

## THE TRANSLATION OF THE TRAVEL WEBSITES: LINGUOCULTURAL ASPECT

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### INTRODUCTION

At the beginning of the XXI century, the tourism industry is experiencing the time of the rapid growth. The travel companies and tour operators are coming out. The offers proposed to the tourist are being updated to give them the possibilities to visit more countries and different corners of the globe. So the level of the tourist services is increasing.

The rising interest to the tourism industry has led to the modernisation and development of this business. Getting the global role the tourism industry has to make the tour operators refuse from the printed advertising preferring to conduct their activities on the websites created according to the certain standards. These changes have more opportunities to promote the products of the tourism business.

The dynamic development of the industry requires the highly qualified translators who are able to correctly convey the information contained in the tourist texts. This type of translation is pragmatically directed and stylistically colourful and has to promote the tourism business to open up the new opportunities in this area<sup>1</sup>. However, the specifics of the Ukrainian-language texts translation which is connected with the tourist services and intended for the foreign cultural target audience is practically unexplored.

The translation aspect has always been an important point for the tourism businesses. However this problem has become even greater with the development of the Internet, as all the possible content needs to be translated, as the number of potential customers speaking different languages has increased significantly.

The socio-, linguistic- and transcultural activities of the translators convince us that they coexist and realise the language and transcultural phenomena. It is clear that the translator performs the linguocultural transfer within a certain discourse<sup>2</sup>.

The discursive context determines the communicative actions, profile, and role portrait. So it is quite obvious that, having cultural and professional knowledge and skills, in the discourse and communicative situation, the translator uses the different tools.

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<sup>1</sup> Bopst Hans-Joachim *Tourismus und Übersetzung. Lebende Sprachen*. 2006. № 3. P. 107.

<sup>2</sup> Petillo M. Translating cultural references in tourism discourse: the case of the Apulian region. *Altre Modernità*. 2012. P. 252.

The variety of the translation technologies is diverse. It develops the strategies and tactics that are adequate and relevant to the certain type of the text.<sup>3</sup> We support the thesis about the intercultural, interlingual, intertextual and interpersonal communication in the translation process.

In this sense of the research there is the interest to analyse the dependence of the specifics and format of the translation, which, of course, expands the scope of the modern translation studies and forms a new discursive perspective.

The quality of the translations in the tourism area has an impact on the reputation of any tourist company. The incorrectly localized translation can create the negative image not only of the holiday place, but also of the entire country<sup>4</sup>.

Consequently, the translation plays an ever-increasing role. In recent years, the tourism industry has developed rapidly and this tendency is connected with the demand for the high quality translation services.

One of the main difficulties that the translator of the tourist texts can face in his creative activity is the transfer of the national and international elements. The dialectic of these phenomena is specifically manifested in the different areas of peoples' spiritual culture and, consequently, in the different types of the translation. This problem is particularly acute when it comes to the tourist texts<sup>5</sup>. The national peculiarities put a serious imprint on the content, style, expressiveness and form of the presentation of these texts<sup>6</sup>.

The translator has to solve not only the language problems due to differences in the semantic structure of the source and target languages, but also the problems of the sociolinguistic adaptation of the text. In order to fully fulfil the communicative function, it is not enough to translate the text, it must be included in the cultural environment of the target language<sup>7</sup>. In other words, it should evoke the same reaction in the target audience as the original text. In case of the incorrect transfer of the tourist text the described image will be seriously distorted, which will affect the problem of the relations between the tour operator and the consumer. In this case we have to raise the question of the adequacy of translation of such texts.

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<sup>3</sup> Agorni M. Tourism communication: The translator's responsibility in the translation of cultural difference. *Revista de Turismo y Patrimonio Cultural*. 2012. Vol. 10. № 4. P. 8.

<sup>4</sup> Stewart D. Translating tourist texts from Italian to English as a foreign language. Liguori Editori. 2012.

<sup>5</sup> Thurlow C. Tourism discourse: languages and banal globalization. *Applied Linguistics Review*. 2011. Vol. 2. P. 292.

<sup>6</sup> Agorni M. Tourism communication: The translator's responsibility in the translation of cultural difference. *Revista de Turismo y Patrimonio Cultural*. 2012. Vol. 10. № 4. P. 8.

<sup>7</sup> Edwards, P. The Promotion of Tourism through Key Concepts and Specific Discourse. *LSP & Professional communication*. 2003. Vol. 3. № 1. P. 32.

## 1. The problem's prerequisites emergence and the problem's formulation

It is considered that one of the main problems in the translation of the tourist texts is that they are not given serious consideration. The translation of the original travel websites is still often unprofessional. Sometimes the machine translation is simply used, which is convenient and cheap<sup>8</sup>.

Recently, there has been an increased interest of the scientists in this area. For example, in 2003 and 2004, German scholar Hans-Joachim Lanksch extensively researched the translation peculiarities in the tourism discourse. He investigated the conditions of its emergence. His surveys revealed that the translation in tourism is the consequence of everything that happens in the travel area and its translation opportunities<sup>9</sup>.

It is shown that the socio-economic and socio-pragmatic factors are the determinants of the choice of translation strategies in tourism. Montes A. Fernandez analyzed them when translating the tourist brochures from Spanish into German<sup>10</sup>. Stoll E. gives the comparative analysis of the linguistic and pragmatic components of the tourist brochures on the example of the tourism leaflets in German<sup>11</sup>.

Stewart D. considers the problems faced by the translators in the tourism area when working with the texts dealt with the travelling<sup>12</sup>. Some researchers characterize the development of the tourism Internet discourse in the aspect of the globalisation and localisation<sup>13</sup>, and investigate the linguistic peculiarities of the English-language description of the foreign-language.

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<sup>8</sup> Stewart D. Translating tourist texts from Italian to English as a foreign language. Liguori Editori. 2012.

<sup>9</sup> Stoll E. Reiseprospekte im multilateralen Übersetzungsvergleich: eine kontrastive Textsortenuntersuchung – am Beispiel französischer, italienischer, spanischer, englischer und deutscher Texte. *Sprachvergleich und Übersetzungsvergleich: Leistung und Grenzen, Unterschiede und Gemeinsamkeiten*. Peter Lang-Verlag, 2001.

<sup>10</sup> Montes Fernandez A. La traducción de folletos turísticos (español-alemán): Condicionantes socioeconómicos y sociopragmáticos. *Blanco García, P. & Martino Alba, P. (eds.). Traducción y Multiculturalidad*. Madrid: Universidad Complutense de Madrid. 2006, P. 160.

<sup>11</sup> Stoll E. Reiseprospekte im multilateralen Übersetzungsvergleich: eine kontrastive Textsortenuntersuchung – am Beispiel französischer, italienischer, spanischer, englischer und deutscher Texte. *Sprachvergleich und Übersetzungsvergleich: Leistung und Grenzen, Unterschiede und Gemeinsamkeiten*. Peter Lang-Verlag, 2001.

<sup>12</sup> Stewart D. Translating tourist texts from Italian to English as a foreign language. Liguori Editori, 2012.

<sup>13</sup> Petillo, M. Translating cultural references in tourism discourse: the case of the Apulian region. *Altre Modernità*. 2012. P. 254.

Many scientists take into account the genre, value and translational characteristics of the international tourist discourse<sup>14</sup> and the strategies and problems of the travel websites translation<sup>15</sup>

The researchers carry out the comparative analysis of the terminological system of the travel texts<sup>16</sup> and classify the genres of tourism discourse<sup>17</sup>. However there are no works that can be considered exhaustive, since the interaction of the subjects in the space of the certain discourse in the question initiates the emergence of the new genre forms determined by the realities of the globalised Internet communication.

So the relevance of the work stems from the fact that the translation studies have recently recognised the special importance that culture has for translation. We examine the cultural concept of the translation, from the perspective of cognitive linguistics, which will deepen the knowledge of this concept and reveal the role of the cognitive processes in the cultural aspects when translating the tourism texts.

The scientific novelty of the work is in the fact that, for the first time, the texts of the tourism area are subjected to the study from the point of view of linguocognitive and linguocultural features.

The following research methods and techniques have been used: transformational, contextual, descriptive methods and the method of studying dictionary definitions.

The anthropocentric paradigm of the modern linguistics activates and orientates the language research on the study of the ethno-cultural specifics of the language conceptualisation of the world around a person and how it is connected this the word definition.

In this regard, the problem of the translation quality of the travel texts is getting an important part of the discourse and it remains relevant.

The aim of the research is to outline the role of the translator's cognitive processes in translating linguocultural aspects of the tourism texts.

In order to achieve this goal we set the following tasks:

- to characterise the tourist website as a type of tourism discourse;
- to consider the language and structural features of the travel websites;
- to reveal the concepts of "equivalence" and "adequacy" of the translation;
- to identify the lexical-semantic and stylistic difficulties in translating English-language travel websites into Ukrainian;

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<sup>14</sup> Agomi M. Tourism communication: The translator's responsibility in the translation of cultural difference. *Revista de Turismo y Patrimonio Cultural*. 2012. Vol. 10. № 4. P. 9.

<sup>15</sup> Kelly, D. The translation of texts from the tourist sector: textual conventions, cultural distance and other constraints. *TRANS: revista de traductología*. 1998. № 2. P. 39.

