in particular has been carefully studied. Here, there is a map of the city of A Coruña in which only some of the content is transferred into English presumably that which is considered to be relevant for the tourist. For example, “Museo de los relojes” has been translated as the “Clock Museum” and the Museo Domus also known as the Casa del Hombre Domus appears on the map in small print as “The Mankind Museum”. Other sites of interest remain untranslated such as “Centro de interpretación y atención al visitante Torre de Hercules” (Interpretation Centre and Assistance to Tourists visiting the Tower of Hercules) or “Atención cruceristas” (Assistance to Cruiser Tourists).

The part of the map aimed at showing the old quarters has been circled in brown and follows a similar strategy as to the one put into practice for the rest of the map: Only some of the touristic spots have been translated, for example, María Pita House Museum and Collegiate Church Religious Art Museum. Other sites such as “Jardines de la Real Maestranza” (Royal Maestranza Gardens) and Centro de Saúde Abente y Lago (Abente and Lago Health Care Center) only appear in Spanish and Galician. In fact, there is a combination of both languages in the map, which can be confusing for the tourist as well. A closer snapshot of the old quarter’s map includes a legend of symbols in Galician and English, which will be only useful up to a certain point since some of the explained symbols are quite international, such as the bus station symbol, the theatre symbol or the symbol to represent churches.

4.2. Lugo's website

This website is less elaborate in terms of design. A small video extracted from YouTube has been included in the middle of the page. On the left side of the page, there is a description of the city and its origins, and on the right a calendar. The website may only be read in Galician or Spanish while Google Translate is offered as a tool to enable the reading of the texts in English. This website is the institutional site by the City Council of Lugo.

The only institution supporting the www.lugo.gal/gl/lugo-destino-turistico website is the City Council; this explains its modest budget. Whenever Google Translator for English is used, the links which appear on the website are the following: “County”, “Services”, “Tourism and Leisure” and “Investing in Lugo”. However, there is no translation into English of all of the link's content. Only the link named “Tourism and Leisure” may be read in English thanks to the tool mentioned above. The website does not offer any maps of the city in any language at all. Google Translator provides the translation of the website with its programme and an improved translation option is made available for those who would like to collaborate. A screenshot of this site's cultural offer would show how the English version needs some polishing.

4.3. Ourense's website

The www.turismodeourense.gal website adverts the city as a thermal capital with a nearly full-screen picture of the city and a set of smaller photographs which emphasise the city's 10 must-visit spots, a guide for one-day visitors, recommended hotels and information about O Entroido (Mardi Gras local festivities). The website may be read in Galician, Spanish and English, and it has been sponsored by the Concello de Ourense (The City Council of Ourense), o Camiño de Santiago (The Way to St. James/The Camino), The

Cultural Route of the Council of Europe, the European Route of Historical Thermal Towns and Villas Termales Ciudades Ave (Thermal Town AVE high speed train Cities).

The links shown emphasise the city's highlights, such as its "Art and Heritage" and "City of Water" ones. There are also other links, for example, Ourense's "Gastronomy", "Leisure" and "Shopping". Advice is given for inspiration and information about the city as well. The website in English emphasises the importance of the thermal route, its hot springs and nature baths.

Regarding the website's maps, the 2.0 visitor can download through the "Brochures" link some guides, the city map, the thermal map and other maps to plan an itinerary for the visit to Ourense and its surroundings.

The thermal site location map, which is probably one of the most frequently downloaded by tourists, has been translated into the following languages and in this order of appearance: 1) Spanish, 2) English, 3) French, and 4) German. However, other languages such as Italian and Portuguese have not been included.

This visual guide is balanced and coherent in terms of the use of several languages. The main titles "Paseo Termal" and "Zona Histórica" are shown in smaller print with the English, French and German versions underneath. The legend of the map is also multilingual and explains the symbols used throughout it. Pedestrian and automobile accesses to the hot springs have been explained in five languages while the local names of the touristic spots were left in Galician.

The analysis of the translation strategies followed in the making of this visual guide has proved to be a useful and functional sample document.

4.4. Pontevedra's website

Pontevedra is the capital city of the homonymous province of Pontevedra. The city's website www.visit-pontevedra.com/gl is linguistically restricted to three languages, Galician, Spanish and English. Only one institution sponsors the city's sites: the City Council. Regarding the translated links in English, the first link under the name "Prepare trip" includes a section titled "Brochures" which includes two maps. There is a tourist map of the city exclusively available in Spanish (even within the website in English) and a "Running map" in Galician. In other words, maps were not linguistically adapted to the needs of the tourist.

