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ANALYSIS OF THE ENGLISH VERSION OF THE OFFICIAL TOURISM WEBSITE OF CANTABRIA

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SUMMARY

The objective of this project is the analysis of the English version of the official Cantabrian tourism website. This analysis will be based on the theoretical background provided by numerous authors and experts of the tourism industry. The complex language of tourism will be explained, including all of the different techniques used in promotional tourist discourse. Afterwards, the main texts of the various subsections of this website will be broken down, searched for mistakes, which will then be corrected whilst using the aforementioned techniques. Additionally, the English versions of other official tourism websites from other European countries will be used for comparison reasons but also to help highlight the key towards a successful promotional tourist discourse. Some of the mistakes found in this analysis are quite incredible and, in some respect, quite embarrassing, especially when, for many decades, the tourism sector has been of major importance for the Spanish economy. All of these errors and the general sense of disappointment a reader can be left with once reading through the English version of this website are the result of one simple yet crucial mistake: massively underrating the complexity of translating online promotional tourist discourse into English.

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1. INTRODUCTION

This project aims to analyse the English version of the official tourism website of Cantabria: *https://cantabriaspain.co.uk/home*, in a context where modern marketing trends of the tourism industry could be modified or seriously altered by the COVID pandemic. Such marketing trends were described by the World Tourism Organisation as

> *"Consumers who are seeking advice from other consumers through the Internet (e.g. blogs); new common interest groups and social networking sites which are a main resource for orientation of knowledge (e.g. TripAdvisor); the Internet which will drive future developments in tourism product distribution; changes in Information Communication Technology (ICT) which will include advances in areas of mobile phones and digital TV and development of new electronic payment systems; marketing messages based on experiences and feelings which will have greater importance in travel decisions; unique selling propositions (USPs) which will become more important and will need to be expanded into unique experiential selling propositions (UESPs)".* (WTO, 2007: 55)

It is commonly accepted that "*Internet has had a major impact on tourism both for providers and consumers*" (Standing, 2014). Even nowadays, Fernandez-Cavia & Castro (2015: 168) believe that almost half of European tourists consider websites as "*the most important source of information when making a decision about travel plans*". Not just any tourism website will be analysed in this project, but rather an official web of a destination [Cantabria] and again according to Fernandez-Cavia, the standards for these kind of tourism websites are even higher because

> *"An official web of a destination must not only be well designed and easy to navigate but also provide relevant information, tailored to the needs of the users who are considered as potential future visitors, with the aim of effectively transmitting the values that differentiate a particular destination brand from another"* (Fernández-Cavia et al., 2013, cited in Malenkina & Ivanov, 2018: 2).

Additionally, Neuliep (2016: 4) states that the development of technology and globalisation have served as key factors towards the decentralisation of the dissemination of information "*across local, regional, national, and international borders*", which allows people from all over the world to share and communicate information. Whilst on the topic of communication, "*it is wildly agreed that the English language is the lingua franca of the world, and, in particular, of the tourism sector*" (Malenkina & Ivanov, 2018: 10; however, it is also commonly accepted that online language differs from the

language of other more traditional genres (Ruiz, 2006) and when it comes to writing a tourist text

> *"Every professional in tourism must have skills such as writing and oral expression. Hence, words and expressions need to be carefully selected and marketing experts should have a good command of language"* (Calvi, 2005, cited in Malenkina & Ivanov, 2018: 9).

Therefore, based on the previous information it would be common sense to accept the fact that adapting tourist text to online language is an extremely complicated task, but this must not be taken as a deterrent on behalf of those responsible for official tourism websites, in this case Cantabria, especially when it comes to Spanish tourism destinations. This is because tourism has played a major role for many decades towards the overall growth of the Spanish economy (Roura, 2011). The tourism industry in Spain has also been recognised worldwide, as Eurostat (2017) ranked Spain number one in terms of popular tourism destinations in the European Union and number three in the world by UNWTO (2016).

The main objective of this project will be to try and prove how much Cantabria has underrated the complexity of translating promotional tourist discourse (Pierini, 2007) into English and how its overly literal approach could be more harmful than helpful by completely failing at getting the message across to its potential clients (Hilma, 2011). From another point of view, a secondary objective will be to try and use some of the promotional tourist discourse techniques described by other authors in the corrections of the English text of the Cantabrian website. Another smaller objective will be to try and learn from other official tourism websites promoting other tourist destinations by comparing them to the Cantabrian website.

This project has been divided into three main content chapters. The first one will be dedicated to providing an explanation and overall description of the complexity and purpose of tourism websites and their translations on top of all the various techniques used in promotional tourist discourse, with the help and theoretical background of theories provided by other authors. The second chapter will focus purely on the breakdown and categorization of all the mistakes found in the home page, all the main subsections and in one example of a text translated with the Google Translate service of the English version of the official tourism website of Cantabria. The final main content chapter will focus on highlighting and learning from the techniques used in promotional tourist discourse from three foreign official tourism websites.

2. TOURISM WEBSITES AND TRANSLATION

For the last couple of years, it has been commonly accepted that tourism is a fast-growing market sector on the Web (Marcussen, 2006). However, Antonioli Corigliano and Baggio (2002: 27-96) go even further by stating that

> *"The tourism industry, now a global enterprise promoting tourist products both in domestic and international markets, has captured the relevance of this new mass medium [the Web] for contacting potential receivers all over the world".*

Both of these statements are from the early 2000s and given how the Internet has continued its rapid expansion and development, tourist websites have increased exponentially in importance and relevance for the tourism industry. Additionally, the internet provides the tourism industry with the following advantages:

> *"To reach a large number of consumers worldwide with information and product offer at relatively low cost, to provide information of greater depth and quality than has been possible through traditional medium of print, to enable consumers to book quick and easily and to enable large scale savings on the production and distribution of print".* (WTO, 1999: 66)

When it comes to the analysis of a tourist website, the initial separation tends to be in two main components: the verbal component and the non-verbal component. As Pierini describes the webpage as *"class of communicative events characterised by the interaction of verbal and non-verbal features, fulfilling a set of communicative purposes (e.g., informing, influencing the receiver's behaviour)".* (2007: 88)

This project will mainly analyse the verbal elements of a tourism website, particularly the English translations of the Cantabrian website. These translations will be analysed whilst taking into account the common mistakes that occur in Spanish-English translations but also whilst taking into consideration the main purpose of the language of tourism is "*to persuade, lure, woo and seduce millions of human beings, and, in so doing, convert them from potential into actual clients' place into a tourist destination"* (Dann, 1996: 2). Furthermore, as this project will try and prove and as Pierini explains perfectly,

> *"The complexity of promotional tourist discourse is underestimated by clients and translators: it may appear to be deceptively easy to translate with its extensive use of general language; yet, it is a specialized discourse with specific linguistic/cultural features".* Pierini (2007: 99)

Whilst on the subject of promotional tourist discourse it is understood that the English language is the lingua franca of the world and in particular, the tourism sector and as

mentioned before, there exists a promotional tourism discourse in order to "*persuade, lure, woo and seduce millions of human beings*" (Dann, 1996: 2). Although tourism language is still being developed, there are recent studies which agree that it is an extremely specialised genre (Gotti 2006; Nigro 2006). Not only must it be understood that tourism websites are going to be read by a truly global market where the grand majority do not have English as their lingua franca, but also the online language used on a tourism website is very different to that used on other genres such as brochures, television, radio etc. Therefore, it is of utmost importance that a tourism website bears these factors in mind because as stated by Kolcun and Grabara (2014: 3) "*the first contact between a tourist and a touristic location isn't the location itself but a representation of it*". The type of language required on a tourism website should follow the AIDA pattern of awareness, interest, desire and action (LaTour, 2009) and there are various methods which should be followed. Furthermore, when translating into another language, "*the process of converting written text or spoken words to another language requires that the full meaning of the source material be accurately rendered into the target language, with special attention paid to cultural nuance and style*" (Esselink 2000: 4, cited in Pierini, 2007: 87). Keywords have a fundamental role in tourist websites in order to appear rapidly on search engines and they can be quite repetitive, but they get the message across. And as Dann believes, they are common techniques of the language of tourism. The aspects listed below are other features of promotional tourism discourse:

1. The first few lines of a website are the most important because users tend to scan, rather than read (Morkes & Nielsen, 1997). An example of where the Cantabrian website does not take into account this useful suggestion is with the Health and Wellness subsection, where the introductory paragraph consists of two extremely long sentences *"Modern life sets a hectic pace that directly affects our wellbeing and our health. Therefore, there are increasingly more people looking for ways to relax and holiday options to recover from the stress, exhaustion...or the bad habits linked to the way of life such as smoking, obesity…"* which leaves the reader confused and probably distracted very quickly.
2. *"Blending*" is another language technique used on tourism websites (Gotti, 2006). The main objective of this technique is to substitute multiple words or even short sentences with one word or expression [for example, "*golf course*" instead of "*a place where golf is played*"] to achieve shorter and more concise sentences. An example of how "*blending*" could be used on the Cantabrian website is again on

the Health and Wellness subsection, instead of "*way of life*", it would be better to have "*lifestyle*".

