

Tourism Translation in the Light of Eco-Translatology and Existing Translation Theories

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Abstract

The aim of this paper is to introduce the concept of Eco-Translatology raised by Gengshen Hu (2013) and reveal its relationship with the following translation theories: Michael Cronin's (2017) eco-translation, the Polysystem theory developed by Even-Zohar (1979/1990) and Toury (1995), contextual dimensions proposed by Hatim and Mason (1990), and functional approaches studied by Reiss & Vermeer (1984) and Christiane Nord (1991/2005). These different approaches are then adopted to analyze Spain's official tourism website for Cordoba in the Spanish language and its translation into Chinese. Through comparison, we find that despite the similarities, the main difference between Hu and other Western translation theories is the object of study. For Hu, it is the translator, and for the analyzed Western scholars, it is the translated text.

Keywords

Eco-Translatology, eco-translation, theory comparison, Spanish-Chinese, tourism translation, online promotion.



Introduction

Together with the awakening of ecological awareness and the construction of ecological civilizations, the ecological perspective has gradually entered the world of academic research. "Ecological notions have been incorporated into the fields of humanities, including linguistics, comparative literature, liberal arts and cultural studies, and media and communication studies, and accordingly, 'interdisciplinary' or 'multidisciplinary' studies have vigorously expanded" (Hu,

2020: xiii). In translation studies, some interdisciplinary research also links ecological approaches, and in this article, we aim to introduce a systematic and holistic Chinese theory – Eco-Translatology – and discuss its relationships with the existing notions of eco-translation and some influential Western translation schools.

Another topic that we will focus on is the promotion of tourism online and the role played by translation therein. In today's era of network information, online travel advertising plays an important role in promoting the tourist product, attracting visitors, and establishing the tourist image of the destination. China was a particularly important strategic market for Spain prior to the Covid-19 pandemic. Therefore, the translation into Chinese of online tourism resources will be crucial to revive tourism and attract international tourists. Moreover, due to cultural and linguistic distance, there will be many variations in the promotion of tourism between China and Spain. Therefore, in our study, in addition to the theoretical discussion, we will also focus on Chinese-Spanish translation in the online promotion of tourism.

1. Eco-Translatology

The first step in exploring the approach to Translation as Adaptation and Selection (TAS) was the lecture given by Professor Gengshen Hu in 2001 entitled *From the Darwinian Principle of Adaptation and Selection to Translation Studies* at Hong Kong Baptist University. Then in 2006, the presentation *Understanding Eco-Translatology* signaled the integration of this academic proposal and the coining of its official name. During its development over the past twenty years, a constant stream of researchers (Xu, 2009; Xu: 2010, Guo: 2011, Dollerup, 2013; Luo, 2017, etc.) has contributed to this theory that originated in China and has since spread worldwide.

It is striking that, when discussing the original point of departure, Hu shows a very practical way of thinking: he believes that “translators work because they need to make money for food, clothes, and housing, or, in other words, to physically survive” (Hu, 2003: 290). All these “natural needs” (*Ibid.*) and their professional instincts motivate them to improve their skills to survive in the translation industry. Certainly, Eco-Translatology theory is not only based on his own thoughts but is also deeply rooted in Chinese culture. The classical precepts of ancient Chinese philosophy, such as the *integration of nature and the human* and

follow Nature's course of Daoism and *peace and harmony* in Confucianism have had a profound influence on Eco-translatological discourse.

Eco-Translatology is an eco-paradigm of translation studies from an ecological perspective. Specifically, it makes “metaphorical analogies” (Hu, 2020: 62) between the translational ecosystem and the natural ecosystem. Inspired by Charles Darwin’s evolutionary theory of *survival of the fittest*, Hu (2003) proposes that the translator lives in a *translational eco-environment*, which is formed by “the worlds of the source text and the source and target languages, the linguistic, cultural, and social aspects of translating, as well as the author, client, and readers” (Hu, 2003: 283). To survive in their translation environment, the translator must be able to make rational choices and adaptations. *Adaptation and selection* are the research foci of Eco-Translatology. *Adaptation* is a result of *natural selection* from the source text (ST). That is to say, the translator needs to adjust their behavior in accordance with the requirements of the task. *Selection* refers to the translator’s decision-making that determines the final target text (TT). At a macro-level, this includes the general translation strategy, e.g., literal vs. free rendition or domestication and foreignization; at a micro level, the translator may be concerned about the style, grammar and register, among other features. Taking the translation of tourism advertising as an example, the publisher of the advertisement should choose an experienced translator who is highly familiar both with travel products and their target market. When translating, the translator has to choose which strategies, linguistic register and vocabulary will be used. Of course, this choice needs to be informed by taking into consideration both the promotional effects and the linguistic and cultural customs of the target group(s).

To help clarify these concepts, Figure 1 shows the components of the holistic translation ecosystem.