4.5. Santiago de Compostela's website

As opposed to Pontevedra's website, Santiago de Compostela's web is a rich site in its content, both linguistically and visually. On the top right side of the page, seven-round flags represent the languages into which the website can be read: Spanish, Galician, English, Portuguese, French, German and Italian in this order. The affluence of pilgrims who visit Santiago every year definitely justifies the wide linguistic selection.

The number and importance of sponsoring institutions are also higher than in the previous cases: Santiago de Compostela's City Council, Santiago de Compostela's Tourism Office, the Xunta de Galicia and the Galician General Directorate of Research, Development and Innovation.

Concerning the website's main data on the page, the post-tourist will find general information about the city, links about what to see and what to do, data about The Cathedral and the Way of St. James/ The Camino. Two other links are more oriented towards specific audiences: "Santiago for you" and "Professional". The remaining link was named "Multimedia". Precisely, this is the link where a map of the city can be found.

However, its search is not easy nor intuitive. The reader must look into the “Publications” subfolder to download a map in PDF format.

Updated in 2018, this is the official map of the city revealing the interesting spots of Santiago, its monuments, and basic services. It may be followed in four languages: Galician, Spanish, English, and French. The map in English is helpful owing to its translated legend where some more extra information has previously been provided.

Apart from this enlightening legend, the rest of the map’s content has been kept in Galician, which turns the map into an exotic but also challenging document for the foreigner. There is only an exception on the first page of this map where the document has been granted a title in four languages: Galician, Spanish, English and French. Its English title is in charge of reminding the tourist about Santiago’s historical spots: “The Capital City of Galicia, Final destination of the Way of St. James, World Heritage City by UNESCO”.

4.6. Vigo’s website

The www.turismodevigo.org website greets the 2.0. tourist with a panoramic banner that shows images of The Cíes Islands, the city’s museums, water sports, and the city’s nightlife. Below and on the left side of the page there is a list of links that are related to the multiple activities that can be enjoyed in Vigo. Social networks online have been included on the site to advertise the city such as Twitter and YouTube.

This website can be read in Spanish, Galician, English, Portuguese and French. Several institutions have helped to sponsor it: Fondo Europeo de desarrollo regional de la Unión Europea (European Regional Development Fund by the EU), Ministerio de Industria, Turismo y Comercio (Spanish Ministry of Industry, Tourism and Trade), Instituto de Turismo de España (Spanish Tourism Institute), the Xunta de Galicia (Galician

Autonomous Community Government), Consellería de Cultura e Turismo (Galician Culture and Tourism Governmental Department), Plan de Competitividade turística de Vigo, turismo urbano y de Ría (Vigo's Touristic, Urban Tourism, and the Ría's Tourism Competitiveness Plan) and the Concello de Vigo (the City Council of Vigo).

The main links, which are placed above the banner, provide information about how to organise a trip to Vigo, exploring the city on foot ("Walking in Vigo"), Vigo as a town where to do business ("Vigo on Business"), an "Agenda" and a set of "Essentials" that every tourist must visit at least once.

Scrolling down there is a section on the right titled "Guides, Maps and Brochures". If English readers click on the link they will access another site which has not been completely translated into English. By looking at the images of each of the available publications the 2.0. tourist might be able to find the English version of the guide of Vigo. Once again the tourist will have to click on that document to be able to read this guide. Unfortunately, it has not been updated (published back in 2012). Again, the visitor will be redirected to another website (ISSUU: (click ENTER) https://issuu.com/turismodevigo/docs/guia_ingles_2012) and after all these steps the would-be tourist must scroll back and forth trying to read its illegible content. To make matters worse, if the tourist happens to make the effort to amplify the guide map in order to read its content, the image will blur. Therefore, these series of steps to eventually seeing an illegible map will definitely exasperate and put off the tourist.