3. Instead of using long relative clauses, lighter constructions should be used (Cappelli, 2007). For example on the Cantabrian website in the subsection of Beaches it is written "*The temperature of the sea stays at over 20ºC which is ideal for swimming and watersports*" and this would be far more reader-friendly written as "*the mild sea temperature is perfect for all watersports*".
4. Passive sentences should be simplified (Cappelli, 2007). For example, in the subsection of Caves on the Cantabrian Website, it is written "*wheelchairs may be used for 90% of the route*" and this would be better written as "*and wheelchair-friendly for most of the route*".
5. Rhetorical language and questions are a vital tool of engaging and persuading the reader (Swales, 1990), as is the use of the second personal singular personal pronoun "*you*" [for example, "*Why don't you visit one of our spectacular beaches?*"].
6. Additional techniques that Cappelli suggests using in promotional tourist discourse are to always use positive, persuasive and emphatic language, with the use of strong adjectives ["*incredible sights*"], imperatives ["*Cantabria, Go no further*!"], superlatives ["*the most exquisite cuisine*"] and boosters ["*without doubt*", "*of course*"].

As will be shown later on in this project, on top of the examples provided in the previous list, the official tourism webpage of Cantabria has seriously underrated such complexity of tourism language and its designers have approached their English version with an overly literal translation, which fails at successfully delivering the message (Hilma, 2011).

However, when it comes to the non-verbal elements of a webpage, such as images, architecture, design and so on, the Cantabrian website can generally hold its head up high. This could be the website's saving grace as some authors consider these non-verbal elements to be more important in some cases than the verbal ones. Pierini (2007: 88) believes that attractive photos play an important role towards the promotion of a tourism website. Lončarić published in an article in 2013 that *"the most important information to users in the initial stage of planning a trip is information that uses textual and* ***visual images*** *[my emphasis] of a destination in order to describe the experiences that can be enjoyed in the destination."* Furthermore, such an article was about a study to find out the "*importance of information posted on DMO [Destination Management Organization] websites to consumers in the information collection stage of selecting a vacation or travel destination"* (Lončarić, 2013: 373) This study established and coincided

with Luna-Nevarez and Hyman (2012) on *"indicating the importance of* ***more graphics and less text*** *[my emphasis] on DMO websites for capturing visitors' attention and creating a good first impression. DMO websites should be functional,* ***simple, and aesthetically pleasing*** *[my emphasis]"*. However, the non-verbal elements of the Cantabrian website are not perfect either, as Fernández-Cavia proved in a study in 2013, where he and his team did an in-depth study and ranked the quality of all the official tourism websites of every autonomous region of Spain, including Cantabria of course. Although the overall quality of the Cantabrian website was only slightly above the national average, with a "*Web Quality Index*" of 0.53 [values can range from 0 to 1] compared to the national average of 0.51, it was one of the lowest ranked websites when it came to specific variables such as website architecture and trademark management, both of which are non-verbal elements of the website. Its website failed in these variables because it did not [and still does not] have neither a search toolbar nor a logo.

3. TRANSLATION MISTAKES AND CORRECTIONS OF THE ENGLISH VERSION OF THE WEBSITE

Once the theoretical background has been provided in the previous chapter, this chapter will consist purely in the analysis and breakdown of translation mistakes found in the Cantabrian website. Before analysing a tourism website for this project, the decision over which official tourism website to analyse had to be made. This decision could be based on two possible criteria: the website could either be chosen because it is from a city/region famous for its tourism and, therefore, is most likely to be a very complete and extensive website or instead could be chosen because it is from a city/region not particularly known for its tourism or because it is below standard, particularly when it comes to its English version. Based on the previous information there was a preliminary list of three regions: Majorca, Castile and Leon and Cantabria.

After further analysis, the Cantabrian website was eventually chosen for the following reason. A couple of years ago the English version of the official tourism website of Santander was the main talking point in a very polemical article in a national newspaper. On 17th January 2018, an article titled as *"La bochornosa traducción con Google Translate de la web oficial de turismo de Santander"* [in English, the embarrassing/shocking translation using Google Translate on the official tourism website of Santander] was published in the "*El País"* newspaper. Although this article refers to the rather embarrassing translation used a couple of years ago on the official tourism website of Santander, the capital of Cantabria, it was interesting to find out during this project whether mistakes derived from the usage of Google translate, such as "*historic helmet*" or "*Loot Center*" had been corrected and the general quality of English had improved or were these mistakes still going to be found on the Cantabrian website.

This chapter, which has been divided into two smaller parts, will focus on the four main types of translation-related mistakes found in the English version of the official tourism website of Cantabria: basic grammatical errors [coded as "*GE*", meaning "*grammatical errors*", in the analysis and written in red in the images], incorrect vocabulary or wrong choice of words [coded as "*IV*", meaning "*incorrect vocabulary*", in the analysis and written in purple in the images], literal or Spanish translations that do not make any sense or seriously differ in meaning in English [coded as "*ST*", meaning "*Spanish translation*", in the analysis and written in green in the images] and lack of positive and attention-grabbing expressions and vocabulary for a promotional tourism discourse [coded as "*BL*", meaning "*bland language*", in the analysis and written in blue in the images].

As mentioned previously, all of the grammatical errors will be highlighted in red. When it comes to the choice of vocabulary, there are stark examples where the vocabulary that has been chosen, has not been written by a high-level English speaker, or more importantly, by someone that takes into account the different transformation approach required when translating tourism e-texts (Skibitska & Stefanyk, 2013). Examples, such as: "stunning beach" instead of "*fine beach*" or "*breath-taking beauty*" rather than "*rampant beauty*", are only a few of the many found on the website, which are all highlighted in purple. There are phrases, words and expressions which have obviously been translated directly from Spanish and either do not make an awful lot of sense in English or make the sentence rather clumsy and awkward, due to the fact that such literal translations regularly fail at successfully delivering the message (Hilma, 2011). All these examples will be highlighted in green. The last but also most frequent type of error found in the Cantabrian website is the lack of positive and attention-grabbing expressions and vocabulary, which is also the main criticism of the website. It is very difficult for a translated website to avoid having some grammatical and language errors, but what really stands out on the Cantabrian website is the lack of positive, attention-grabbing expressions to lure and entice the tourists, to captivate the tourists and make them want to continue reading the website and even more importantly, to go and visit the destination, in this case Cantabria. This last idea is based on the fact that the highly regarded G. M. Dann describes the major aim of language of tourism is *"to persuade, lure, woo and seduce millions of human beings, and, in so doing, convert them from potential into actual clients' place into a tourist destination"* (Dann, 1996: 2).

Image 3.1. Screenshot of the home page of the English version of the official Cantabrian tourism website. Source: https://cantabriaspain.co.uk/home

First of all, as is shown in Image 3.1., the website has a home page with a title followed by a catchy phrase and links to other subsections such as beaches, caves, nature, culture and so on. In the first part of this chapter, the translation mistakes found in this home page and in the following subsections will be discussed and corrected. In the second part of this chapter, the same methodology carried out in the first part will be used with a sample text from the website that has been translated with Google Translate and to highlight the negatives of using such a method of translation, which is sadly used too often on the Cantabrian website.

3.1. HOME PAGE & SUBSECTIONS

The first thing English speaking tourists will come across, as shown in Image 3.1., is a beautiful photograph with the title *"Cantabria: Without going any further".* This has obviously been translated literally from Spanish to English and it does not really make much sense here, if anything it can be misunderstood as if Cantabria is your last choice because you cannot be bothered to go anywhere else or any further. It would be much better *"Cantabria: Go no further"* or *"Cantabria: Look no further"* or *"Cantabria: the ultimate holiday destination"*. This is because using *"the imperative voice in English advertising discourse creates an allusion of an already existing relationship of friendship or of familiarity between the author and the readership"* (Sulaiman,2014: 507). Underneath the title there is a list of subsections, which are introduced by the phrase *"to do's in Cantabria"*. When writing a to do list, it is usually for chores and usually has a negative connotation or represents something a little tedious. Therefore, it is not suitable for a tourism website, "*What you can do in Cantabria"* would be better, not only because you eliminate the negative connotation but also because you are directly addressing the receiver "*you*", contributing to persuading the individual (Pierini, 2007).