<sup>16</sup> Snell-Hornby M., Hönig H.G., Kußmaul P., Schmitt P.A. (Hg.) *Handbuch Translation*. Tübingen, Stauffenburg, 1998.

<sup>17</sup> Baker, M. *In other words*. London: Routledge, 1992. P. 117.

- to describe the specifics of translating nationally labelled lexical material from English into Ukrainian;
- to define the essence of the translation transformations and analyse their peculiarities in the texts on tourism topics.

Thus, the object of research is the travel texts from the Internet websites, and the subject is their translation peculiarities.

The material of the work is the texts of the tourist websites, where the cultural aspect is an integral part of their discourse, and therefore their exact accurate reflection in the translation is of the necessary condition.

## **2. The analysis of existing methods for solving the problem and formulating a task for the optimal technique development**

The anthropocentric paradigm of the modern linguistics activates the research towards the study of the ethno-cultural specifics of the language conceptualisation of the surrounding world by the person and the social aspects as well as the language cognition, speech communication and human behaviour, also the cognitive processes of storing, transmitting and interpreting the knowledge and thinking activity<sup>18</sup>.

In the global tourism translation market, all the types of translation are in demand of the global tourism translation market, and the most common translation targets are the following:

- 1) websites (of tour operators, hotels, airlines, cities, etc.);
- 2) marketing and advertising products (tour catalogues, booklets, brochures, flyers, brochures, etc.);
- 3) information materials (press releases, descriptions of destinations, reservation systems, rules of behaviour and instructions for travellers, etc.);
- 4) excursions (video tours, audio guides, sightseeing tours);
- 5) technical / project documentation;
- 6) audiovisual production for mass media (documentaries, broadcasts);
- 7) menus, etc<sup>19</sup>.

The multimedia nature of the Internet communication, realising the aesthetic function of the tourism discourse, contributed to the transformation of the basic genres into the hypertext components of the site: travel diary – blog; guidebook – tourist portal (video guide); excursion – virtual excursion (video excursion); brochure (booklet, prospectus) – interactive multifunctional site of information and advertising character; and the formation of new genre forms – tourist forum, tourist review<sup>20</sup>.

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<sup>18</sup> Stewart D. Translating tourist texts from Italian to English as a foreign language. Liguori Editori, 2012. P. 63.

<sup>19</sup> Stewart D. Translating tourist texts from Italian to English as a foreign language. Liguori Editori, 2012. P. 65.

<sup>20</sup> Snell-Hornby M., Höning H.G., Kußmaul P., Schmitt P.A. (Hg.) Handbuch Translation. Tübingen, Stauffenburg, 1998. P. 98.

According to the ideas and problems of the anthropocentric paradigm, such directions of the language research as linguoculturology, cognitive linguistics, psycholinguistics and others are taken into account. The main directions in the modern linguistics, formed within the framework of such a paradigm are cognitive linguistics and linguoculturology, which should be orientated on the cultural factor of the human beings<sup>21</sup>. So linguoculturalology is a product of the anthropocentric paradigm in linguistics, which has been developing during the last decade.

In order to increase the pragmatic effect, the travel text often includes the names, which evoke the whole range of the positive emotions that make people want to respond to the advertiser's offer.

The tourism texts reflect the culture of the people or places described in them. It is known, that on the travel websites there is the vivid reflection of the value dominants of the culture. In this regard, the tourism advertising is an amalgamation of the opposite cultural origins.

The pragmatic charge in the tourism discourse also possesses many borrowed terminological units. First of all, the group consisting of the words with the pragmatic effect due to the fact that they denote the tourism services is singled out<sup>22</sup>.

In analysing the language units functioning in the tourism texts, it is impossible not to dwell on the means of creating imagery and expressiveness, thanks to which the stylistic level of the text, extremely rich in various tropes, noticeably stands out against the background of other texts<sup>23</sup>.

When translating such texts it should be taken into consideration that they are orientated towards and written specifically for the target groups and must be translated in a way that addresses these groups in a targeted manner. Since the foreign tourists need more information than the local tourists, the translator should use the translation techniques such as clarification, adding explanations to the text or providing the text with the different descriptions. The foreign tourists need the additional information in order to avoid the overload.

The informative content of the tourism texts is characterised by the proper names, numerical data and the indications of places, verbs of state, factual and introductory narration. It usually contains a lot of basic information that is not initially known or incomprehensible to the recipients from another culture. In this case, the original text should be partially omitted, abridged, and explained.

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<sup>21</sup> Edwards, P. *The Promotion of Tourism through Key Concepts and Specific Discourse*. LSP & Professional communication. 2003. Vol. 3. № 1. P. 35.

<sup>22</sup> Baker, M. *In other words*. London: Routledge, 1992. P. 117.

<sup>23</sup> Stewart D. *Translating tourist texts from Italian to English as a foreign language*. Liguori Editori, 2012. P. 68.

The translation of the terms is problematic, as there are often synonymous and multidigit names, which complicate the unambiguous correspondence in the target language.

In the tourism texts the qualitative adjectives bear a great pragmatic load, emotional-expressive colouring of which contributes to the glorification of the advertised object<sup>24</sup>.

There are such weaknesses in the translation of the tourism texts as the insufficient adaptability of the content to the target audience having another culture and incomplete translation of the cultural specifics of the tourism texts.

The travel websites provide the free access to the information about the tourism facilities, commercial offers and, consequently, the new tourism opportunities, which is becoming a part of the hyper-reality<sup>25</sup>. If there is no information about a tourist attraction on the Internet, it will remain unattended by millions of users of the World Wide Web who expect to find there any information about attractions in different countries<sup>26</sup>.

The travel website creates a certain socio-cultural space; it is a good means of attracting the attention of a wide range of the potential consumers forming the tourist attractive image of a city or country.

Such Internet resources accumulate the most detailed and understandable information on the most interesting sights, while realising their main pragmatic function – creating the positive image of the country<sup>27</sup>. One of the advantages of the tourist Internet portals is the possibility of commenting. The users can evaluate and leave their impressions and comments about holidays in a certain area, which provides the portal visitors with first-hand information. Thus, the second function of travel portals – informative – is realised.

At the same time, the multilingual tourist Internet portals are gaining the greatest popularity, which is explained by the possibility to get the information about another country from its residents or other tourists in their native language, to view foreign language versions of the pages of interest or to leave a comment, post photos<sup>28</sup>.

The travel websites can be classified as a mixed type of the text because they contain both verbal and non-verbal components, which include visual-

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<sup>24</sup> Bopst Hans-Joachim. Tourismus und Übersetzung. *Lebende Sprachen*, 2006. № 3. P. 112.

<sup>25</sup> Franklin, A. The trouble with tourism and travel theory? *Tourist studies*. 2001. Vol. 1 (1). P. 11.

<sup>26</sup> Edwards, P. The Promotion of Tourism through Key Concepts and Specific Discourse. *LSP & Professional communication*. 2003. Vol. 3. № 1. P. 35.

<sup>27</sup> Han, J.-H. Zero acquaintance benchmarking at travel destination websites: what is the first impression that national tourism organizations try to make? *International Journal of Tourism Research*. 2006. Vol. 8. Iss. 6. P. 422.

<sup>28</sup> Snell-Hornby M., Hönig H.G., Kußmaul P., Schmitt P.A. *Handbuch Translation*. Tübingen-Stauffenburg. 1998. P. 112.

graphic (photos, colour) and sound components that perform informative-expressive function. These components form the semantic, functional and visual space, affecting the addressee in a complex way<sup>29</sup>. Thus, the tourism resources of the Internet represent a crealised text, where the verbal and iconic elements form the visual, structural, semantic and functional unity, aimed at the complex pragmatic impact on the addressee.

The tourism website can be called the large volume text, which serves to familiarise a potential tourist with the information about the natural, economic, cultural and everyday features of a country and allows him to quickly adapt to the new linguocultural space<sup>30</sup>.

The multilingual tourism website is a crucial source of the information about the culture of the country that connects people from different countries in a common cultural space. At the same time, it is designed to provide the extensive information about the mentality, culture, various everyday features of the certain country, as well as some historical information. It can be said that the travel website is a special genre of the tourism discourse, appearing as a business card of the country.

The multifactoriality of the international tourism discourse is manifested in its rich genre palette, which, in our opinion, is formed according to three communicative planes, namely:

- 1) institutional – the internal communication of tourist companies;
- 2) business – the external communication of tourist companies and business, integrated into the tourist discourse;
- 3) cultural – the communication oriented to the tourist who makes a travelling<sup>31</sup>.

Each of the mentioned fields reveals both the system-forming core genres and peripheral genres, in the textual representations of which the discourse is verbalized in their textual representations. For example, in the institutional area the dominant genre is conversation, in the business area – presentation, in the cultural area – guidebook, tour, excursion, Internet site. These communicative centres correlate with other genres.

The intensive borrowing of the vocabulary from English and its transfer into the national languages is largely due to the global nature of the parameters of the modern Internet communication.