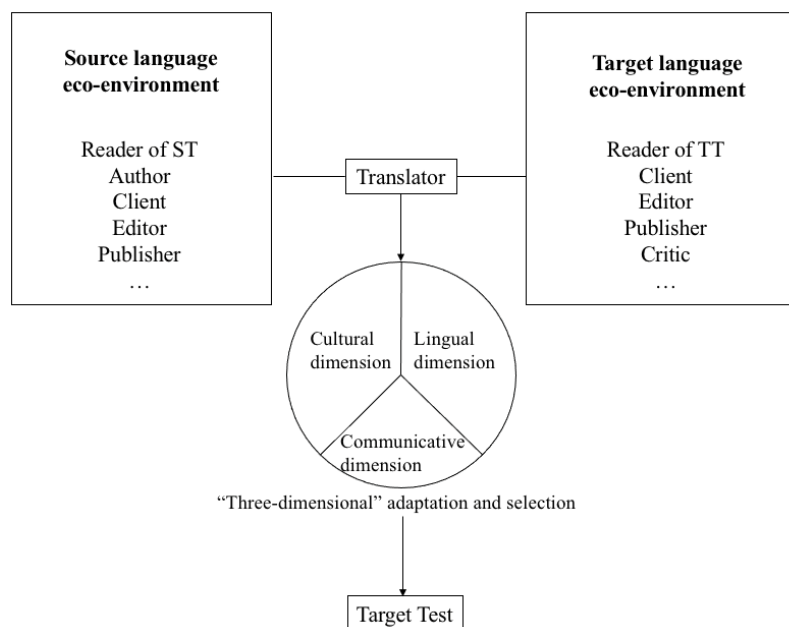


Figure 1. Translational eco-environment (Prepared by the author based on Hu, 2003)

The translational eco-environment includes two parts: the source language (SL) world and the target language (TL) world. Each ecosystem contains different *translation communities*, which interact and interplay with each other, such as the author, the reader, the donor, the publisher, and the translation critic. The translator must adapt their work to these two environments and make their own decision as to how to create a target text that meets the needs of those translation communities. When they make the adaptive selection, they need to perform a *three-dimensional transformation*: “The linguistic dimension refers to the concern for the lingual expression of the translated target text; the cultural dimension, for the contextual effect of translation; and the communicative dimension, for the interpersonal intention of translation” (Hu, 2020: 161-162).

In summary, as Fang (2019: x) comments, “the ecological approach is a transdisciplinary and holistic approach, ecology, as a methodology that dominates the universal social thinking mode, is a discipline that not only has an extensive impact on society but also is of ultimate significance to human existence and development”.

2. Comparison with Western theories

Eco-Translatology is not only based on ancient Chinese thinking; it is also related to influential Western schools. Of all the translation theories developed in western countries in the last 60 years, four that share similar elements of analysis to those present in Hu's theory have been chosen for further discussion.

2.1 Michael Cronin's Eco-translation

In *Translation and Globalization* (2003), Michael Cronin proposed the concept of “translation ecology” (Cronin, 2003: 167). In a subsequent book, *Eco-Translation: Translation and Ecology in the Age of the Anthropocene* (2017), he researches the impact of the ecological crisis on translation studies and discusses how translation can help to solve these problems. He also developed the notion of *eco-translation* as employed by Clive Scott (2015) and re-defined it as “all forms of translation thinking and practice that knowingly engage with the challenges of human-induced environmental change” (Cronin, 2017: 2). It is in this context that the author explores in detail the ecological relationship between translation and climate change, fast food, biodiversity, technology and globalization. In other words, he claims that the ecological approach not only includes the natural world but also everything that happens around human life. The fundamental point the author tries to make is that everything that happens in the ecological and social environment will somehow relate to and affect translation. In response to these changes, we need to find a sustainable growth model for translation professionals and the language industries.

Both Hu and Cronin relate translation with ecological studies and use ecological approach to explain the phenomena in translation. These two innovative theoretical explorations draw our attention to the harmony that can exist between humans and nature, and at the same time, prompt us to reflect on the sustainable development of translation.

Despite their similarities, these two proposals are rooted in different cultures and have obvious differences. On the one hand, Hu's thinking is more systematic because it constructs a holistic translation ecosystem that includes almost all elements in the translation world. As Fang (2019: IX) comments, “Eco-Translatology provides a new overview and exposition of translation principles, translation processes, translation criteria, translation strategies, translation methods, and other translation phenomena as well as the holistic translation

ecosystem from the perspective of eco-reason.” On the other hand, Cronin thinks in a more divergent manner. The ecology mentioned by him not only includes the natural world but also the political environment and further fields that range across society, economy, technology, culture, and literature.

Hu emphasizes the role of the translator. He regards translators as the center of the translation process because they are active decision-makers who complete the adaptation and selection process and play a role in maintaining the ecological balance between different communities. However, Cronin defends the importance of the translated text in many aspects, such as cross-species communication, the protection of minority languages, and building a shared future community for humankind.