3.1.1. Beaches

The first subsection, going from left to right, is *"Beach",* which should be beaches, in plural because Cantabria has more than one beach, the same as caves or sports. Once you click on it, you come across a text in English, which appears in this project as Image 3.2. In this text. there are a total of eight obvious mistakes [IV: Incorrect vocabulary (purple colour), GE: Grammatical error (red colour), ST: Spanish translation (green colour) & BL: Bland language (blue colour)]. The corrections of these errors are the following:

(1) IV: Rather than "*open to*" which does not make sense in that context, it should be *"facing the Cantabrian Sea"*.

(2) GE: *"The Bay of Santander".* The apostrophe and s ['s] are only used for people, animals and in some time expressions.

(3) ST: This is clumsy English. *"The sea temperature is a regular 20ºC"* is better.

(4) GE: *"Are perfect for enjoyable walks and for enjoying the fresh sea air and for watching the tidal movements which can vary by up to four metres*".

(5) IV: *"Famous for*", not "*noted*".

(6) IV: *"The most popular beaches around".* The sentence almost feels unfinished.

(7) IV: *"Renown for",* not "*noted*".

(8) IV: "*Fine beach*": either fine sand or stunning beach, because fine beach in that context means standard or not overly amazing, again not suitable for a tourism website.

Beaches in Cantabria, Spain

Cantabria has over 220 km of coastline with more than 90 beaches to suit all tastes. There are large, small, urban, wild, sheltered and calm beaches, open to (1) the Cantabrian Sea or to Santander's Bay. (2)

The temperature of the sea stays at over (3) 20 ºC during summer, which is ideal for swimming and watersports. All year round, the beaches are perfect places for a walk, enjoying the heady scents of the sea and for watching the tides coming in and going out, and where the tidal range can be over four metres. (4) The El Sardinero beaches, located in the urban area of the city of Santander, are noted (5) for their beauty and are also some of the most popular (6). Oyambre beach, located on the western coast, next to the mouth of La Rabia estuary and right in the heart of the natural park of the same name, is completely different. It is noted (7) for being one of the best preserved beaches in the region. Particularly noteworthy are its impressive dunes, a real must for nature lovers to visit. And La Salvé beach, in the town of Laredo, is a fine (8) beach on the eastern coast. It is the longest stretch of sand along the whole Cantabrian coastline.

Image 3.2. English text of subsection: Beaches. Source: https://cantabriaspain.co.uk/to-do-s/beach, modified by Author

As shown in Image 3.3., the picture gallery is titled "Rampant Beauty" which is an incorrect adjective. It would be better to use "Wild/Outstanding Beauty". Furthermore, when you click on the various options of beaches to find out more information, it is all in Spanish and the only available option is to use the Google Translate [this will be a recurring factor in all of the remaining subsections] at the top right corner of the page which then translates each page into very poor English, which will be commented on in chapter 3.2. of this project.

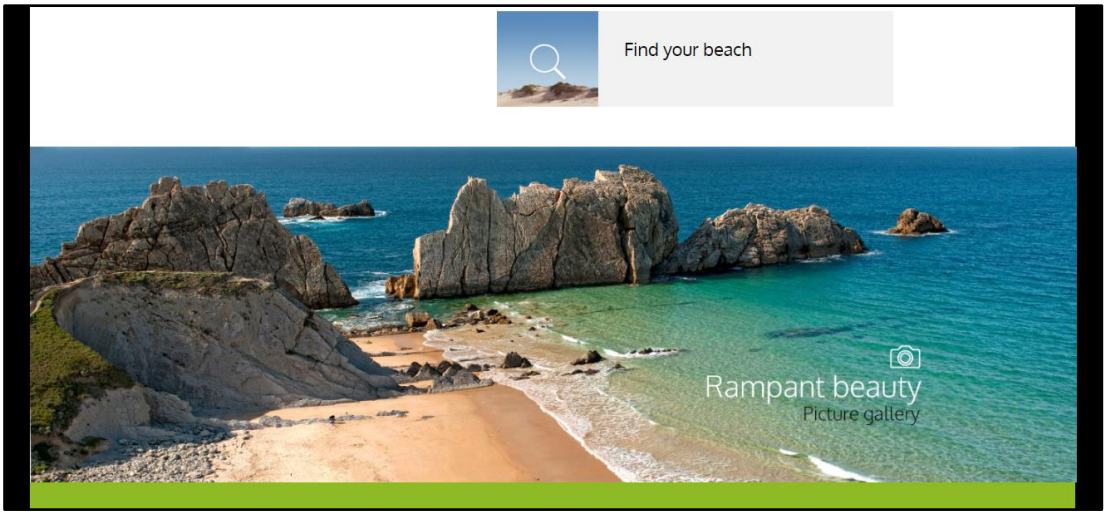

Image 3.3. Screenshot of subsection: Beaches. Source: https://cantabriaspain.co.uk/to-do-s/beach

3.1.2. Nature

The following subsection is nature and, as shown in Image 3.5., it has a shorter text with only one mistake: (1) GE: *"mountains folds"*, the word "mountain" must be in the singular form.

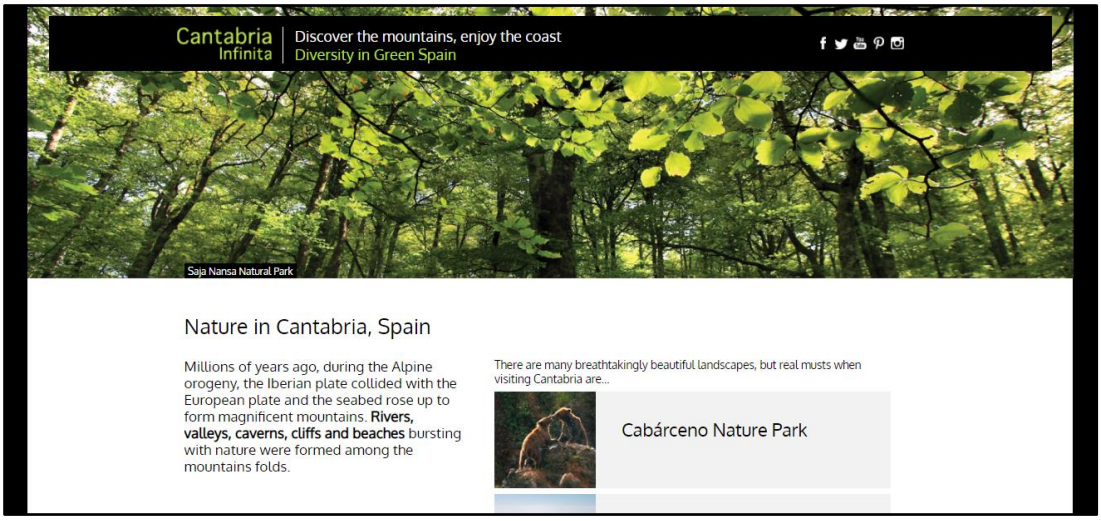

Image 3.4. Screenshot of subsection: Nature. Source: https://cantabriaspain.co.uk/to-do-s/nature

Nature in Cantabria, Spain
Millions of years ago, during the Alpine orogeny, the Iberian plate collided with the European plate and the seabed rose up to form magnificent mountains. Rivers, valleys, caverns, cliffs and beaches bursting with nature were formed among the mountains (1) folds.