The English-language dominance in the modern process of term formation is due to the mass appearance of industry-specific terms and the role of

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<sup>29</sup>Bopst, H. J. Tourismus im DaF-Unterricht – auf kulturwissenschaftlichem Fundament. *German as a foreign language*. 2011. Iss. 3. P. 67.

<sup>30</sup>Bopst, H. J. Tourismus im DaF-Unterricht – auf kulturwissenschaftlichem Fundament. *German as a foreign language*. 2011. Iss. 3. P. 68.

<sup>31</sup>Franklin, A. The trouble with tourism and travel theory? *Tourist studies*. 2001. Vol. 1 (1). P. 17.

English as the language of globalisation<sup>32</sup>. The examples of the international vocabulary can be represented with such words *туроперейтинг* (tour operating), *трансфер* (transfer), *чартер* (charter), *хаускіпінг* (housekeeping), *ресепшин* (reception), *кейтеринг* (catering), *таймшер* (time share), *код-шеринг* (code sharing), *овербукінг* (overbooking), *інклюзив-тур* (inclusive tour), *пекідж-тур* (package tour), *бранч* (branch), *пантинг* (punting), *печворк* (patchwork), *трекінг* (tracking), *фрірайд* (free ride), *лоукост* (low cost), *вейкстайл* (wake style), *піт-стоп* (pit stop), *опен-ейр* (openair), *стрімлайнер* (stream liner), *уїк-енд* (weekend), *тімбілдинг* (team building).

In the process of the texts translating in the area of the tourism, the problems arise when translating the terms, as there are often the synonyms and multiple terms which complicate the unambiguous correspondence between the term and the name.

In the English-language tourism websites, the benefit is expressed primarily in the terms of the financial benefits and services provided. So buying a particular tour obtained by purchasing the tour the customer can see the information expressed with the help of the lexemes *free* (*безкоштовний*), *discounted* (*зі знижкою*), *more for your dollar* (*більше за ваш долар*) etc.

For example, *Stop by the London Visitor Center for a free with the Pass Value Card? with exceptional values at the Restaurants and retailers ?... and the opportunity to purchase the Pass Attraction Ticket. The ticket is good for discounted admission to the Mall.* – *Зупиніться біля Центру відвідувачів Лондона та отримайте безкоштовну дисконтну картку міста на один день. Також на один день ви матимете спеціальні знижки в ресторанах і магазинах роздрібної торгівлі міста Лондона до того ж можливість придбати перепустку в парки атракціонів міста на один день. За допомогою цієї перепустки ви отримаєте знижки в торгівельному центрі*<sup>33</sup>.

The advantages of the tourism product are represented as the improved living conditions at the resort, as well as the wider range of the services provided.

This strategy is the characteristic of both the English and Ukrainian website texts on the tourism topics: *Your stateroom is beautifully appointed with substantially more room than the average cruise ship! – Ваша окрема каюта – чудово обставлена і більш простора, ніж звичайна каюта на круїзному лайнері*<sup>34</sup>.

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<sup>32</sup>Crystal, D. English as a Global Language. New York: Cambridge University Press, 2003. P. 117.

<sup>33</sup>Ajara Batumi. Advertising Booklet. URL: <http://gobatumi.com/files/plan-your-trip/free-maps-and-brochures/Introduction-to-Ajara-batumi-en.pdf> (accessed: 03.10.2023).

<sup>34</sup>All Saints Travel Agency. URL: <http://www.allsaintstravel.co.uk/HolyLand-8days.htm> (accessed: 13.10.2023).

The strategy of the unique selling proposition emphasises the specific benefit of the advertised product, which allows to create its uniqueness in the consumer's mind. As a result, it can be acquired both by the service of the staff and the natural conditions of the resort: *There is something special about approaching your hotel on a bamboo raft, the stresses of the journey seem to melt away instantly – У вас виникають фантастичні відчуття, коли ви підпливаєте до готелю на бамбуковому плоту, а стрес, що ви пережили під часподорожі, здається, моментально розчиняються*<sup>35</sup>.

In the English-language tourism discourse the reception is realised through the use of the lexemes and word-combinations *to be rumoured* (пліткують), *to be renowned* (бути відомим, відомо), *they say* (кажуть), *seem* (здається) etc.

*This award-winning resort is one of the most renowned vacation destinations in the South Pacific – Цей курорт, що користується загальним визнанням, – одне з найвідоміших місць відпочинку на півдні Тихого океану*<sup>36</sup>.

The copywriters of the English-language travel websites often use the techniques such as the testimonials and reference to authority. These techniques remove the listener's mistrust and actualise the attractiveness of the resort<sup>37</sup>. The impressions of eyewitnesses often contain the emotional argumentation: *Highlight of our vacation!' Like floating on a cloud! Amazingly quiet and serene! – Апофеоз нашої відпустки! Як політ у хмарах! Напрочуд тихо і спокійно!*<sup>38</sup>.

In the English-language tourism websites, the new words are used in the connection with the new types of tourism such as *eco-tourism* (еко-туризм), *green tourism* (зелений туризм), *eco hostel* (екологічна туристична база), *escorted tours* (тури з ескортом), *agrotourism* (агротуризм) etc.

These communicative centres correlate with other genres, influencing the discursively significant communicative actions, and realise a variety of the communicative situations with different translation objects and strategies. It is reasonable to consider the translation of the tourism texts in the interrelation of the linguistic and extra-linguistic content<sup>39</sup>.

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<sup>35</sup>Bucket List Journey. Canada: Kayaking with Beluga Whales in Manitoba. URL: <http://bucketlistjourney.net/2016/08/kayaking-with-beluga-whales-in-manitoba-canada/> (accessed: 05.11.2023).

<sup>36</sup> 100 % Pure New Zealand. URL: <http://www.newzealand.com/uk/coromandel/> (accessed: 01.11.2023).

<sup>37</sup> Stoll E. Reiseprospekte im multilateralen Übersetzungsvergleich: eine kontrastive Textsortenuntersuchung – am Beispiel französischer, italienischer, spanischer, englischer und deutscher Texte. *Sprachvergleich und Übersetzungsvergleich: Leistung und Grenzen, Unterschiede und Gemeinsamkeiten*. Peter Lang-Verlag, 2001. P. 65.

<sup>38</sup> Canal Blog. Seville. URL: <http://tartan.canalblog.com/archives/2017/01/15/34808077.html> (accessed: 03.10.2023).

<sup>39</sup> Stoll E. Reiseprospekte im multilateralen Übersetzungsvergleich: eine kontrastive Textsortenuntersuchung – am Beispiel französischer, italienischer, spanischer, englischer und

It is obvious that the international cultural tourism is not only an economic branch, but also an instrument of the cognition of the own and foreign cultural specific realities, enriching the cultural knowledge<sup>40</sup>.

Taking into account that the translation of the tourism texts is, first of all, the transfer of the foreign cultural markers describing the tourist objects in the context of the specific historical, geographical, cultural and social conditions, it is important to solve the question of the rational degree of the preservation of these markers in the process of translation<sup>41</sup>. The opposition between the strategies of the foreignisation and domestication – the preservation or elimination of the cultural markers in the translation text – is the basis of the various theories of the equivalence that highlight the form and content as the polar dominants of the translation<sup>42</sup>. They are the dichotomies of the formal and dynamic equivalence, pragmatic, semantic and communicative, documentary and instrumental equivalence, and others<sup>43</sup>.

The choice of the optimal strategy is conditioned by the genre and functional features of the translated text. The realities in this framework according to this strategy are transmitted in the form of foreign language inclusions, the words and expressions that the original author gives in another language in their original spelling<sup>44</sup>.

The examples can be the names of the things mentioned by the authors of the texts: *olo* (дошка, виготовлена з деревини Гавайської Епітріни або Коа), *abaуа* (сувора чорна сукня мусульманських жінок), dishes – *оке* (сира риба), *laulaus* (свинина, загорнута в листя рослини Таро), customs – *hula* (танець), *ormotsi* (Сванське свято), as well as individual foreign-language lines – *kadim jidn* (дуже старий) etc.

Due to the lack of the unified approach to the transfer of the names of the geographical objects (toponyms), transcription/transliteration and calquing are traditionally used to create the single correspondences to the original lexical units: *New Guinea* – *Нова Гвінея* (semicalquing), *New York* – *Нью-Йорк* (transcription), *Crimea Peninsula* – *півострів Крим* (semicalquing).

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deutscher Texte. *Sprachvergleich und Übersetzungsvergleich: Leistung und Grenzen, Unterschiede und Gemeinsamkeiten*. Peter Lang-Verlag, 2001. P. 68.

<sup>40</sup> Thurlow, C. Tourism discourse: languages and banal globalization. *Applied Linguistics Review*. 2011. Vol. 2. P. 292.

<sup>41</sup> Han, J.-H. Zero acquaintance benchmarking at travel destination websites: what is the first impression that national tourism organizations try to make? *International Journal of Tourism Research*. 2006. Vol. 8. Iss. 6. P. 425.

<sup>42</sup> Stewart D. Translating tourist texts from Italian to English as a foreign language. *Liguori Editori*, 2012. P. 99.

<sup>43</sup> Snell-Hornby M., Hönig H.G., Kußmaul P., Schmitt P.A. (Hg.) *Handbuch Translation*. Tübingen, Stauffenburg, 1998. P. 85.