In conclusion, the similarities between the two theories remind us that the *ecological turn* has become a trend in translation studies. Meanwhile, we can observe the differences between the subjects of study of these two proposals, which provide us with different perspectives for further academic exploration.

2.2 Even-Zohar and Toury's Polysystem theory

In the 1970s, Itamar Even-Zohar developed his polysystem theory in his work *Polysystem Theory* (1979/1990) by studying the social, cultural, linguistic and historic elements in a multiple system. He states that the components of the polysystem, such as literary work and translation, “struggle for the primary position in the literary canon” (Munday, 2016: 171). The movement and interaction of the subsystems renew and refresh polysystems. Eco-Translatology establishes a dynamic system that includes all aspects of the translation world. Both systems are heterogeneous and complex, and the movement of elements is inevitable. Competition and coexistence exist among the communities living in the translation eco-environment, as is also the case among different literary subsystems in the polysystem. What is more, both models indicate factors that affect translation activities. In the translation ecosystem, these refer to other ecological communities such as clients, publishers and readers, whereas in the polysystem, the so-called “elements of the system” (Even-Zohar, 1979/1990: 34) include producers, consumers, institutions, repertoires, products, and markets. By comparing two systematic points of view, we acknowledge that both models analyze the main elements of translation activity, but the ecosystem refers to the translator's living environment, and the polysystem concentrates on literary work and translation. Furthermore, the polysystem focuses literary

translation and Eco-Translatology works with any translation practice in broader terms.

Based on his early polysystem theory, Toury developed his descriptive translation studies, which offer a general theory of translation. In his seminal book *Descriptive translation studies and beyond* (1995), Toury distinguished different kinds of norms operating at different stages of the translation process: initial, preliminary, and operational norms. The operational norms coincide with the linguistic dimension of Eco-Translatology because both views focus on the linguistic aspect of the translator's decision-making.

2.3 Hatim and Mason's discourse approaches

Apart from Even-Zohar and Toury's theoretical contribution, we also find that the discourse and register analysis approaches developed by Hatim and Mason (1990) bear certain similarities to Eco-Translatology. They pay special attention to the context of the situation and culture in communication. To clarify the significant influence of context, they outline three dimensions of context: communicative, pragmatic and semiotic. The three dimensions of transformation proposed by Hu (2020) also include the communicative dimension. However, the communicative dimension of context refers to the language variation that appears in linguistic expression. In some cases, this depends on the user and is distinguished as idiolectal, geographical, temporal, social and standard/non-standard variation. In other cases, it also depends on the conscious stylistic choices made by language users and is classified by register, which includes the field of discourse, the mode of discourse and the tenor of discourse. We can see that Hatim and Mason's communicative dimension summarized different situations in the communication process. However, the communication dimension in Eco-Translatology focuses on communicative intention. Hu (2003) stressed that, when thinking about the question of how to make an adaptive selection, the translator must take into consideration the communicative purpose of the original text and the author's objectives. For example, in the translation of tourism advertising, the translator needs to achieve the communicative intention of promoting tourist destinations by adapting the text to the language and culture of the target market. From the explanation above, we observe that these two communicative dimensions have similarities but also differences. That is, Hatim and Mason stress language variation in different communication contexts, while Hu focuses on the translator's communicative intention.

2.4 Reiss & Vermeer and Nord's functional approaches

The final Western approaches are Reiss & Vermeer's skopos theory and Christiane Nord's translation-oriented text analysis. The following five rules somehow encapsulate skopos theory:

- (1) A translational action is determined by its scope.
- (2) It is an offer of information (*Informationsangebot*) in a target culture and TL concerning an offer of information in a source culture and SL.
- (3) A TT does not initiate an offer of information in a clearly reversible way.
- (4) A TT must be internally coherent.
- (5) A TT must be coherent with the ST.
- (6) The five rules above stand in hierarchical order, with the skopos rule predominating.

(Reiss & Vermeer, 1984/2013: 94, in Munday, 2016: 127)

These rules emphasize that goals and intentions largely determine the translation product and that the achievement of "functional adequacy" ought to be the translator's main goal. For the TT to be fit-for-purpose, coherence with the receiver's situation (Reiss & Vermeer, 1984/2013: 101) and adherence to the ST in terms of accuracy must also be taken into consideration. The significant role of purpose is also recognized by Hu (2003), who states that survival in a competitive eco-environment is the ultimate aim of the translator, who has to adapt the TT to the target culture. In this process, the author's original intention and the client's expectations cannot be ignored, because these aspects of the ecosystem of ST determine the translator's selection.