Image 3.5. English text of subsection: Nature. Source: https://cantabriaspain.co.uk/to-do-s/nature, modified by Author

3.1.3. Culture

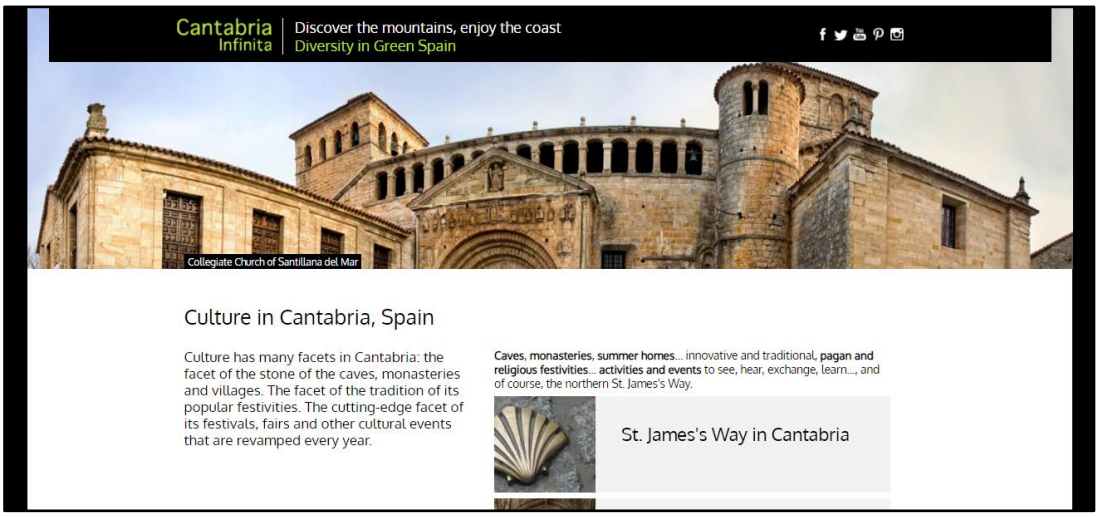

Image 3.6. Screenshot of subsection: Culture. Source: https://cantabriaspain.co.uk/to-do-s/culture

The next subsection analysed is culture, where the website promotes, as shown in Image 3.6., the rich cultural history of the region. However, when it comes to the text shown on this page [Image 3.7.] the main issue with this text is the overuse of the literal approach in the process of translation, which also collapses the AIDA principle of advertising: *"attract Attention, maintain Interest, increase Desire, get Action"* (Sulaiman, 2014). The corrections of the errors in this text are the following:

(1) ST: *"Has many facets".* This is obviously translated directly from Spanish *"tiene muchas facetas"* and sounds very forced in English. It would be better: *"The Culture in Cantabria is extremely diverse, ranging from the caves…"*.

(2) BL: *"The stone of the caves"*: why "*the stone*": what about *"ranging from the fascinating caves, the medieval monasteries and picturesque villages to the tradition of …"* There should be more use of strong adjectives to make the narrative more appealing. It is very bland without any adjectives.

(3) IV: "*revamped*": this word does not make sense in this context, "*other cultural events which take place every year"* would be better.

(4) ST: "*St James' Way*": This one is interesting because it is the English term for *"El Camino de Santiago"*. However, would it not help the authentic feel or sense of immersion if the original Spanish term were to be used instead of its translated counterpart. Especially, when it is also known worldwide as *"Camino de Santiago"* or as *"El Camino"*.

Culture in Cantabria, Spain

Culture has many facets (1) in Cantabria: the facet of the stone of the caves, monasteries and villages (2). The facet (1) of the tradition of its popular festivities. The cutting-edge facet (1) of its festivals, fairs and other cultural events that are revamped (3) every year.

Caves, monasteries, summer homes… innovative and traditional, pagan and religious festivities... activities and events to see, hear, exchange, learn..., and of course, the northern St. James's Way (4).

Image 3.7. English text of subsection: Culture. Source: https://cantabriaspain.co.uk/to-do-s/culture, modified by Author

3.1.4. Health and wellness

The "*Health and wellness"* subsection tries to show to the tourist the vast and diverse offering when it comes to Cantabrian spas and other relaxing touristic products. The Image 3.9. highlights the mistakes found in the English text of this subsection, which are the following:

(1) BL: Rather than listing a series of bad and negative habits on a tourism webpage, "*to recover from their unhealthy lifestyles"* is a more subtle option as it is vital that a tourist page should be as positive and ecouraging as possible.
(2) IV: Instead of *"complexes"* the correct terminology is *"health spas"*.
(3) GE: It should be "*have*" because of the plural noun "*spas*".
(4) ST: This does not make sense, "*which have expanded in recent years and offer*" is more understandable.
(5) ST: "*recovering great vitality*" sounds very strange and artificial, *"aimed at totally restoring one's energy levels and wellbeing"* would be better.

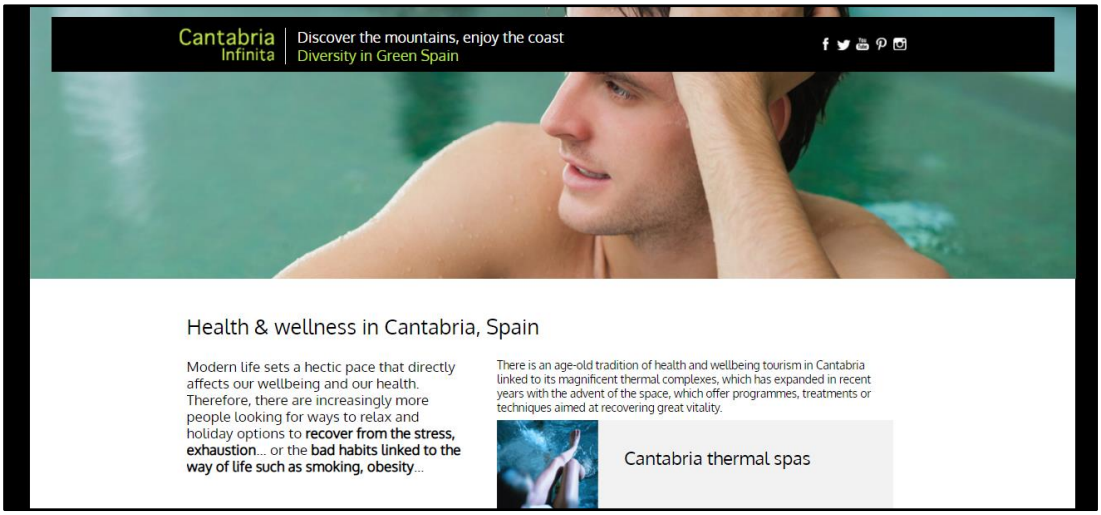

Image 3.8. Screenshot of subsection: Health & wellness. Source https://cantabriaspain.co.uk/to-do-s/health-wellness

Health & wellness in Cantabria, Spain

Modern life sets a hectic pace that directly affects our wellbeing and our health. Therefore, there are increasingly more people looking for ways to relax and holiday options to recover from the stress, exhaustion... or the bad habits linked to the way of life such as smoking, obesity… (1)

There is an age-old tradition of health and wellbeing tourism in Cantabria linked to its magnificent thermal complexes (2), which has (3) expanded in recent years with the advent of the space, which (4) offer programmes, treatments or techniques aimed at recovering great vitality (5).

Image 3.9. English text of subsection: Health & wellness. Source: https://cantabriaspain.co.uk/to-do-s/health-wellness, modified by Author

3.1.5. Sports

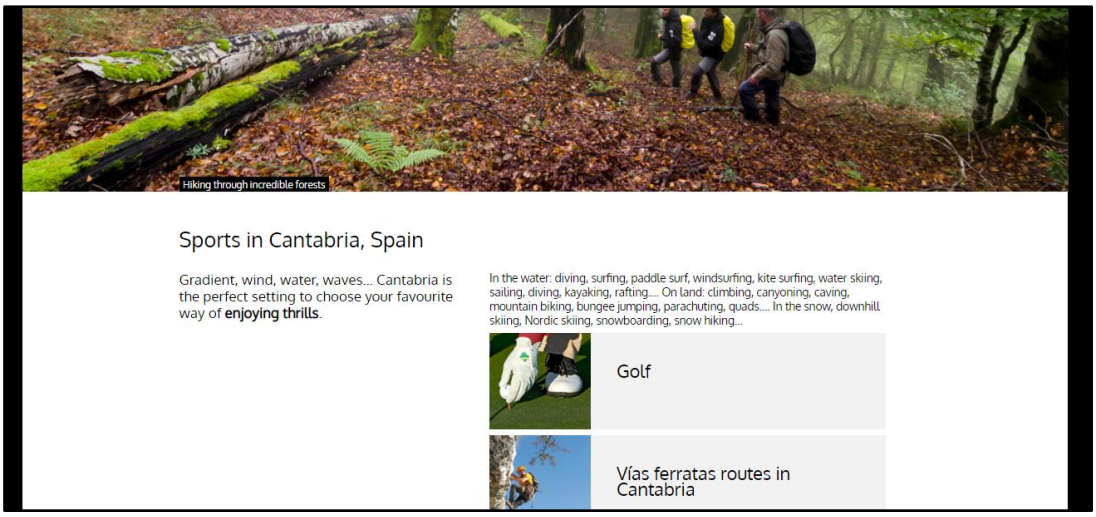

Image 3.10. Screenshot of subsection: Sports. Source: https://cantabriaspain.co.uk/to-do-s/sports

Cantabria has a diverse range of sports on offer and the sports subsection tries to demonstrate this fact by providing numerous lists of different activities. This approach lacks any kind of excitement and the message is no longer short, clear or active (Dann, 1996). As shown in Image 3.11., the list of mistakes in the text are the following:

(1) IV: *"Gradient"*: incorrect vocabulary, does not make sense in this context, *"mountains"* is better.