<sup>44</sup> Snell-Hornby M., Hönig H.G., Kußmaul P., Schmitt P.A. (Hg.) *Handbuch Translation*. Tübingen, Stauffenburg, 1998. P. 87.

The information resources available to the translator today make it possible to quickly find the existing analogues of most geographical names in the different languages, and the need for such a search is due to the importance of preventing unjustified neologisation of the given communicative context, leading to failures in intercultural communication<sup>45</sup>.

The novelty of the localisation and globalisation processes in the translation studies and the lack of clearly fixed ways of carrying them out is a factor in the presence of many non-adapted toponyms in the tourism hypertexts: *Snug Harbor Cultural Center and Botanical Garden – Культурний центр у Снаг Гарборі; Discover the Red Centre from Alice Springs, a hub for Aboriginal art – Скеля розташована в околицях національного парку Ката Тютта, за 450 км їзди від Аліс-Спрінгс; The best way to get to Portmeirion from Cardiff is by hire car or coach – Портмейріон розташований за 3,5 години їзди на машині від Кардіффа*<sup>46</sup>.

The necessity of the specifying generic nouns is also due to the existence of the identical toponyms denoting different geographical objects: *New Brighton – передмістя на Південному острові Нової Зеландії; місто в штаті Міннесота, США; квартал острова Статен (Нью-Йорк, США); Somerset – графство Англії; острів у Канадському Арктичному архіпелазі; округ штату Нью-Джерсі, США*<sup>47</sup>.

The semantic development contributes to the actualisation of the cognitive component of the addressee's socio-communicative competence. Being supplemented with all the kinds of the stylistic techniques, these items also act as the elements of creating expressiveness and appeal of the text, as well as actualisation of the universal concepts.

Each territory forms an original symbolic field with the certain semantics inherent only to it, and microtoponyms, like any proper names, reflect ethnoculture and, performing, among other things, a cognitive function. They are one of the most significant meaningful meiorative components in the semiotic space of the tourism hypertext<sup>48</sup>. The translator should have a deep knowledge of these lexical units of the source language and their correlation with the culture to ensure the semantic equivalence.

In the context of the sociocultural understanding of the tourism discourse, it seems logical to consider the peculiarities of translating the names of the

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<sup>45</sup> Bopst, H. J. *Tourismus im DaF-Unterricht – auf kulturwissenschaftlichem Fundament. German as a foreign language*. 2011. Iss. 3. P. 67.

<sup>46</sup> Canal Blog. Seville. URL: <http://tartan.canalblog.com/archives/2017/01/15/34808077.html> (accessed: 03.10.2023).

<sup>47</sup> Ajara Batumi. Advertising Booklet. URL: <http://gobatumi.com/files/plan-your-trip/free-maps-and-brochures/Introduction-to-Ajara-batumi-en.pdf> (accessed: 03.10.2023).

<sup>48</sup> Thurlow, C. *Tourism discourse: languages and banal globalization. Applied Linguistics Review*. 2011. Vol. 2. P. 293.

objects that represent a certain cultural and aesthetic value for the tourists. The names of the streets, avenues, hotels, airports, companies and other objects that are not tourist destinations and organise the background for tourists' trips and stays in the selected locations and do not need the semantic decoding contributing to giving the secondary text expressive and appellative functions: *н'ятизірковий готель Hayfield Manor; Компанія Caledonian MacBrayne, аеропорту Хімроу, Гатвік, Станстед, вулиця Yale Street, Lugovaya stop.*

Calquing is the most frequent and optimal method of translating microtoponyms from the point of view of ensuring the semantic equivalence: *Statue of Liberty (Статуя Свободи), Giant's Causeway (Стежка Велетня)* etc.

We can say the use of switching from the addressee's native language to the foreign language in the texts of the tourism orientation, both in the form of the foreign language inclusions and in the form of transcription: *Million Dollar Building – цікаве місце та історична пам'ятка Лос-Анджелеса, відомий як театр Мільйон Доларів*<sup>49</sup>.

The translation of the English-language microtoponyms is also a serious challenge for the translator due to the fact that tourist websites of such countries as the USA, Australia, Canada, Great Britain, etc., rarely have versions in Ukrainian. Against the background of this peculiarity, the sources of the information about the foreign cultural sights for the Ukrainian tourists are encyclopaedic articles, guidebooks and information and travel guides, advertising the materials posted on the websites of the Ukrainian tour operators, which show the diversification of the translated names of the popular sites: *London Eye – Лондонське око, Око Лондона*<sup>50</sup>.

The translator's work with the parallel texts and the choice of the best translation is also complicated by the lack of the foreign-language information about some landmarks (*Britannia Panopticon Music Hall, Somerset Place, Bristol Old Vic Theatre*).

*Albert Square*, a square located in Manchester, England, is translated differently on two Ukrainian-language travel websites: *Альберт-Сквер (TEZ TOUR)*<sup>51</sup> and *Площа Альберта (Coral travel)*<sup>52</sup>. But unlike the above example with the word combination *London Eye*, these versions have the significant discrepancy at the referential level.

With the absence of the multilingual microtoponym dictionaries, the translation technique becomes the special case and is characterised by polyvariance. In such realities, the original name guarantees the certain fixity

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<sup>49</sup> Oasis Travel. URL: <http://www.oasis-travel.co.uk/> (accessed: 03.10.2023).

<sup>50</sup> TourPoisk. URL: <https://turpoisk.ua/en> (accessed: 01.10.2023).

<sup>51</sup> **TEZ TOUR**. URL: <https://www.teztour.ua/> (accessed: 13.10.2023).

<sup>52</sup> **Coral Travel**. URL: [https://www.poehalisnami.ua/ua/turoperators/coral-travel?gad\\_source=1&gclid=Cj0KCQiAr8eqBhD3ARIsAIEbuMRzWWLks7QKKVi8Ms2zZQGKowk8iGhIidxbHA9SiZZ42PNyQLuugskaAr\\_zEALw\\_wcB](https://www.poehalisnami.ua/ua/turoperators/coral-travel?gad_source=1&gclid=Cj0KCQiAr8eqBhD3ARIsAIEbuMRzWWLks7QKKVi8Ms2zZQGKowk8iGhIidxbHA9SiZZ42PNyQLuugskaAr_zEALw_wcB) (accessed: 06.10.2023).

of the lexical unit, its authenticity, independent from the translation solutions and facilitating the search for additional information about the particular tourist object<sup>53</sup>.

The term *linguascap*e was first used to denote a written form of language used in public places – on the road signs, posters, street name plates, city facilities, shops, etc<sup>54</sup>.

Thus, the functionality of the proper names represented by the names of the objects of the geographical space in the hypertexts of the tourist discourse includes such important components of pragmatics as the cognitive potential, appellativity, and referentiality<sup>55</sup>.

Calquing and descriptive translation techniques ensure the explication of the original semantic elements expressing important socio– and ethno-cultural meanings. In our opinion, the process of the translation of the lexical units should consist not only of the explication of semantics, but also of providing the possibility of identifying the surrounding objects in the real foreign cultural and virtual hypertext spaces<sup>56</sup>.

We recognise the need to explicate the referents by supplementing common translations with the generic nouns or connotative-neutral descriptive phrases. It is advisable to use these techniques when translating toponyms that serve as the background for the description of more contextually significant tourist objects.

In the cases where the geographical objects act as the full-fledged tourist destinations and objects of the narrative, the toponyms naming them should be accompanied by the meiorative descriptive turns that contribute to giving the secondary text the expressive and appellative functions<sup>57</sup>.

The lexical and stylistic means in the texts of the travel websites are primarily aimed at convincing the user of the uniqueness or peculiarity of the given commercial offer. The emotional and evaluative means are widely represented in the texts, which accompany the characterisation of the offered service or product.

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<sup>53</sup> Stoll E. Reiseprospekte im multilateraleren Übersetzungsvergleich: eine kontrastive Textsortenuntersuchung – am Beispiel französischer, italienischer, spanischer, englischer und deutscher Texte. Sprachvergleich und Übersetzungsvergleich: Leistung und Grenzen, Unterschiede und Gemeinsamkeiten. Peter Lang-Verlag, 2001. P. 120.

<sup>54</sup> Bopst Hans-Joachim. Tourismus und Übersetzung. *Lebende Sprachen*. 2006. № 3, P. 112.

<sup>55</sup> Han, J.-H. Zero acquaintance benchmarking at travel destination websites: what is the first impression that national tourism organizations try to make? *International Journal of Tourism Research*. 2006. Vol. 8. Iss. 6. P. 409.

<sup>56</sup> Franklin, A. The trouble with tourism and travel theory? *Tourist studies*. 2001. Vol. 1 (1). P. 10.

<sup>57</sup> Stoll E. Reiseprospekte im multilateraleren Übersetzungsvergleich: eine kontrastive Textsortenuntersuchung – am Beispiel französischer, italienischer, spanischer, englischer und deutscher Texte. Sprachvergleich und Übersetzungsvergleich: Leistung und Grenzen, Unterschiede und Gemeinsamkeiten. Peter Lang-Verlag, 2001. P. 121.