Nord (1991/2005) furthered the development of functional approaches by proposing translation-oriented text analysis, which focuses on the communicative function and genre characteristics of the ST. Based on the previous thought, Nord emphasizes that it is the translation brief that governs the translation. "An ideal translation brief should provide explicit or implicit information about the intended TT functions, the TT addressees, the medium, the prospective place and time, and sometimes the motive of production or reception of the text" (Nord, 1997/2001: 137). She also proposed the following classification of the functions of language: the expressive function, the appellative function, the referential function and the phatic function (Nord, 1991/2005). As mentioned above, Nord's *functionality plus loyalty* emphasizes the importance of the text. It not only recognizes the function of text on the target side but also takes into account the ST side. From the point of view of Eco-Translatology, the eco-balance between those two worlds determines the

sustainable development of the whole translation ecosystem from the translator's point of view. We can therefore see that both proposals pay attention to the function, but the main difference is that Nord talks about text, while Hu stresses the role of the translator.

3. Corpus and methodology

After introducing Hu's contribution to Eco-Translatology and comparing it to the Western approaches above, in this section we will analyze the corpus from the different points of view that we have mentioned above. The corpus that we have chosen is Spain's official tourism website, and more specifically the pages devoted to Cordoba, and its translation from Spanish into Chinese.



Figure 2. Part of Spain's official tourism website for Cordoba in the Spanish language¹

¹ Retrieved Jan. 30, 2022 from <https://www.spain.info/es/destino/cordoba/>

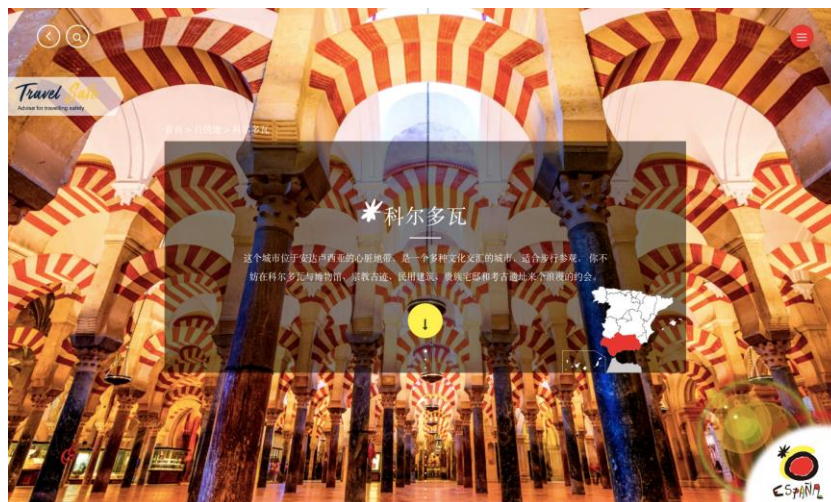


Figure 3. Part of Spain's official tourism website for Cordoba in the Chinese language²

Each page within the main website contains verbal elements such as the name of the city, a brief introduction, a text about the city's tourist attractions, including historic and cultural heritage, natural landscape, traditional festivals and specialities, and practical information about transportation, accommodation, recommended itineraries, among many other things. It also contains visual elements such as background pictures, photos, maps, icons, and links to related sites and nearby destinations.

An interpretative qualitative research method has been employed for this study. We will focus on the translation of those linguistic and paralinguistic elements in the light of Eco-Translatology in order to research how the translator adapts the content of the website to the eco-environment of the Chinese tourism market.

² Retrieved Jan. 30, 2022 from <https://www.visitspain.com.cn/destination/heritage/cordoba.html>

4. Discussion

In this section, the theoretical approaches that we have mentioned before will be adopted to discuss examples from the corpus.

4.1 From an ecological perspective

From the Eco-Translatological perspective, we may regard the world of tourism translation as an ecosystem, which includes ecological communities as publishers of information addressed to tourists (e.g. tourism boards, travel agencies, hotel groups, airlines), translators, potential customers, tourists, and the eco-environment composed of the host tourism market and the source tourism market. In our case, the elements that belong to the host market include the Spanish tourism board, tourism destinations and services, Spanish as a SL, and historic, social and cultural aspects related to communication. Meanwhile, the ecosystem on the target side refers to website visitors, anyone with an interest in Spanish tourism or international travel and their background knowledge rooted in Chinese culture and language. As Hu defines translation as *adaptation and selection*, we may consider tourism translation to imply adaptation by the translator. They must make their choices by adapting the website to the requirements of the task and the expectations of the target market. To produce an adaptive translation, they need to take into consideration the linguistic, cultural and communicative dimensions. In other words, linguists ought to consider idiomatic expressions, the Chinese audience's cultural background, and the communicative effect. Their selections may include the content of the text, translation strategies, cultural references, design of the visual elements, and so on. In the translation process, the translator is not only a producer of translations, but also plays an important role in maintaining the ecological balance between two ecosystems by satisfying the needs of host market to attract foreign tourists and providing practical travel information to the target market. Consequently, they succeed in the fierce competition for survival in the translational eco-environment.