(2) BL: "*enjoying thrills*": message does not have any key words (Dann, 1996), *"to choose your favourite adrenalin rush/to choose your favourite exciting, outdoor activities"*

(3) BL: *"In the water/on land/in the snow*": this is the main issue with this text, no attention-grabbing techniques are used and the text is full of long lists of activities.

(4) IV: It should be *"quad-biking"*, the name of the activity, not the machine

A catchy phrase could be used at the end of this section. Fun activities are being advertised and therefore it would be ideal to finish this section with a phrase such as *"you name it, Cantabria's got it!"*. Using imperatives and directly addressing the receiver *"you"* are common features in promotional tourist discourse (Dann, 1996).

> *Sports in Cantabria, Spain*
>
> *Gradient (1), wind, water, waves… Cantabria is the perfect setting to choose your favourite way of enjoying thrills (2).*
>
> *In the water (3): diving, surfing, paddle surf, windsurfing, kite surfing, water skiing, sailing, diving, kayaking, rafting…. On land (3): climbing, canyoning, caving, mountain biking, bungee jumping, parachuting, quads (4). In the snow (3), downhill skiing, Nordic skiing, snowboarding, snow hiking…*

Image 3.11. English text of subsection: Sports. Source: https://cantabriaspain.co.uk/to-do-s/sports, modified by Author

3.1.6. Gastronomy

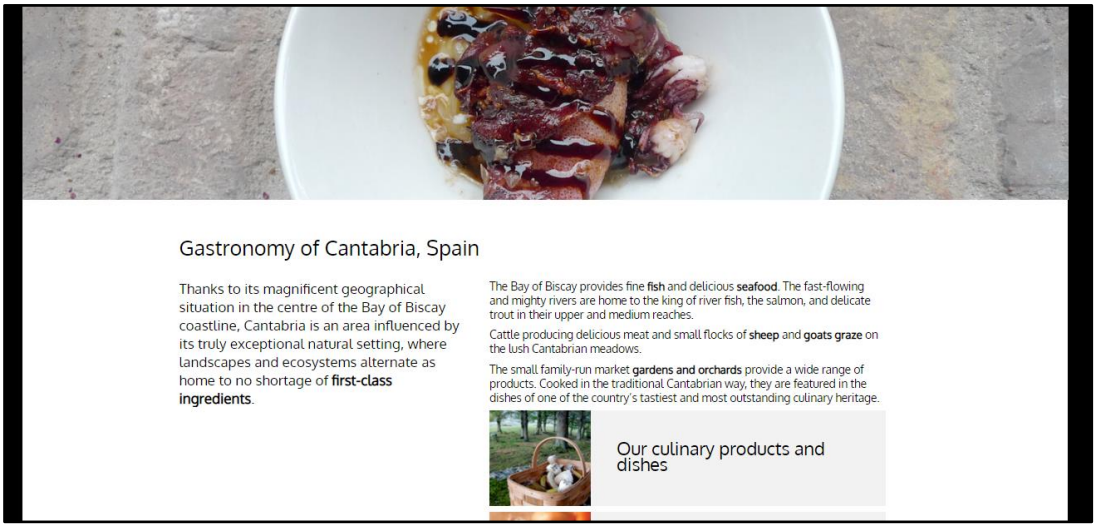

Image 3.12. Screenshot of subsection: Gastronomy. Source: https://cantabriaspain.co.uk/to-do-s/gastronomy

This subsection of the Cantabrian website tries to highlight its culinary potential with its recipes and vast selection of wines. The text in this case [Image 3.13.] does not suffer from an overuse of the literal approach in the process of translation, which as mentioned before eliminates the AIDA principle of advertising. However, it does suffer from a few grammatical mistakes, incorrect vocabulary and, in some cases, bland adjectives:

(1) GE: *"setting":* because the following plural nouns *"landscapes"* and *"ecosystems"*, a plural noun is needed: *"settings"*.

(2) IV: *"alternate"*: *"contribute to"* would be a better verb.

(3) BL: Instead of *"no shortage"*, it would be more dramatic and positive to use the opposite: *"an abundance".*

(4) BL: *"fine"*: a better adjective would be *"excellent"*, *"exquisite"* or *"spectacular".*

(5) GE: Instead of the conjunction *"and"* which is rather clumsy, a comma would suffice: *"the fast-flowing, mighty rivers"*.

(6) GE: The definite article is needed: "*the king of the river fish*". The fish of the river as opposed to the fish of other waters.

(7) GE: The definite article is needed: *"the delicate trout"*. This specific type of trout

Gastronomy of Cantabria, Spain

Thanks to its magnificent geographical situation in the centre of the Bay of Biscay coastline, Cantabria is an area influenced by its truly exceptional natural setting (1), where landscapes and ecosystems alternate (2) as home to no shortage (3) of first-class ingredients.

The Bay of Biscay provides fine fish (4) and delicious seafood. The fast-flowing and (5) mighty rivers are home to the king of (6) river fish, the salmon, and (7) delicate trout in their upper and medium reaches.

Cattle producing delicious meat and small flocks of sheep and goats graze on the lush Cantabrian meadows. The small family-run market gardens and orchards provide a wide range of products. Cooked in the traditional Cantabrian way, they are featured in the dishes of one of the country's tastiest and most outstanding culinary heritage.

Image 3.13. English text of subsection: Gastronomy. Source: https://cantabriaspain.co.uk/to-do-s/gastronomy, modified by Author

3.1.7. Caves

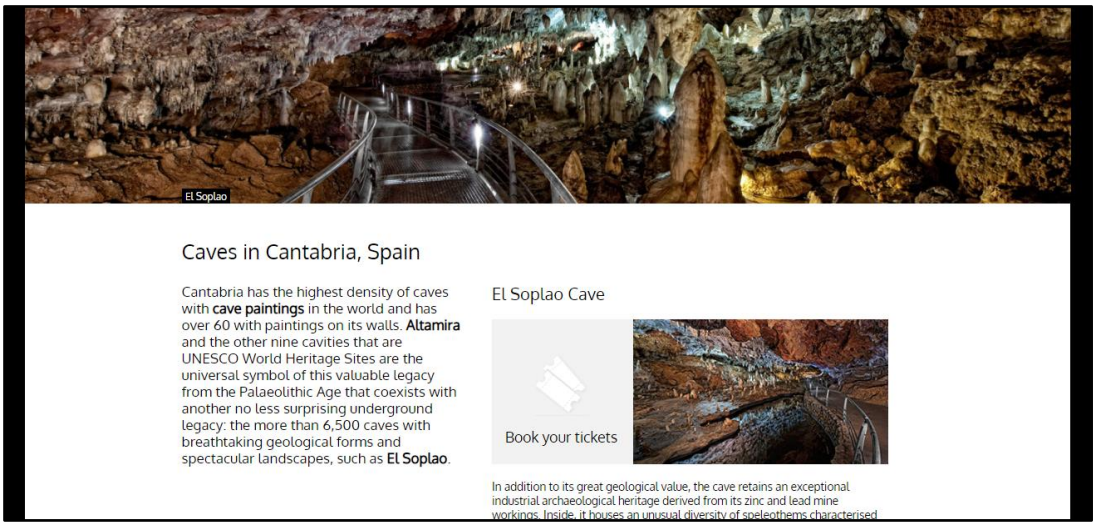

Image 3.14. Screenshot of subsection: Caves. Source: https://cantabriaspain.co.uk/to-do-s/caves

The last subsection is one dedicated to caves, one of the main tourism resources of Cantabria as it is the region with the highest density of caves with prehistoric art in the

world (De Cantabria, G., 2015). It is also the subsection with the most text [Image 3.15.], and notwithstanding its size, it has relatively few mistakes:

Caves in Cantabria, Spain

Cantabria has the highest density of caves with cave paintings in the world and has over 60 with paintings on its (1) walls. Altamira and the other nine cavities that are UNESCO World Heritage Sites are the universal symbol of this valuable legacy from the Palaeolithic Age that coexists with another no less surprising underground legacy: the more than 6,500 caves with breathtaking geological forms and spectacular landscapes, such as El Soplao.