The tourism texts are characterised by the creation of the new positively coloured words. The lexemes with the positive connotations and figurative meaning have the specific effect on the consumer. They are used to increase the importance of the activities of the tourist company and attract the customers: *A favorite of honeymooners, this romantic adults-only resort sits along the powdery white sands and calm waters of Antigua's Dickenson Bay, just 3 miles from the capital city of St. John's – Улюблене місце відпочинку молодят, цей романтичний курорт для дорослих, розташований уздовж білого, як пудра, піщаного берега і спокійних вод затоки Дікенсон поруч з Антигуа, 3 милі від столиці Сент-Джонс*<sup>58</sup>.

We can see the anthropomorphic metaphor and the metaphor relating to the natural world function in tourist advertising: *The blanket of snow transforms The Homestead into a winter paradise*<sup>59</sup> – *Снігова ковдра перетворює Хоумстед (ферму) на зимовий рай*.

Trying to convince the Internet user that the best and flawless travel services are offered, the copywriter uses the technique of hyperbole: *Buenos Aires is a shopper's paradise ? .....quite simply the best shopping city in the whole of Latin America. The range and quality of goods are excellent*<sup>60</sup>. – *Буенос Айрес? Це рай для покупця, просто найкраще торговельне місто в усій Латинській Америці. Великий асортимент та чудова якість товарів*.

The positive images of the foreign region, with a significant role in the formation of such an image are played by the translation of the cultural specific realities.

In the formation of such an ideal space the translation as a linguo-cultural phenomenon and the translator as an intercultural mediator and the discourse agent are taken into account. The quality of the translation and the discourse functioning are the features of the business success and the validity of marketing strategies and tactics in attracting tourists.

It is advisable to consider the translation of the tourism texts in the interrelation of linguistic and extra-linguistic contexts, as the choice of a suitable equivalent word is a problem<sup>61</sup>.

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<sup>58</sup> All Saints Travel Agency. URL: <http://www.allsaintstravel.co.uk/HolyLand-8days.htm> (accessed: 13.10.2023).

<sup>59</sup> Canal Blog, Seville. URL: <http://tartan.canalblog.com/archives/2017/01/15/34808077.html> (accessed: 03.10.2023).

<sup>60</sup> All Saints Travel Agency. URL: <http://www.allsaintstravel.co.uk/HolyLand-8days.htm> (accessed: 13.10.2023).

<sup>61</sup> Stoll E. Reiseprospekte im multilateralen Übersetzungsvergleich: eine kontrastive Textsortenuntersuchung – am Beispiel französischer, italienischer, spanischer, englischer und deutscher Texte. *Sprachvergleich und Übersetzungsvergleich: Leistung und Grenzen, Unterschiede und Gemeinsamkeiten*. Peter Lang-Verlag, 2001. P. 88.

The selection of a suitable equivalent word always refers to the word in the context or the word due to the context conditioned by the preceding and following statement.

The language context is the language environment where the language unit is used. The situational (extra-linguistic) context is the the setting, time and place according to which the utterance is used; any facts of the real life, knowledge of which helps the translator correctly interpret the meanings of the language units in the statement<sup>62</sup>.

The tourism terminosystem reflects the complex influence of linguistic and extra-linguistic factors.

The English-language terms demonstrate the different degrees of frequency of their use and language assimilation. They can also be included in the composition of the so-called hybrid bilingual terms.

The tourism terminological systems of the different languages demonstrate the national orientation. This is manifested, firstly, in the formation of the new terms on the basis of the productive models of the corresponding languages and, secondly, in the replacement of the English loanwords by the terms-neologisms.

The language context of the tourism terminosystem includes three main directions: terminological, lexicographic and discursive<sup>63</sup>.

The correspondence of the term from one language to the term from another language can pose the problems if, based on the different structures of the conceptual systems in two languages, the meanings of the terms are not completely identical and the terms do not match in their semantics in the source and target languages as well as the search for translation options for linguocultural lacunas<sup>64</sup>.

In the tourism texts, the situational or extra-linguistic context is extremely important as the need for inter- and intra-connection is crucial. In particular, it is not only the question of the traditional translation from one national language to another, but also the inter- and intra-linguistic translation and the polarisation of the subject content that is culturally and historically significant.

The system of the language meanings correlates with the cultural competence of the native speakers, because the language reflects the worldview and world understanding of the people, realised in the context of the language.

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<sup>62</sup> Montes Fernandez A. La traducción de folletos turísticos (español-alemán): Condicionantes socioeconómicos y sociopragmáticos. *Blanco García, P. & Martino Alba, P. (eds.). Traducción y Multiculturalidad*. Madrid: Universidad Complutense de Madrid, 2006. P. 164.

<sup>63</sup> Edwards, P. The Promotion of Tourism through Key Concepts and Specific Discourse. *LSP & Professional communication*. 2003. Vol. 3. № 1. P. 38.

<sup>64</sup> Han, J.-H. Zero acquaintance benchmarking at travel destination websites: what is the first impression that national tourism organizations try to make? *International Journal of Tourism Research*. 2006. Vol. 8. Iss. 6. P. 410.

The language picture of the world of the linguocultural community can be the means of the embodiment of the cultural stereotypes, symbols, and standards, which form the given society into a community<sup>65</sup>.

The national mentality, being the most important aspect of the language thinking, is reflected in the lexico-semantic and grammar systems, therefore, the study and adequacy of the transmission of the national-cultural features of the original text in the translation process takes a special place from the position of optimising the intercultural communication<sup>66</sup>.

The text reflects the level and nature of the cultural development of the given national-cultural formation. When interacting with the foreign cultural text, the translator faces the problem of misunderstanding of some fragments of the text, reflecting the value experience, national specificity of the linguocultural community. These significant units of the culture are determined as the terms gap, interval, cultural scripts and lacuna.

The lacuna as a unit of the linguocultural analysis limits the object of the study, which is the text. The presence of lacunas prevents the full understanding of the text, since the translation of the cultural gaps presupposes the certain level of the background knowledge and translation competence<sup>67</sup>.

In order to fill these lacunas, the translator must apply to the certain transformations at all the levels of the language.

In the tourism texts such lacunas are various ethno-cultural realities, the abundance of the expressively coloured words containing the connotative meanings with the extended descriptions of the objects and cultural phenomena<sup>68</sup>.

The difficulty of the translation is conditioned by the nature of the means used in the original, the degree of their reproducibility and understanding of the content of the source text, determined by the time of the translation. They are connected with the distance between the participants of the intercultural communication. From the standpoint of the cognitive linguistics, the process of translation is determined as the perception of the translation.

The differences between the cognitive processes of the original author and the translator are due to dissimilarity in the culture, which is necessarily reflected in the language. In order to achieve this goal, the various psycholinguistic techniques and means are used, such as: the exploitation of the motives and needs, significant for the addressee; the rational and

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<sup>65</sup> Montes Fernandez A. La traducción de folletos turísticos (español-alemán): Condicionantes socioeconómicos y sociopragmáticos. *Blanco García, P. & Martino Alba, P. (eds.). Traducción y Multiculturalidad*. Madrid: Universidad Complutense de Madrid, 2006. P. 166.

<sup>66</sup> Snell-Hornby M., Hönlig H.G., Kußmaul P., Schmitt P.A. (Hg.) *Handbuch Translation*. Tübingen, Stauffenburg, 1998. P. 121.

<sup>67</sup> Crystal, D. *English as a Global Language*. New York: Cambridge University Press, 2003. P. 86.

<sup>68</sup> Stewart D. *Translating tourist texts from Italian to English as a foreign language*. Liguori Editori, 2012. P. 140.

emotional techniques; the objectivation of the concepts, metaphorical models, pragmatic attitudes, which are significant for this type of the discourse based on the pragmatic content, various cognitive motives<sup>69</sup>. It undoubtedly has the influence on the information perception.

The range of the pragmatically oriented language units of the tourism texts is quite wide, because in the organisation of the impact on the target audience, along with the verbal means, non-verbal ones are also used. Turning to the adoption of the verbal means, it should be stated that the authors' intention is realised with the help of the language units of different levels, which allows us to state the speech systematicity<sup>70</sup>.

Like most linguistic terms, the culture-bound words do not have the universal definition and clearly defined the range of the lexical means corresponding to this concept, and in the numerous studies there are different interpretations, the commonality of which is in attributing such a word to the concepts of the particular culture that form lacunas in other languages. The culture-bound words are everyday and specifically national words and phrases that have no equivalents in the languages of other countries.

In this case there is the terminological metonymy, and, consequently, the culture-bound words name the nationally specific objects and express the abstract (custom, religious ritual) and certain (dish, everyday object) concepts that are alien to the target culture<sup>71</sup>.

The culture-bound words are translated using the following techniques:

1) foreign-language word/word combination and the translation by means of the calquing (*stupor mundi – wonder of the world – диво світу; В&В Stupor Mundi підійде мандрівникам, які хочуть краще вивчити місто*<sup>72</sup>. *В&В Stupor Mundi буде чудовим місцем для проживання в місті Альтамура*)<sup>73</sup>;

2) foreign-language word/word combination and the descriptive translation (*The 'trabucco' is a picturesque and complex system of fishing nets made up like scales. – Трабукко – це мальовнича і складна система рибальських сіток, схожих на луску.*);

3) hybrid form (*soft 'burrata' cheese – м'який сир буррата*);

4) non-adapted foreign-language word.