Nevertheless, from Cronin's (2017) point of view on eco-translation, we could focus on the ecological view in tourism translation, especially in online promotion. He examines the translation of food in intercultural communication, stating that cuisine not only meets a basic human need, but is also closely connected with community culture, and "home-building' may be constructed

around the preparation of particular dishes representative of certain migrant community cultures” (Pennycook & Otsuji 2015: 117, in Cronin, 2017: 41). In the field of tourism, food translation is also an inevitable topic. Each community has its specific understanding of ingredients, cookery and food consumption. Beneath their food lie their attitudes toward life, values, and cultural tradition. The advertising of culinary culture helps to create clear characteristics and a special image of the destination and attracts tourists, especially foreign visitors, from totally different cultural backgrounds. It also raises challenges for translation. Discrepancies in different food cultures and languages can cause incommensurability, but Cronin (2017) insists that this is what enhances creativity in translation.

The more language resists translation, the more it invites translation. Therefore, it is possible to advance the idea that the ability of language to survive and flourish over time and adapt to a multiplicity of pressures...lies in the endless unveiling of the incommensurable in language which calls for new translations, new accommodations. The arrival of new communities, new languages, new foods, precisely generate those kinds of pressures which release the creative potential of the incommensurable. (Cronin, 2017: 53)

The creativity in translation inspired by the differences in food cultures can also be observed in the corpus that we are working on. On the original website, the following paragraph is adopted to describe culinary attractions in Cordoba:

Las zonas más conocidas para ir de tapas son el casco viejo y los barrios de San Lorenzo, San Andrés y Santa Marina. Tienes que probar especialidades cordobesas como el salmorejo (sopa fría principalmente a base de tomate), el flamenquín (rollo de lomo de cerdo empanado), las berenjenas con miel, la mazamorra (sopa fría a base de almendras), el jamón ibérico de Los Pedroches, el queso de Zuheros y el vino de Montilla-Moriles. (Spain’s official tourism webpage on Cordoba, date consulted: 8 February 2022)

[The best-known areas for tapas are the historic quarter and the neighbourhoods of San Lorenzo, San Andrés and Santa Marina. Be sure to try local specialities like salmorejo (cold tomato soup), flamenquín (pork roll fried in breadcrumbs), aubergines with honey, mazamorra (cold almond soup), Iberian ham from Los Pedroches, cheese from Zuheros and wine from Montilla-Moriles.]

However, in the Chinese website, we find a different version:

科尔多瓦的红酒味道十分特殊。老城区的圣洛伦索、圣安德列斯和圣玛丽安娜街区有许多小酒馆，是品尝“小吃”的理想去处。记得试试特色的凉菜（由西红柿、面包和橄榄油制作的冷汤）、牛尾或是科尔多瓦甜食（一种名叫“天使秀发”的酥皮点心，里面是裹了糖的南瓜酱）。

(Translated version of Spain's official tourism webpage on Cordoba, date consulted: 8 February 2022)

[Cordoba's red wine tastes very special. The best-known areas for "tapas" are the neighborhoods in the old town of San Lorenzo, San Andrés and Santa Marina. Remember to try the special cold dish (cream made from tomatoes, bread, and olive oil), oxtail and Cordoba dessert (pastry with "Angel's hair", jam made from pumpkin pulp and white sugar).]

Interestingly, the order of the food has been changed. The red wine is mentioned before the suggestions of neighborhoods to visit for tapas and other typical dishes. The reason for this change may be the importance attached to Spanish red wine by the Chinese market. Wine, especially foreign wine, is not viewed as an indispensable part of every Chinese meal, but as something elegant for a lavish dinner. Therefore, inviting Chinese tourists to try the wine may be a strategy to promote tourism in Spain by suggesting it will meet specific expectations: a romantic, luxurious trip with special tastes.

There are differences in the dishes mentioned in the two versions. Ingredients and cooking methods that are not commonly used in Chinese cuisine have been omitted, such as *flamenquín* and *mazamorra*. The dish *berenjenas con miel*, which is very similar to the home-cooked Chinese dish 脆皮茄子 (*cùipí qiézi*), fried eggplant with sweetish sauce) is not mentioned either. In the translated website, the translator introduces Chinese tourists to one cold dish (*salmorejo*), one main course (oxtail), and one dessert (*manoletes*), which are local dishes that are special, attractive, and acceptable for the Chinese visitor's palate. Finally, we noticed that the names of the dishes were omitted, replaced by general description and referring to the ingredients. The terms *salmorejo* and *manoletes* that are unfamiliar to Chinese people are not mentioned in the text, which instead refers to a *special cold dish* and *Cordoba dessert*. When referring to the wine, the translator has also left out the designation of origin *Montilla-Moriles*, which is not well-known to Chinese tourists. What is more, as in the original text, the ingredients are also mentioned in parentheses. We can see from the translation that the translator has made an effort to produce a comprehensible and acceptable text for the Chinese target audience, while demonstrating the value of tourism resources in Cordoba. It is hard to tell whether it is domestication or foreignization. From the Eco-Translatology perspective, we could regard the Chinese version of the website to be an adaptation by the translator to the Chinese target market and the result of the translator's decision to display and advertise aspects of the food culture of Cordoba to a greater or lesser extent.