El Soplao Cave

In addition to its great geological value, the cave retains an exceptional industrial archaeological heritage derived from its zinc and lead mine workings (2). Inside, it houses (3) an unusual diversity of speleothems characterised both by their beauty and by the abundance of them (4). Their most impressive shapes, which are those becoming (5) "single cavity", are the so-called 'eccentric' ones and they cover the floors, ceilings, walls and other formations throughout the route. The eccentric ones, along with the incredible shapes adopted by the stalactites, columns, casts, etc, make this an amazing journey into the underground world.

Tourist visit: 1 hour long, suitable for all kinds of visitors, adapted for people with reduced mobility and wheelchairs may be used for around 90% of the route.

Tourist-adventure visit: for the more daring. (6) 2.5 km route where the visitors can feel like speleologists for a day. It is not a route that is exclusively for experts, but the idea is to bring the beauty of the underground world closer to anyone with normal mobility.

Altamira Cave

The Altamira cave, discovered in 1875, is located inside the grounds of the Altamira National Museum and Research Centre, in the village of Santillana del Mar. It was declared a world heritage site by the UNESCO in 1985.

Altamira is incredibly rich in samples of Palaeolithic art that are spread out over the entire cave, with the hall and the so-called horse's tail (the cave's end gallery) being most covered with paintings. The Hall of Polychromes is without any doubt the most well-known panel of Palaeolithic art in the world and it has been called the Sistine Chapel of Quaternary art. The paintings contain a large herd of bison, with around twenty large animals and (7) generally painted in two colours.

Other prehistoric caves

The paintings of animals from the era (bison, horses, goats, deer, bovine animals…), of hands and the presence of many paintings in the caves of Cantabria, form the most direct sample of how the ancient peoples of the Upper Palaeolithic era (36.000-9.000 B.C.) thought.

Nine of the caves of Cantabria are contained in the UNESCO's declaration of World heritage sites under the name of Altamira Cave and Palaeolithic cave paintings from the North of Spain, which covers a total of 18 chambers. Some of them are…

Image 3.15. English text of subsection: Caves. Source: https://cantabriaspain.co.uk/to-do-s/caves, modified by Author

(1) GE: Incorrect possessive adjective. Instead of "*its*" it should be "*their*" as "*caves*" is plural.

(2) IV: *"its zinc and lead mines"*, not *"mine workings"*.

(3) ST: *"inside"*: standing alone, does not read very well. It should be *"inside the cave*" or "*in the interior of the cave*" and "*it houses"* is rather clumsy, "there is an unusual diversity" sounds better.

(4) GE: "*by the abundance of them*" would be better written "*by their abundance*".

(5) ST: "*those becoming*" does not make any sense.

(6) GE: This sentence needs the indefinite article: "a 2.5 km route…".

(7) GE: "*are generally painted in two colours*". The present of the verb "to be" is needed to form a correct passive sentence.

3.2. GOOGLE TRANSLATE

A reoccurring issue with the English version of the Cantabrian tourism website is the overuse of Google Translate. Although all of the subsections [analysed previously] have been translated into English, when you click on any further links for additional information, they all lead to webpages with Spanish text. If the tourist wanted to read these texts in English, they only have a Google Translate option in the top righthand corner of the page, as shown in Image 3.16.

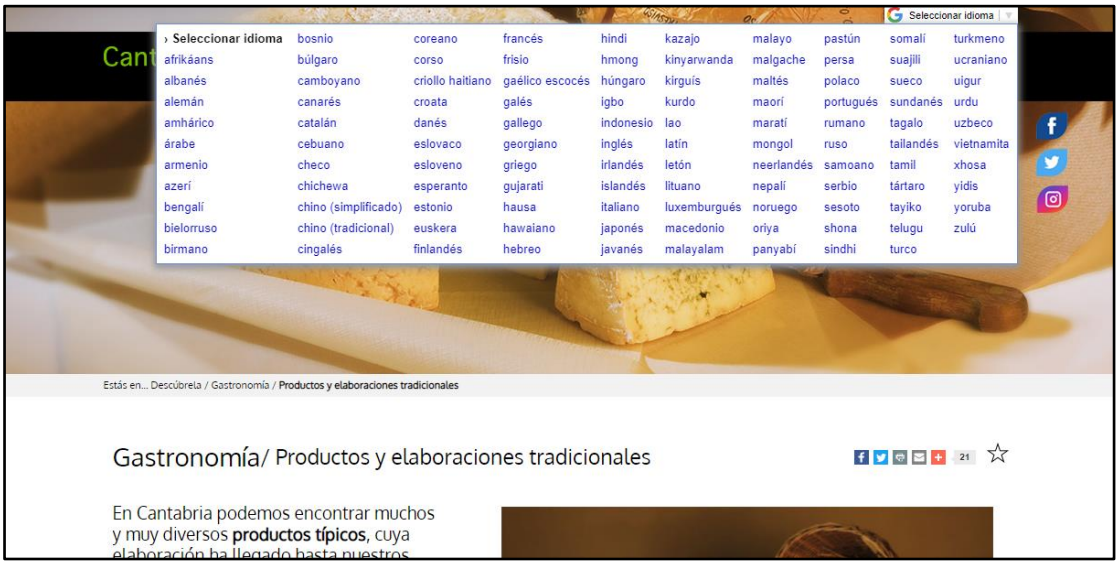

Image 3.16. Screenshot of the Google Translate feature. Source: https://turismodecantabria.com/descubrela/productos-y-elaboraciones-tradicionales

In this part, a sample text translated by Google Translate [taken after clicking on the link "*Any Doubts?*" found in "*St. James's Way in Cantabria*" in the culture subsection], will be used to try and demonstrate why using the most popular translation machine can result in an odd, unnatural, and nonsensical translation, typical of literal translations (Hilma, 2011). The sample text, shown in various images later in this part, is aimed to try help or assist any tourists interested in doing "*El Camino de Santiago*" by providing them with a

series of useful suggestions. Therefore, it is vital for this information to be accurate and not misleading, otherwise the page loses its entire purpose of assisting and helping its readers. However, by using the Google Translate feature the overly literal translation fails at a successful message delivery (Hilma, 2011). The list of mistakes and their possible corrections are the following:

Useful information for the pilgrim: General issues

If you have already decided that you are going to do the Camino, you are already on the Camino. The intention is 100% of what you need to achieve your goal, because when the pilgrim in you starts the adventure begins.

Before you start walking

If you are not used to walking, we recommend that you do it beforehand, increasing the time, each week, to catch the bottom (1).

Those who do not train before (2) starting the Camino, also do so and manage (3) to finish the stages, although with greater difficulty.

Another option is to start training on the road (4) without going more than 20 km per day. Stretch before you start.

Useful information for the road

The Camino is prepared so that you do not have to plan excessively in advance. Although there is a minimum of information that we recommend you take into account:

- *Choose which route you are going to follow, what is your starting and ending point and the main points of passage. On our website you can consult the two pilgrimage routes through Cantabria, the Camino del Norte and the Camino Lebaniego.*
- *Find out about the open shelters on your way since not all of them are open all year round.*
- *Check the services around these hostels such as shops, bars, ATMs, etc., to estimate how many kilometers you have only with your own resources.*
- *Don't forget your credential. In Cantabria you can request it at the Iglesia del Cristo, in the Santander Cathedral. The associations of friends of the Camino, active in different autonomous communities, also usually have (5).*

Image 3.17. Google Translate sample text, part 1. Source: https://www.caminolebaniego.com/informacion-util-para-el-peregrino/cuestiones-generales, modified by Author

(1) ST: *"to catch the bottom"* does not translate into English. This should be *"to prepare yourself physically".*

(2) IV: "*beforehand*": those who do not train beforehand, not needing to repeat "*starting the Camino"*.

(3) ST: "*also do so and manage*" is clumsy. It would be better to say "*also manage to finish the stages*".

(4) IV: "*whilst on the road*" helps transmit the correct meaning.

(5) GE: "*also usually have*" is incomplete. It should be "*also usually have them*".