Qualitative results have been compiled into the following table which enables the quantification of the data:

Table 1*Quantitative Results extracted from the six analysed websites*

City	Website Available Languages	Number of Sponsoring Institutions	Translated Links	Maps/ Languages/ Extra details
A Coruña	3 (Galician, Spanish, English)	6	Yes (Spanish, English)	Yes (English: legend and info of interest) The rest of the map in Spanish and Galician
Lugo	2 (Galician, Spanish) Google Translate	1	Only the Tourism and Leisure Link is translated	No available maps
Ourense	3 (Galician, Spanish, English)	5	Yes Galician, Spanish, English)	Yes (Multilingual: Galician, Spanish, English, French and German) Legend and main accesses to water springs
Pontevedra	3 (Galician, Spanish and English)	1	Yes	Yes (2 maps which were not translated into English)

Santiago de Compostela	7 (Spanish, Galician, English, Portuguese, French, German, Italian)	4	Yes (Into English)	Yes (4 languages: Galician, Spanish, English, French)
			Not every link into every language that appears on main website	Map title and legend
Vigo	5 (Spanish, Galician, English, Portuguese, French)	7	Yes (Spanish, Galician, English, Portuguese, French) But not every link into every language	Yes (There are maps available but not a real access to them online)

The data obtained from this research and summarised in Table 1 above have led to some preliminary findings to be commented on in the next section.

5. Some Concluding Remarks

It is revealing to see how six cities under the same regional government (Xunta de Galicia) have advertised their touristic wonders in such differing manners. To start with, the institutions involved in the sponsoring of each of the six websites hardly ever coincide in number and entity. The city of Vigo (7 institutions) and A Coruña (6) followed by Ourense (5) were sponsored by more institutions than cities such as Santiago de Compostela (4), Pontevedra (2) and Lugo (1).

This research has placed on the table a new hypothesis, namely the correlation between the economic support granted by institutions and the number of languages into which the touristic website is available. Those cities, in which fewer institutions had participated have not offered translations of the touristic website into any foreign language, but have only offered links in Spanish and Galician.

The touristic destination has definitely an influence in the language, into which websites are translated or localised. A clear example was observed with regard to Santiago de Compostela's website, which offered the tourist information in 7 languages. The connection between Santiago and pilgrims from all over Europe and the several Ways/Caminos to achieve the "Compostela" explain the need for a multilingual website.

Regarding the translation of the main links appearing above on each of the website headings, there is no coherent strategy put into practice. It is clear that when foreign languages are attainable on these websites, there is no official team of translators in charge of producing institutional touristic websites. Thus, professional translators, have been independently contacted to work on the localisation of each website. Therefore, each site and link has been approached in different manners and no translation norms have been followed throughout the process. An example of this incoherent strategy has been observed in this study where each websites' links had different translation procedures. For instance, on A Coruña's website, every link was translated into English. On Lugo's website, there was only a Google Translation English version of the "Tourism and Leisure" link. On the website about Ourense, there has been an attempt to translate every link. In Pontevedra's website, capital of the province of Pontevedra, every single name of the links was translated but not their content. Yet, in Santiago de Compostela and Vigo's cases, some links were translated as opposed to others left in Galician or Spanish. Utterly, different websites, different sponsoring institutions and therefore, different strategies and possibly different economic means were used to translate and localise these websites. Overall, this lack of homogeneity not only gives a poor image to the tourist interested in the region but also shows how translation, although essential to communicate the commercial message, is still underestimated in the industry.

The remaining point to discuss is an emphasis on how not only good translation, but the maps themselves can put touristic places on the maps. One of the most important cities

in Galicia does not include maps on its website (Lugo) which is poor judgement, taking into account how these visual documents are a useful resource and even a souvenir. When websites include maps (A Coruña's, Ourense's, Santiago de Compostela's websites) multilingual versions are included as PDF downloadable documents. The three maps include thorough legends with symbols and brief explanations into three to four languages, which can be of great help. The *turismodevigo.org* site also included an area from where to download maps, but the procedure has been forbidden according to the ISSUU site. A whole collection of brochures, guides and maps is, thereby, made inaccessible for the tourist transforming these materials into useless documents. When made bigger and wider through clicking on the ISSUU website, these maps were blurred and unreadable. At least, to date Vigo's tourists will be provided on the spot with maps at hotel receptions and cruisers. Notwithstanding, the outreach that Internet can offer will be futile if the content included on websites is not clear enough or user friendly.

As discussed in this paper, maps have become part of websites, i.e., these visual guides are uploaded and, therefore, have their share in the technological era. However, the required editing and formatting to guarantee their proper reception has not taken place yet. As a result, these maps cannot fulfil their informative function. The quality of the translation of these websites has not been studied here and, as a result, this opens a new research line for the future.

As a final note, maps on cell phone applications might be the rule nowadays. Fewer tourists can be seen holding analogical maps around the main touristic spots of Galicia. This could easily be a sign of an endangered text-type species.

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