In the light of eco-translation, we also focus on the translation of eco-tourism recourses. It has been noted that, in the original website, the natural environment is only mentioned in reference to the *Festival de los Patios* (Courtyards Festival³): *La primavera es su momento estelar, cuando la fragancia de flores como el azahar y el jazmín acompañan siempre, sobre todo en un mes de mayo rebosante de fiestas tradicionales en Córdoba* [It is at its best in spring, when the fragrance of jasmine and orange blossom is ever-present, especially in May, the month of many of Córdoba's traditional fiestas.] (Spain's official tourism webpage on Cordoba, date consulted: 8 February, 2022). However, in the Chinese version, natural scenery has been added to the text: “这个城市为自然爱好者提供了广阔的场地。卡尔达纳山上的自然公园、奥尔纳楚洛斯山、苏贝蒂卡斯山让人们在尽享科尔多瓦风光和文化财富的同时，也可以进行各种形式的户外运动。 [The city offers ample space for nature lovers. Mountains in the Cardeña, Hornachuelos, and Subbaetic ranges offer people the chance to enjoy the natural landscape and cultural wealth of Cordoba, as well as all forms of outdoor sports.] Transliteration is used when naming the mountains. This is a commonly used technique for translating names into Chinese. The different ways of introducing the natural landscape may be derived from the sales strategies used in the two markets. A combination of beautiful spring scenery with the traditional festival culture is suitable for promotion among Spanish tourists, who are familiar with the Courtyards Festival being a local characteristic of Cordoba. However, for Chinese tourists who know little about this unique cultural custom, the translator has chosen to provide them with more information about the natural landscape in order to offer more options for their travel itinerary.

The foregoing discussion has confirmed our opinion about two ecological approaches to translation. Cronin's point of view has led us to focus on elements of the text related to the human living environment, while Hu's theory helps us to analyze the translator's choices.

4.2 From the systematic perspective

In this section, we will try to look at our corpus from the systematic perspective: Polysystem Theory and the ecosystem in Eco-Translatology. Compared with the

³ During the annual Courtyard Festival and Contest, the beautiful courtyards that are decorated with flowers are open to the public.

polysystem established by Even-Zohar (1979/1990), which is focused on the world of literature and translated literary works, the translational ecosystem proposed by Hu (2003) is more practical for applied translation. By adopting Hu's opinion, the translator's professional environment can be regarded as a tourism translation ecosystem. Unlike elements in the literary polysystem, the subject that moves, reacts, and strives to survive in the translational ecosystem is the translator itself. In our case, it is the translator's initiative to decide on the content of the website by adapting it to the target market. As a result, they help the publisher (Spain's Tourism Board) to succeed in the competitive tourism market, while at the same time boosting their own position as a translator.

What is more, Toury's (1995) contributions regarding translational norms based on his systematic thinking have offered us another way to study the translation of tourism websites. The initial norms are the overall choices made with regard to the constraining factors of the SL and the TL. In our case, the TL norms have been adopted. It is noted that the tourism information provided on the Chinese webpage does not exactly correspond to the original version. Certain cultural elements and historic landmarks that are unfamiliar to Chinese visitors have been omitted, such as The Great Mosque, the Synagogue, the Jewish quarter, the Calahorra tower, the Royal Stables, and Madinat al-Zahra. Information has been added about such rich and varied activities as nightlife, venues for outdoor sports, leisure parks for children, and souvenir stores. The translator has apparently abided by TL terms in order to meet the needs of potential Chinese customers of different ages and interests.

Regarding operational norms, which are the skills and strategies that influence the translator's endeavor from a micro-level perspective. The distribution of the linguistic and paralinguistic elements has changed. As shown in figures 2 and 3 in section 3, in the Spanish version there is a background picture showing the Roman bridge, the name of the city and the tagline *Una ciudad que florece* [A city that blooms.] However, in the Chinese version, the background photo has been changed to the arches of Cordoba's Mosque-Cathedral and the tagline has been replaced with a brief introduction to the city: “这个城市位于安达卢西亚的心脏地带，是一个多种文化交汇的城市，适合步行参观。您不妨在科尔多瓦与博物馆、宗教古迹、民用建筑、贵族宅邸和考古遗址来个浪漫的约会。 [This multicultural city located in the heart of Andalusia is easy to visit on foot. You can have a romantic date in Cordoba visiting museums, religious buildings, civil architecture, stately homes and historic sites.] Concerning the two versions of the website analyzed here, there is notable

modification of linguistic and paralinguistic elements in terms of operational norms. The matricial and textual-linguistic norms corresponding to the design specification of the website and the browsing habits of Chinese users have given rise to changes in the distribution and content of the elements.