Feeding (6)

As important as footwear, backpack (7) and physical preparation is food. The contribution (8) of carbohydrates and proteins throughout the day is vital. We recommend that you always carry energy food in your backpack, such as dark chocolate, nuts or energy bars.

Have a good and leisurely breakfast and take (9) food and drink in small quantities every 2 hours. Dinner quietly (10) and sufficiently although the contribution of hydrate (11) will no longer be so necessary. Drink water during the day.

Footwear

The type of footwear will depend on the time of year that you do the Camino but above all, do not wear new shoes!!!

Hiking boots are a myth, they are very hard and heavy and not very suitable for asphalt. It is preferable to wear sneakers, although the most recommended are trekking shoes with Goretex. They are flexible and with an adaptable sole to (12) all terrains and the weight of the backpack and favor perspiration and protect the foot from water and humidity.

Also take other comfortable shoes to wear once the stage is over and in the shelters (13).

Image 3.18. Google Translate sample text, part 2. Source: https://www.caminolebaniego.com/informacion-util-para-el-peregrino/cuestiones-generales, modified by Author

(6) IV: "Feeding" is incorrect. It should be "food" or "alimentation".

(7) GE: "*a backpack*" or "*backpacks*" but "*backpack*" on its own is incorrect.

(8) The "*consumption*" not "*contribution*".

(9) ST: "*take*" is a literal Spanish-English translation and it should be "*consume*".

(10) ST: "*dinner quietly*" is a Spanish translation and it should be "*dine calmly*".

(11) IV: "*hydrate*" should be "*carbohydrates*".

(12) GE: "*for all terrains*", not "*to*".

(13) GE: "*you are*" is missing, "*you are in the shelters*".

(14) ST: Replace this clumsy phrase with "*therefore, most importantly, you backpack must be of high quality*".

(15) ST: All this can be replaced with "*if not*" to make the sentence flow more easily,

(16) GE: "*we*" is unnecessary.

(17) ST: This should be "*we have outlined below a suitable backpack to help you*".

(18) GE: "*and plasters*" rather than finishing with a comma.

Your backpack

Like a snail that moves with its house on its back, so will you be with your backpack. Therefore, the first and most recommended thing (14) is that the backpack be of quality:

- *In size according to your weight capacity. The bigger the backpack, the more you will carry and it is essential that you travel with the essentials. It is not advisable to carry more than 10% of your weight, it can take a physical toll.*
- *With protective cover from water. Many already have it incorporated but if they do not have it (15) you can buy it separately. If you wear a cape with a backpack cover, you don't need it.*
- *Adjustable to your body and your height. The more adjusted to your body the better.*

And now what do you put in your backpack? This is the great challenge. We (16), in addition to recommending that you travel with the essentials, it is true that if there are 12 pilgrims there will be 12 different backpacks. However, we make you a possible backpack to guide you (17).

- *Documentation: identity card, social security card and credential.*
- *First-aid kit: aspirin or anti-inflammatory, Vips Vaporups to apply to your feet every morning, thus avoiding blisters and colds, plasters (18).*
- *Toilet (19): toothbrush and toothpaste, gel, shampoo and a mini-size bar of laundry soap. Wet wipes and for those who need it, blades or razor.*
- *A microfiber towel.*
- *The mobile, charger and external battery for longer trips.*
- *A multipurpose knife, front (20) and lighter.*
- *Light (21) sleeping bag.*
- *Stoppers (22) for snoring at night.*
- *One liter canteen.*
- *A pair of trekking poles.*
- *Two or three changes (23).*
- *Two or three pairs of socks.*
- *One pair of polyester t-shirts. Cotton t-shirts do not perspire and take a long time to dry.*
- *Safety pins and clips in case you want to hang the clothes that you have washed in the hostel outside the backpack to dry while you walk.*
- *One pair of hiking pants.*
- *A light sweatshirt or jacket.*
- *A layer of water with a backpack cover (24).*
- *A hat, sunglasses, mini-size sunscreen.*
- *For the winter months it is recommended to bring a fleece instead of a jacket, a waterproof windbreaker instead of a cape, gloves and a brief (25), as well as a thicker sleeping bag. You can even wear leggings to wear under your pants. We recommend that you spend more money on higher quality material since quality material usually tends to open more (26) while being lighter.*

Image 3.19. Google Translate sample text, part 3. Source: https://www.caminolebaniego.com/informacion-util-para-el-peregrino/cuestiones-generales, modified by Author

(19) IV: Instead of "*toilet*", it should be "*toiletries*".

(20) IV: Instead of "*front*", it should be a "*head torch*".

(21) IV: Instead of "*light*", it should be "*lightweight*".

(22) IV: Instead of "*Stoppers*", it should be "*Ear plugs*".

(23) IV: This should be "*changes of clothes*".

(24) ST: "*a layer of water*" makes no sense, "*a waterproof backpack cover*" is better.

(25) ST: Instead of "a brief", it should be "a neck scarf' or a "snood".

(26) ST: "*open more*" is difficult to understand the meaning. it could either "*be more flexible*" "*stretch more*" or "*ventilate*" more.

> ***One last tip ...***
>
> *Be prudent, start small, observe, know and respect your limitations. Stretch, trust, walk from less to more and you will go far.*
>
> ***And the most important!***
>
> *You already know that the important thing is the path and not the goal and that the path is made (27) day by day. Live in the present moment (28), merge your mind, your body and your feet with the experience of the Camino. Doing the Pilgrimage Path has an important similarity to doing the Path of Life. Let go, live, celebrate, enjoy, at each step (29), learning from each previous step and without thinking about the steps that you still have to do.*
>
> *Be present! Good way! (30)*

Image 3.20. Google Translate sample text, part 4. Source: https://www.caminolebaniego.com/informacion-util-para-el-peregrino/cuestiones-generales, modified by Author

(27) IV: Instead of "*made*", use "*done*".

(28) ST: "Live in the present moment" is incorrect. It should be "*live for the moment*".

(29) ST: "*at each step*" should be "*every step of the way*".

(30) ST: "*Live for the moment!*" and "*Enjoy the Walk/Journey!*".

As can be seen, there are numerous errors using this form of translation, where it has been done directly from Spanish into English with no understanding of the English language and its differences. Although using Google Translate has its advantages, particularly with cost saving, as it is "*a free, web-based service*" (Groves & Mundt, 2015: 112-121.), and also because of the vast number of different languages available, as shown in Image 16., with a total of one hundred and eight languages than can be translated automatically with a click of a button. All of these benefits are overshadowed if, as Hilma argues (2011: 502-509), the overly literal Google Translate translation fails at successfully delivering the message. Another fact to take into consideration is where this Google Translate service is being used, relative to the architecture of the website [which is a weak point of the website (Fernández-Cavia *et al,* 2013)]. This service is being used on complementary information pages such as directions, prices and, as analysed in the sample text above, advice. If the delivery of the message is unsuccessful (Hilma, R., 2011) whilst tourists are reading through the complementary information that could assist them with finding out the location, the price or even useful advice regarding

the product they are interested in [in this case, any activity or destination in Cantabria], then the result of purchasing such a product will not be achieved. Therefore, even though the home page and all the subsections of the English version of the official Cantabrian tourism webpage have all been translated without the use of Google Translate which could lead to a good first impression [if it were not for all the mistakes found and corrected in chapter 3.1.], this will be to no avail as a result of the aforementioned.

4. TOURISM WEBSITES FROM OTHER REGIONS FOR COMPARISON PURPOSES

The main purpose of the previous chapter was to comment on and correct the mistakes and negative aspects of the English translations found on the Cantabrian website, whether using the Google Translate service or not. However, for contrast purposes, this chapter will try and highlight all the positive features found on similar official tourism websites that are lacking on the Cantabrian one. Therefore, three other tourism websites from three other countries will be used to compare and hopefully prove the importance of how a successful translation or the proper use of English on a tourism website is key to follow the AIDA advertising principle: "*capture Attention, create Interest, increase Desire and motivate to Action"* (Giordana, 2004).

4.1. THE COUNTY OF SOMERSET, UK

The first of the foreign official tourist websites that will be used for comparison reasons will be the Somerset Tourist webpage: *https://www.visitsomerset.co.uk/*. Somerset is a county in the south-west of England and is similar to Cantabria. Having a coastline, beautiful countryside and generally recognised as a tourist destination for national and international holidaymakers.