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<sup>69</sup> Stewart D. Translating tourist texts from Italian to English as a foreign language. Liguori Editori, 2012. P. 143.

<sup>70</sup> Stoll E. Reiseprospekte im multilateraleren Übersetzungsvergleich: eine kontrastive Textsortenuntersuchung – am Beispiel französischer, italienischer, spanischer, englischer und deutscher Texte. *Sprachvergleich und Übersetzungsvergleich: Leistung und Grenzen, Unterschiede und Gemeinsamkeiten*. Peter Lang-Verlag, 2001. P. 76.

<sup>71</sup> Kelly, D. The translation of texts from the tourist sector: textual conventions, cultural distance and other constraints. *TRANS: revista de traductologia*. 1998. № 2. P. 38.

<sup>72</sup> TourPoisk. URL: <https://turpoisk.ua/en> (accessed: 01.10.2023).

<sup>73</sup> TourPoisk. URL: <https://turpoisk.ua/en> (accessed: 01.10.2023).

The strategies for translating the toponyms and micro-toponyms which are often used in the translation of the tourist texts:

1) the foreign-language word/word combination translation is given by the means of calquing technique: *The Festival Etonnants Voyageurs (Astonishing Travelers Festival) is a unique event that celebrates the spirit of curiosity – Фестиваль Етонnants Voyageurs (Фестиваль дивовижних мандрівників) – це унікальна подія, яка прославляє дух допитливості*<sup>74</sup>.

2) foreign-language word/word combination is presented as the descriptive translation: *Brittany has its own culinary specialties: chouchen (a form of meat made with honey) and sumptuous platters of seafood, kig ha farz (a meat broth with buckwheat)*<sup>75</sup> – *Бретань має свої кулінарні особливості: шушен (різновид м'яса з медом) і розкішні тарілки з морепродуктів, кіг ха фарз (м'ясний бульйон з гречкою)*<sup>76</sup>.

*Foodies – take a seat at one of the epic Long Table Banquets*<sup>77</sup>. For the English, this notion is associated with the luxury and significance of the event, in honour of which its reception is arranged, which allows us to speak about this word combination as a conceptualized item. The localised Ukrainian-language version of the portal uses the contextual translation – *фірмовий бенкет*, because the text mentions the famous chefs in London: *Гурмани – займіть місце на одному з фірмових бенкетів з довгими столами*<sup>78</sup>.

The function of the translator is to reconcile the existing cognitive spaces. The optimality of the translation is conditioned by the intersection of the mental spaces of the author of the source text and its translators and their individual-personal peculiarities.

When studying the lexical aspect of the tourist text, it should be taken into account that the globalisation in the translation area implies the external cultural and multicultural requirements for entering the intercultural information hyperspace into the new cultural field.

We have identified the lexical markers of such discourses as artistic, colloquial with the number of the professional discourses (gastronomic, architectural, medical), in connection with which it makes sense to mention such lexical groups as jargonisms, phraseological phrases and the words, which should be replaced by the neutral speech turns in the process of

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<sup>74</sup> TourPoisk. URL: <https://turpoisk.ua/en> (accessed: 01.10.2023).

<sup>75</sup> All Saints Travel Agency. URL: <http://www.allsaintstravel.co.uk/HolyLand-8days.htm> (accessed: 13.10.2023).

<sup>76</sup> TourPoisk. URL: <https://turpoisk.ua/en> (accessed: 01.10.2023).

<sup>77</sup> All Saints Travel Agency. URL: <http://www.allsaintstravel.co.uk/HolyLand-8days.htm> (accessed: 13.10.2023).

<sup>78</sup> TourPoisk. URL: <https://turpoisk.ua/en> (accessed: 01.10.2023).

globalisation: *It's a rule of thumb that anything over a three-month supply of medicine will be questioned*<sup>79</sup>.

The phrase *rule of thumbs* denotes the empirical regularity or the dependence based on the experimental data that require the approximate result, and in this context it can be replaced by the neutral adverb *as a rule*: *Як правило, все, що перевищує тримісячний запас ліків, буде піддано сумніву*<sup>80</sup>.

Another example is the phraseological term *jet lag*:

*Less jet lag = happy travels*<sup>81</sup> – *Менше джетлагу = щасливі подорожі, Менше відставання в часі = щасливі подорожі*<sup>82</sup>.

In the process of translating foreign realities, it is necessary to combine the use of the literal (transcription/transliteration) and semantic translation methods. Within the framework of the semantic translation method, the use of the approximate translation techniques (generic-species correspondence, functional analogue, descriptive translation) seems to be the most optimal from the point of view of linguocultural adaptation<sup>83</sup>.

In addition, it was found that the globalisation of the tourism text should consist of the following certain strategies of the information organisation both in the process of translating the text and at the stage of its editing.

The study of the correlation between the author's personality and the translator's personality is of particular importance. The translator should use not just the language units of this or that language system, but to take into account the cognitive environment which arises around these units<sup>84</sup>.

The tourism text usually contains the pragmatic intensifiers which distinguish the subject from the homogeneous ones and thus emphasises on its addressee's attention. The role of the pragmatic intensifier can also be fulfilled by the emotionally neutral units<sup>85</sup>.

The exotic phenomena can be communicated in an appealing way and exude attractiveness, as well as exaggerate and may not be well received by the readers.

When translating the tourism texts, the transcreation technique is used, which is explained by the marketing and advertising nature of such texts.

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<sup>79</sup> Ireland. County Donegal. URL: <http://www.ireland.com/wild-atlantic-way/county-donegal/> (accessed: 08.10.2023).

<sup>80</sup> TourPoisk. URL: <https://turpoisk.ua/en> (accessed: 01.10.2023).

<sup>81</sup> 100% Pure New Zealand. Food and wine. URL: <http://www.newzealand.com/int/food-and-wine/> (accessed: 01.11.2023).

<sup>82</sup> TourPoisk. URL: <https://turpoisk.ua/en> (accessed: 01.10.2023).

<sup>83</sup> Kelly D. Text selection for developing translator competence: Why texts from the tourist sector constitute suitable material. *Schäffner C., Adab B. (eds.). Developing translation competence*. Amsterdam, Philadelphia, John Benjamins, 2000. P. 164.

<sup>84</sup> Petillo, M. Translating cultural references in tourism discourse: the case of the Apulian region. *Altre Modernità*. 2012. P. 254.

<sup>85</sup> Bopst Hans-Joachim. Tourismus und Übersetzung. *Lebende Sprachen*. 2006. №. 3. P. 113.

This technique involves changing the style of the original text with the help of the figurative devices, epithets and and adjectives with a positive evaluation, as well as the transformation of the word order in the sentence and the punctuation marks.

It is possible to use the word in the source language unchanged as a foreign or borrowed word, fully or partially adapted to the norms of the target language. In this case, the word is fully or partially adapted to the phonetic, graphemic and morphological norms of the target language<sup>86</sup>. It is possible to translate a word into the target language with the help of the calquing and using the word with a similar meaning or giving the description or definition.

Unequivalent vocabulary includes the words that have no correspondences outside the language where they are used. As a rule, this group includes the various kinds of the names or objects and phenomena which are characteristic only for the particular language and people. The absence of the exact lexical correspondence in the language does not mean that there is no possibility to convey the meaning of the given language.

The translated text should have the same semantic function in order to achieve the adequacy of its translation and functional identity. It is necessary to retain the same degree of the emotional influence on the reader as in the original. The translator has to be able to convey the emotional content in the translation<sup>87</sup>.

The unequivalent vocabulary is a great difficulty for all the translators. Since as in the translation process, the attempt to translate such vocabulary with the help of the dictionary does not give any results. However, there is the particular approach that can help in translating the equivalent vocabulary. It is the translation of the semantic gaps.

The following groups of non-equivalent lexicon can cause the difficulties in the translation.

1) The proper names (the names of the cities, waterfalls, historical places, landscapes, seas, lakes, etc.). To achieve the adequacy and greater accuracy in the translation of such names the transcription is used, their sound is transferred. In some cases the translators do not transform the proper names in any way, and leave them in the form and shape in which they were used in the original<sup>88</sup>.

2) The words and terms that name the concepts and objects characteristic of the culture, everyday life of the certain people. They carry the special

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<sup>86</sup> Thurlow, C. Tourism discourse: languages and banal globalization. *Applied Linguistics Review*. 2011. Vol. 2. P. 297.

<sup>87</sup> Petillo, M. Translating cultural references in tourism discourse: the case of the Apulian region. *Altre Modernita*. 2012. P. 254.

<sup>88</sup> Kelly D. Text selection for developing translator competence: Why texts from the tourist sector constitute suitable material. *Schäffner C., Adab B. (eds.). Developing translation competence*. Amsterdam, Philadelphia, John Benjamins, 2000. P. 166.

historical and national flavour, and rarely have the exact correspondences in other national languages which make them difficult to translate. However, there are certain methods and ways to convey such realities in translation<sup>89</sup>.