However, from an Eco-Translatology point of view, these differences can be regarded as a result of the translator's own choices. The translator has decided to adapt the website to the target market's needs in order to produce the broadest possible promotional benefits. According to previous knowledge of most Chinese tourism in Cordoba, the translator has decided that the arches of Mosque-Cathedral of Cordoba are the background image that will have the strongest immediate impression on Chinese readers. In addition, rather than translating the tagline, they have chosen to offer more details about the unique cultural landscape of the city as the selling points at the very beginning of the website.

4.3 From multidimensional perspective

Having compared the three contextual dimensions proposed by Hatim and Mason (1990) and the three ecological dimensions proposed by Hu (2003), this part examines the corpus from those two different approaches.

Hatim and Mason build their context theory on discourse analysis approaches and introduce the three dimensions of context: the communicative, pragmatic and semiotic dimensions.

Three basic types of register variation can be distinguished in discourse: field, mode, and tenor. The field of discourse is the communicative situation of the text. In this case, this is the promotion of tourism. It requires the translator to confine the text to tourism discourse by adopting the professional lexis when introducing the destinations and services. Mode refers to the medium of language activity used for Internet-based digital communication. The translator needs to think about the multimedia tools offered by the website and the intangibility of the communication. In other words, the ways to attract potential tourists and provide them with useful travel information without face-to-face contact between the publisher of the website and its customers is an important issue that is worthy of in-depth consideration. Tenor relays the relationship between the addresser and the addressee. The relationship between the provider of the tourism service and its customers determines the formality of the

communication, while the flexible, informal environment of online communication offers the chance to easily get close to customers and to shorten the distance between interlocutors. In our corpus, we noticed that on the original website second person pronouns have been used to address visitors, but third person pronouns have been used in the translation. For example, the original text says *Puedes disfrutar de la experiencia de relajarte en un moderno hamman en los baños árabes* [You can relax in a modern hammam in the Arab baths] and on the website in Chinese, we can find sentences like: 您不妨在科尔多瓦与博物馆……来个浪漫的约会。 [One (formal) can have a romantic date in Cordoba visiting museums...]. Note that informal pronouns are not usual in tourism advertising in Chinese. In commercial discourses, 您(*nín*) is more commonly used to show respect to clients.

The pragmatic dimension focuses on the act of speech. Three different kinds of action are mentioned by Hatim and Mason (1990): the locutionary act, the illocutionary act, and the perlocutionary act. In the case of our corpus, the locutionary act refers to introductions to tourism destinations, activities, and services. The illocutionary act, related to the communicative intention of the utterance, refers to the marketing purpose of publishing the information-creating clear characteristics and a special image of Cordoba. Finally, with the perlocutionary act, the website aims to stimulate the interest of potential travelers and encourage them to consume in the tourist destination.

The semiotic dimension centers on the composition of signs and the way they interact. The tourism website includes different forms of linguistic and paralinguistic elements, and digital communication can be considered to exchange these signs. When translating them, the translator needs to think about their intertextual reference and the content of the information. It was noted that on the Chinese webpage, certain cultural elements have been omitted, such as the May Crosses, the Battle of Flowers, and the Railings and Balconies competition, but the information that the city has rich and colorful ceremonies and performances has been transferred to Chinese readers. It says, 它也是艺术、文化和休闲胜地, 经常会有丰富多样的文化活动在这里举办, 如弗朗门戈舞会、音乐会、芭蕾。 [It is also a tourist destination for arts, culture and entertainment that often hosts a variety of cultural events such as flamenco performances, concerts and ballet.]

Meanwhile, the three ecological dimensions of Eco-Translatology provide us with another approach to analyzing the selection and adaptation behavior of

translators. The linguistic dimension refers to all kinds of linguistic operations in the translation text including macro-structure, syntactic process, lexical choice and so on. It has been noted that a Chinese four-character idiom, 激情澎湃 (*jīqíng péngpài*, i.e. passionate and energetic) has been used to describe the colorful nightlife of Cordoba. From an Eco-Translatology point of view, the use of a Chinese idiom can be considered the translator's personal choice in order to adapt the text to the language habits of Chinese readers, making it acceptable for the target clients, thereby achieving effective advertising. The cultural dimension concentrates on the translation of cultural elements. Because of the large distance between the two cultures, different strategies have been adopted when using cultural elements to establish the tourism image of the city. On the original website, the *Festival de los Patios* (Courtyards Festival), the Roman past and the coexistence of Christian, Islamic and Jewish cultures are the main selling points of Cordoba. However, when dealing with Chinese visitors who do not know much about the cultural background of the destination, the translator decides to describe Cordoba as a destination that provides a variety of tourism activities, such as visiting museums, enjoying an exciting nightlife, doing outdoor sports in national parks, and so on. Finally, as for the communicative dimension, Eco-Translatology directs us towards a focus on any translational operations related to communicative intention. Internet media have made it possible to translate communicative information not only through words, but also using multi-media tools. On the Chinese website, apart from the translated introduction to the city, we can also find pictures and links to other popular tourist destinations in the surrounding area, recommended tours, and a travel itinerary. As shown in the following figure, the picture of a train traveling through Andalusia and a link to the main train operator's website are included on the website to provide ideas for inclusion in a travel itinerary.