It is considered appropriate to use the techniques that are characteristic for the English and Ukrainian languages when translating the tourism terms and texts. We speak about the transliteration and transcription.

The transliteration is a way of translating the lexical units, where the letter form of the original word is recreated. The transcription is the phonemic reproduction of the original word. In this case, the translated lexical unit is transformed, preserving the individual pronunciation characteristics of the target language. For example, the English term *camping* is translated into Ukrainian as its phoneme imitation – *кемпінг*.

It is possible to translate a word into the target language with the help of calquing, using the word with the similar meaning and giving the description or definition of the word or adapt it. The word that reflects the certain meaning in the source language, replaces it with a different meaning in the target language<sup>90</sup>.

With the help of calquing a completely new word or phrase is formed in the target language, which is fixed as a stable word or phrase. This new lexical unit copies the composition and structure of the original word or phrase.

When translating, the structure of the word combination has slightly changed (the number and order of the words, syntactic and morphological status of the words). Thus, it should be noted that in calquing it is necessary to apply the certain transformation.

The multicomponent term *first class hotel* is translated into Ukrainian by means of calquing *готель класу люкс* (this term has been fixed as a stable expression in Ukrainian).

The descriptive translation consists of the interpretation of the lexical unit being translated. It can be said that it is rather an extended explanation. For example, the English term *housekeeper* is translated into Ukrainian as *завідувач готельним господарством*.

It should be noted that among the non-equivalent tourism vocabulary the method of the descriptive translation is especially popular when translating into Ukrainian, as the language has a large number of the preterms within the lexical-semantic group: *cancellation fee* – *відшкодування ануляційних витрат*, *affinity group* – *група з однорідним складом* etc.

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<sup>89</sup> Kelly D. Text selection for developing translator competence: Why texts from the tourist sector constitute suitable material. *Schäffner C., Adab B. (eds.). Developing translation competence*. Amsterdam, Philadelphia, John Benjamins, 2000. P. 167.

<sup>90</sup> Stewart D. Translating tourist texts from Italian to English as a foreign language. *Liguori Editori*, 2012. P. 78.

Thus, the tourism texts represent the certain, peculiar environment, where the formed perceptions and images concerning the national character of the different nations are cultivated and reflected. Dealing with the national character of the different peoples in order to adequately convey the semantic content of the text, the translator must have the sufficiently extensive knowledge of the world and the specificity of the languages that are involved in the translation process<sup>91</sup>.

The transliteration and transcription are used when translating from English into Ukrainian. This technique is very effective in the cases when a word in the original language denotes an object or phenomenon that is not found in the target language. Therefore, in order to avoid the lengthy descriptive translation the technique of the transliteration or transcription is used.

Calquing is also considered to be the most commonly used technique. The terms formed by this method make up the majority of the vocabulary. In the cases when the transcription and transliteration are impossible or unacceptable, the translators apply to the descriptive translation.

The texts presuppose both the preservation of the authentic names in the translation text, as well as the use of the practical transcription and translation.

It is recommended to take into account the authentic name (spelling – transliteration and/or sound – transcription) of the proper name and its translation version or translation – object or translation – explanation<sup>92</sup>.

It is important to realise that there is no single approach and strategy of the translation of the international tourism discourse.

The choice of the lexical means in the tourism discourse is based on the tasks of the text, so the language of such texts is full of the images. To create the expressiveness the translators use the following techniques.

1. The technique of hyperbolisation, deliberate exaggeration of all the described objects. It is realised at the expense of the adjectives in the superlative degree: *Many of the lowest priced airfares can include a stopover for no extra cost at all*<sup>93</sup> – *Багато найдешевших пакетів включають можливість призупинення без жодних додаткових внесків.*

2. The reception of the figurative narrative. It is realised by means of the epithets, metaphors, adjectives, phraseological phrases, embodiments, euphemisms, oxymorons, irony and phonetic devices of the expression: *The holiday in Paris is an unforgettable journey into the world of the romantic stories, a city where you can find everything. This wonderful homeland of love*

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<sup>91</sup> Thurlow, C. Tourism discourse: languages and banal globalization. *Applied Linguistics Review*. 2011. Vol. 2. P. 297.

<sup>92</sup> Stewart D. Translating tourist texts from Italian to English as a foreign language. Liguori Editori, 2012. P. 78.

<sup>93</sup> Oasis Travel. URL: <http://www.oasis-travel.co.uk/> (accessed: 03.10.2023).

*with the atmosphere of the permanent holiday*<sup>94</sup>. – *Відпочинок у Парижі – це незабутня подорож у світ романтичних легенд; у місто, де є все. Це чарівне місто кохання з атмосферою постійного свята.*

When translating, it is necessary to ensure that the target readers understand the text and take the specific actions based on the function of the text (to buy the goods or services). If the audience does not understand the text in the way the author intended, the function will be violated and the purpose will not be achieved<sup>95</sup>.

There are some characteristics which are inherent to the language of the tourism discourse which should not be lost in the translation:

1. the lack of the identification of the sender;
2. monologue;
3. euphoria;
4. tautology<sup>96</sup>.

The most common tourism text techniques are the following manipulation tools such as the social attitudes, emphasising the uniqueness of the services, appealing to the public opinion: *Discovering Cape Town Table Mountain is one of the must-see sights. No visit to the city would be complete without a jaunt to the summit of Table Mountain*<sup>97</sup>. – *Знайомство з Кейптауном буде вважатися неповним без цікавої поїздки на вершину Столової гори .Ви просто зобов'язані відвідати Столову гору в Кейптауні*<sup>98</sup>.

There are the following situation-specific techniques.

Approximate translation:

- a) the generic-species correspondence (*вареники з капустою – cabbage dumplings; tartan – плед*);
- b) the functional analogue (*шашик – barbecue; hedge – огорожа; scullery – кухня*),
- c) the description, explanation and interpretation (*квас – mildly alcoholic drink made from fermented rye bread, yeast or berries; bowling green – галявина для гри в кулі*).

The contextual translation:

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<sup>94</sup> **Coral Travel**. URL: [https://www.poehalisnami.ua/ua/turoperators/coral-travel?gad\\_source=1&gclid=Cj0KCQiAr8eqBhD3ARIsAJebuMRzWWLks7QKKVi8Ms2zZQGKowk8iGhIdxbHA9StZZ42PNyQLuugskaAr\\_zEALw\\_wcB](https://www.poehalisnami.ua/ua/turoperators/coral-travel?gad_source=1&gclid=Cj0KCQiAr8eqBhD3ARIsAJebuMRzWWLks7QKKVi8Ms2zZQGKowk8iGhIdxbHA9StZZ42PNyQLuugskaAr_zEALw_wcB) (accessed: 06.10.2023).

<sup>95</sup> Stewart D. Translating tourist texts from Italian to English as a foreign language. Liguori Editori, 2012. P. 77.

<sup>96</sup> Bopst, H. J. Tourismus im DaF-Unterricht – auf kulturwissenschaftlichem Fundament. *German as a foreign language*. 2011. Iss. 3. P. 55–78.

<sup>97</sup> Ireland. County Donegal. URL: <http://www.ireland.com/wild-atlantic-way/county-donegal/> (accessed: 08.10.2023).

<sup>98</sup> TourPoisk. URL: <https://turpoisk.ua/en> (accessed: 01.10.2023).

*Скільки коштує путівка на депутатський курорт? – How much does a trip to a deputy's resort cost? You can take up your quarters in the inn. – Ви можете зупинитись у сільському готелі<sup>99</sup>.*

So, in the analysed texts at the lexical level we have identified the following transformations:

1. Transcription (the reproduction of the sound form of a foreign-language word) and transliteration (the reproduction of the graphic, the letter form of the word):

*Palais Royal – Пале-Рояль (Королівський палац);*

2. Calquing (the creation of the new words and expressions based on the lexico-phraseological and syntactic models of the original language):

*Ecocenter – екоцентр;*

3. Concretisation (the original word with a broad meaning is replaced by the word with the narrower meaning):

*Hot cross buns!<sup>100</sup> – Ось пиріжечки, булочки із сухофруктами, прикрашена хрестом, за традицією вживається в їжу у Велику п'ятницю.*

4. Generalisation – the omission or replacement of a narrow term with a general term:

*Paris has a thriving student population<sup>101</sup>. – У Парижі живе безліч студентів.*

This technique is not common, as it often entails a loss of meaning and national colour, and is most likely to be mistakenly chosen by the translators in the tourism sector.

5. Modulation (the transformation of the the message by changing the point of view):

*It offers enviable views over this old part of Lisbon, and it is a privilege to travel in this elevator designed by Ponsard, a disciple of the great master of iron works, Gustave Eiffel, more than a hundred years ago<sup>102</sup>. – Можна не тільки покататися на столітньому елеваторі, побудованом за проектом архітектора Понсара, учня великого майстра залізних конструкцій Густава Ейфеля, але й помилуватися дивовижним видом старої частини Лісабона.*

6. Omission (not leading to the distortion of the general sense of the sentence, the omission of a word or combination in the translation):

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<sup>99</sup> TourPoisk. URL: <https://turpoisk.ua/en> (accessed: 01.10.2023).

<sup>100</sup> Ajara Batumi. Advertising Booklet. URL: <http://gobatumi.com/files/plan-your-trip/free-maps-and-brochures/Introduction-to-Ajara-batumi-en.pdf> (accessed: 03.10.2023).

<sup>101</sup> Canal Blog. Seville. URL: <http://tartan.canalblog.com/archives/2017/01/15/34808077.html> (accessed: 03.10.2023).

<sup>102</sup> Coral Travel. URL: [https://www.poehalisnami.ua/ua/turoperators/coral-travel?gad\\_source=1&gclid=Cj0KCQiAr8eqBhD3ARIsAIEbuMRzWWLks7QKKVi8Ms2zZQGKowk8iGhIdxhHA9SiZZ42PNyQLuugskaAr\\_zEALw\\_wcB](https://www.poehalisnami.ua/ua/turoperators/coral-travel?gad_source=1&gclid=Cj0KCQiAr8eqBhD3ARIsAIEbuMRzWWLks7QKKVi8Ms2zZQGKowk8iGhIdxhHA9SiZZ42PNyQLuugskaAr_zEALw_wcB) (accessed: 06.10.2023).

*To help you organise your honeymoon, contact a travel agent or tour operator in your country, or take a look at the programmes offered by our 4– and 5– star hotels and by pousadas*<sup>103</sup>. – Щоб отримати допомогу в організації медового місяця, звертайтеся до туроператора у своїй країні або пошукайте відповідні програми у наших 4-х та 5-ти зіркових готелях.

When translating the homogeneous enumeration *travel agent or tour operator*

word *туроператор* is used because in Ukrainian the concepts *travel agent* and *tour operat* do not have any special differences, so they will look like a tautology.

7. Addition (this technique is combined together with an explanatory translation):

*Among the specialities of the tour, the full English breakfast is a must*<sup>104</sup>. – Славновісний англійський сніданок – зазвичай включає бекон, смажені яйця-пашот або яєчню, смажені або приготовані на грилі помідори, смажені гриби, смажений хліб або тости з маслом і сосиски..

At the grammatical level, we have noted the following transformations:

1. The syntactic similarity and literal translation:

*And there is so much to see and do that it is difficult to have enough time to see everything you want at your leisure*<sup>105</sup>. – А тут стільки цікавих місць і речей, які варто подивитися і зробити, що ви завжди будете відчувати брак часу на все те, що хотіли б зробити.

2. Dividing and conjunction of the sentences:

*The gold sandy beaches are full of the luxurious hotels where you can have a rest, enjoying the calm sea and fantastic local sights to visit...; or for the entertainment, being with friends and dancing the night away*<sup>106</sup>. – Пляжі з золотим піском, усіяні безліччю розкішних готелів, щоб відпочити та насолодитись спокійним морем та місцевими краєвидами. Якщо ви прагнете розваг, то можете відпочити в компанії друзів або протанцювати всю ніч.

3. Grammatical substitutions:

*The wind is a great ally and offers unique conditions for windsurfing and kitesurfing, but there are many other sports for making the adrenaline run*<sup>107</sup>.

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<sup>103</sup> Oasis Travel. URL: <http://www.oasis-travel.co.uk/> (accessed: 03.10.2023).

<sup>104</sup> Ajara Batumi. Advertising Booklet. URL: <http://gobatumi.com/files/plan-your-trip/free-maps-and-brochures/Introduction-to-Ajara-batumi-en.pdf> (accessed: 03.10.2023).

<sup>105</sup> All Saints Travel Agency. – URL: <http://www.allsaintstravel.co.uk/HolyLand-8days.htm> (accessed: 13.10.2023).

<sup>106</sup> All Saints Travel Agency. – URL: <http://www.allsaintstravel.co.uk/HolyLand-8days.htm> (accessed: 13.10.2023).

<sup>107</sup> Oasis Travel. URL: <http://www.oasis-travel.co.uk/> (accessed: 03.10.2023).

– Вітер – серйозний союзник, що створює унікальні умови для віндсерфінгу або кайтсерфінгу.

Finally, there are the lexico-grammatical transformations, which include the antonymic and descriptive translation, as well as the technique of compensation:

1. Antonymic translation (the replacement of the affirmative form in the original for the negative form in the translation, and vice versa):

*Cultural life goes on all the year round in this place*<sup>108</sup>. – У цьому місці культурне життя не замирає ні на мить.

2. The descriptive translation:

*It's an amazing and humbling place*<sup>109</sup>. – Це приголомшливе місце, де відчуваєш себе крихітною піщинкою.

3. The compensation:

*Vehicles drive on the right in Portugal. Road signs comply with international rules. All occupants must wear seat belts. On the spot fines are issued*<sup>110</sup>. – На дорогах Португалії правосторонній рух. Дорожні знаки відповідають міжнародним нормам. Використання ременів безпеки обов'язкове. Штраф оплачується на місці.

In each specific genre and communicative situation, the certain rules and recommendations can be used.

Thus, the choice of translation strategies depends on the factor that is used to describe the tourist attraction. However the biggest challenge is the culture-bound words, which force the translator to make the extra efforts to convey the meaning of the tourism text.

## CONCLUSIONS

The tourism industry has entered the digital area with a new format. The emergence of the tourist websites has posed the new challenges for the translators. Many years ago the tourist sector was not given much attention, nowadays it is believed that the translation of the tourist texts is one of the problems of linguoculturology studies.

The need to optimise the intercultural communication within these texts has led to the need for the translation to become an integral part of the translation process as well as an integral part of tourism.

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<sup>108</sup> Coral Travel. URL: [https://www.poehalisnami.ua/ua/turoperators/coral-travel?gad\\_source=1&gclid=Cj0KCQiAr8eqBhD3ARIsAIEbuMRzWwLks7QKKVi8Ms2zZQGKowk8iGhldxbHA9StZZ42PNyQLuugskaAr\\_zEALw\\_wcB](https://www.poehalisnami.ua/ua/turoperators/coral-travel?gad_source=1&gclid=Cj0KCQiAr8eqBhD3ARIsAIEbuMRzWwLks7QKKVi8Ms2zZQGKowk8iGhldxbHA9StZZ42PNyQLuugskaAr_zEALw_wcB) (accessed: 06.10.2023).

<sup>109</sup> All Saints Travel Agency. – URL: <http://www.allsaintstravel.co.uk/HolyLand-8days.htm> (accessed: 13.10.2023).

<sup>110</sup> Ajara Batumi. Advertising Booklet. URL: <http://gobatumi.com/files/plan-your-trip/free-maps-and-brochures/Introduction-to-Ajara-batumi-en.pdf> (accessed: 03.10.2023).

On the one hand, there is the need of the the certain tourism translation specialisation, on the other hand, this demand is to a large extent met by the machine translation on the Internet.

The linguocultural realities are the system of the values and mentality of the text-generating culture. The tourism texts have some features that have arisen due to the need to optimise the intercultural communication.

The translator must take into account all the peculiarities of such texts. For this purpose it is also important to have a certain amount of the background knowledge, as the translator's personality is inevitably reflected in the translation.

Therefore, the linguocognitive level of the translator's personality is determined by the transformations and content changes of the concepts, aimed at conveying the peculiarities of the genre picture of the world of the original text. It is determined by the language and cognitive level of the translator's personality.

When translating the culture-bound words, toponyms and micro-toponyms, the translator has to develop the own translation strategy and choose the translation method which helps the reader compare the object described in the text with the real ones.

The peculiarity and quality of the translation in the tourism sector deal with the fact that there is the line between the correct choice of the grammatical constructions, informative and appropriate targeting audience, and expressiveness applicable to the certain type of the text.

The most common ways to translate the tourist texts are the descriptive translation, calquing, transcription and transliteration. There is no single standard that shows how to translate the culture-bound words, so it is necessary to be guided by the existing translations, and to choose the transformation so that the translation can be understood by the reader without the additional explanations.

It is important to realise that the professional and successful translation in tourism area is very important. In the process of the localisation and globalisation of the text, the translator faces the tasks related to solving the culturally related problems of ensuring functional equivalence and preserving the correlation of the communicative-pragmatic effect, which do not imply the mechanisms and techniques different from the translation activity.

The perspective of the research is connected with the further study of the modern trends in the development of the tourism discourse, the identification and analysis of such texts formations, as well as the improvement of the innovative mechanisms for the implementation of the communication at the global level.

## SUMMARY

The article is devoted to the study of the linguocultural aspects of the tourist discourse which is becoming relevant due to the development of this industry connected with the processes of the world globalization. The international tourism is getting popular and, as a result, the need for translations in this field is increasing.

In the study, the translation errors and inaccuracies have been identified and analysed. The translation strategies typical for the tourism texts have been proposed.

The peculiarities of the travel websites translation include the orientation on the potential addressee, with the aim not to lose the significant information. It causes the selection of the stylistically and lexically correct equivalents.

It is necessary to take into account the basics of the localisation of the tourism websites texts. They are adapted according to the linguistic and cultural characteristics of the addressee.

The culture-bound words are of the particular interest. They denote the phenomena inherent in a particular culture. Their groups and methods of their translation have been analysed. The essential translation transformations implicit in the tourism texts have been identified.

The results of the research can be used in the translation studies and practical activities of the translators.

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