Figure 4. Recommended train travel on the Spain's official tourism website on Cordoba in the Chinese language⁴

After analyzing the corpus from the two approaches above, we can confirm that the three contextual dimensions proposed by Hatim and Mason (1990) pay more attention to the discourse function of the text. However, the model established by Hu is more focused on the translator's decisions.

4.4 From functional approaches

The contributions by Nord (1991/2005) offer a new perspective on our corpus from functional approaches. Reiss & Vermeer's skopos theory (1984/2013) focuses on the purposes and functions of the text in the communicative situation. It can be observed that in the translation of our corpus, the intended TT functions provide tourism information to the Chinese audience and guide their consumption during their trip. The TT may address any Chinese visitor to the website who has plans to visit Cordoba, has an interest in Andalusian culture and landscape, or is simply curious about Spanish tourism. The medium, of course, is the website which enables intangible digital communication and can be accessed at any time and from any place via the users' mobile devices.

What is more, Nord (1991/2005) also pays attention to the relationship between the author of the ST and the translator by proposing the notion of "functionality plus loyalty". She suggests four basic functions: the referential function, the expressive function, the appellative function, and the phatic function. Online advertising is characterized by simplicity, brevity and understandability. It normally also has to be striking, memorable and attractive. Hence, the advertising message needs to stress the reference function and the appellative

⁴Retrieved Jan. 30, 2022 from <https://www.visitspain.com.cn/destination/heritage/cordoba.html>

function of the text. The reference function is aimed at providing practical information to tourists. For example, the Chinese website refers to the historic landmarks, cultural activities, natural parks, and unique cuisine. The appellative function is intended to increase the reader's interest and curiosity and also encourage them to travel and consume. For example, vivid pictures can stimulate the imagination of potential visitors, and travel suggestions and recommended tours can provide them with practical travel itineraries.

In the same vein, Hu also attaches importance to the relationship between the SL's world, the TL's world, and the translator. But the difference is that, for the latter, the translator's aim is to survive in the eco-environment. They have to submit their translation brief to ensure that their work is acceptable both to the publisher and the audience. All elements on the SL side and the TL side belong to the translational eco-environment inhabited by the translator. The purpose of producing a functional translation product is to be recognized both by the publisher and by the target audience so that the translator can successfully survive in a competitive trade. As mentioned in previous sections, many changes and modifications can be observed when comparing the Chinese version with the original Spanish texts. These are efforts made by the translator to make the best choices when adapting the text to the translation eco-environment.

Conclusions

Through comparison between Chinese Eco-Translatology and Western approaches, we can conclude that the main difference is the subject of the study. Hu discusses the translator's behavior (survival in the translation eco-environment, adaptation and selection, function in maintaining ecological balance in the translation world, and so on), whereas the aforesaid western scholars prefer to discuss translation work (the ecological point of view in the translated text, the polysystem of literary work and translation, the contextual dimensions, the function of the text, and so on). Despite this apparent difference, Eco-Translatology has some unavoidable parallels and relationships with previous theoretical contributions. Hu coincides with Cronin in his ecological perspective. Both authors pay close attention to the relationship between translation and ecology. We have also found that the similarity between the Chinese scholar's translation ecosystem and the polysystem is that both establish a systematic point of view. Besides, Eco-Translatology is similar to the

discourse approach because both pay attention to the linguistic elements of translation, and it is similar to the functional approaches because it also pays attention to the function of the translator. The similarities and differences between different approaches help us look in depth at the essence of translation and advance the development of translation studies toward a multi-culture of coexistence.

Cronin's eco-translation has led us to focus on the relationship between translation and the human living environment. In this study, it has been found that the introduction to Cordoba's food culture on the translated website has taken into consideration Chinese dietary habits, and descriptions of the city's natural landscape have been added to the translated text. Following Toury's methodology applied to study tourism translation in terms of translational norms, I discovered that TL norms have been adopted in the Chinese version of the website. In the light of the discourse and functional approaches, it has been noted that, compared to the original website, many cultural, linguistic, and even paralinguistic elements have been changed in the translated version in order to perform the referential and appellative functions of the text. In other words, the text has been adapted to fit the purpose of achieving the best marketing effect among the Chinese audience. Unlike the Western approaches described in this paper, Eco-Translatology regards these changes as the translator's strategies to succeed in the competitive translational eco-environment. By adapting the website to the interests of a Chinese audience, the translator has made an effort to create a touristic image of Cordoba: a multicultural city that offers a diversity of tourism products, such as historic landmarks, a natural landscape, unique cuisine, children's playgrounds, colorful nightlife, and shopping centers.

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