Be enchanted, Visit Somerset

Somerset has lots of surprises waiting to be discovered. As one of the larger English counties, Somerset has stunning beaches, green countryside, woodlands, lakes & more, covering a wide range of landscapes & environments. There's so much to explore in this wonderful county, that even those lucky enough to live in Somerset are continually discovering its gems; wildflower meadows, beach waterfalls, ancient wells, unique carvings & underground reservoirs.

These hidden gems can be found in addition to the well-known landmarks of Somerset, such as Glastonbury, Cheddar Gorge, Wells Cathedral or Exmoor, which have secrets of their own to be explored.

Think of Somerset & what comes to mind? For some it is the stunning views across open countryside, others the fun to be had on its sandy beaches, or maybe it's the superb strawberries, Cheddar cheese & cider? Our county is famous for the Glastonbury Festival, carnivals, Mulberry handbags & Arthurian legends, but there's much more to be discovered!

Image 21. Somerset tourist home page text. Source: https://www.visitsomerset.co.uk/, modified by Author

As can be seen from the underlined adjectives in Image 4.1., expressions and phrases, the introduction in bursting with positivity and interest. This was significantly lacking on the Cantabrian website. When promoting a tourist website in English, it is very important to use these techniques to draw the reader in and make him want to read more, *"as most users tend to surf the net"* (Pierini, 2007: 92). The Cantabrian website is very bland and lacks emotion, in comparison. For example:

- "*Stunning beach*", rather than "*fine beach*", in the beach subsection.
- "*Wide range of sports*" rather than naming every sport, in the sports subsection.
- "*superb recipes*" in the gastronomy subsection.
- "*Visit Somerset*" is in the imperative voice, hence "*Go no further*" is suggested previously for the Cantabrian website.

As can be seen from the Somerset front page, it has obviously been written in a high-level English but more importantly is the language that has been used to allure the reader to Somerset. The title alone "*Be Enchanted, visit Somerset*" is extremely appealing. The use of a rhetorical question is also a novel way of getting the reader's attention and making him or her feel part of the experience: "*Think of Somerset & what comes to mind?*". And finishing with: "*but there's much more to be discovered!*" leaves the reader wanting more and very keen to discover Somerset. There are no long-winded participle clauses, but there are lots of punchy, strong adjectives.

Image 22. Screenshot of the home page of the Somerset tourist website. Source: https://www.visitsomerset.co.uk/

4.2. BIARRITZ, FRANCE

To prove how English does not need to be a destination's first language to have a successful English translated version of your tourism website, the following two are

websites belonging to France and Germany. The former and discussed in this part is the official tourism website for Biarritz, France: https://tourisme.biarritz.fr. Biarritz is a destination located on the Bay of Biscay near the Spanish border.

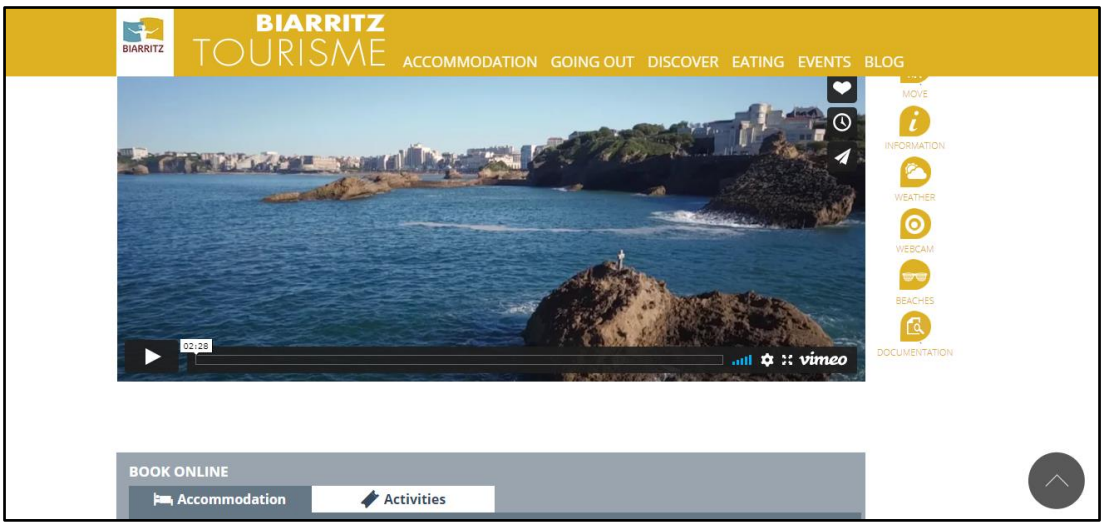

Image 23. Screenshot of the home page of the Biarritz tourist website. Source: https://tourisme.biarritz.fr

As shown in Image 4.4., the language is positive, appealing and really attention-grabbing. In addition, the Biarritz website is easy to use and all the further links are in English and very easy to follow, unlike the Cantabrian website. The Biarritz website also uses strong, attractive and positive language. All the extra links to the website have also been translated professionally and there is no reliance on Google Translate. The information is easy to understand and makes you want to read more and visit Biarritz. Examples of strong adjectives: *"magnificent climate all year round; fresh, invigorating air, water with extraordinary properties".* It is also interesting how Biarritz highlights its "16 golf courses", however, Cantabria does not do the same, or at least not to the same extent. On the Cantabrian website there is only a link which takes the reader to another page in Spanish that can only translated into English with the Google Translate service. This seems like a missed opportunity given how Cantabria is the place of origin of the legendary golfer Severiano Ballesteros or better known as "Seve". The final sentence is also very assertive, almost guaranteeing that you are going to fall in love with Biarritz: *"Much more than promises, Biarritz provides the impetus to get the best out of you".*

*Biarritz is an exceptional destination located in the heart of the Basque Country**, to** meet different cultures.*

*With two airports: Biarritz - Pays Basque airport**,** close to the city center and only about 20 minutes from San Sebastian airport**,** Biarritz is connected to European cities and capitals and also Paris in just one hour.*

Biarritz is now a flourishing center of sports, culture and good food.

Recently, the French government has chosen the brand Biarritz-Basque Country, a jewel of international tourism, to underline the advantages of tourism in France, with 19 other destinations.

*Biarritz is the perfect destination **f**or those who seek art of good living, relaxation, culture and creativity**.***

The weather is moderate, with varied landscapes of beaches and mountains.

Nature has given Biarritz the best that can be offered: a magnificent climate all year round; fresh, invigorating air, water with extraordinary properties.

Beauty and wellness are gathered in Biarritz which is ideally located next to the sea and at the bottom of the Pyrenees.

*Today, it is coming to revitalize body and spirit in the whirlpools of water of thalassotherapy **and** spa centers of Biarritz.*

Guests will find surf spots, golf and rugby fields, Basque pelota courts, festival spaces and an exceptional environment.

*A 4-kilometer road on the Atlantic coast, making Biarritz one of the most emblematic destinations on the Basque Coast**.***

The golfers who have chosen Biarritz as "Queen of the greens", as well as the French playwright Sacha Guiltry has chosen Biarritz as "Queen of the beaches", surely knowing

Biarritz has 16 golf courses within a radius of 100 km.

The Golf Le Phare was created in 1888, making it one of the oldest on the continent.

At that time, no one had predicted that surfing would make its first appearance on the Old Continent in Biarritz.

Surfing has given the city another title - the European surfing capital - which developed the water sports industry that was already worth 900 million euros in 2003.

Basque pelota and surfing are national ... titles.

The city is seen as a sports field, and the sports that are practiced reflect the city's enthusiasm for life.

The strength of Biarritz is based on its attachment to traditions and exceptional lands - wealth that it has managed to preserve: which may explain why it has such an excellent position in the conference and incentive markets.

Much more than promises, Biarritz provides the impetus to get the best out of you.

Image 24. Biarritz tourist home page text. Source: https://tourisme.biarritz.fr, modified by Author

4.3. THE UPPER RHINE VALLEY, GERMANY

The third and final tourism website that will be used for comparison purposes will be the website for the Upper Rhine Valley in Germany: *https://www.upperrhinevalley.com/*, all translated into English and very easy to use. This is a great website. Apart from wonderful photos and videos, shown in Image 4.5., the information is excellent and this introductory page is an example of what is absolutely perfect regarding strong, persuasive language with catchy expressions and an extremely positive tone. The Upper Rhine Valley website is absolutely first-class. The expressions and adjectives used are perfect. Having read this introduction alone, the reader feels a strong attraction for the area. It is incredibly enticing and convincing. In addition, all the further links are in an equally high level of English and no Google Translate services have been used at all.

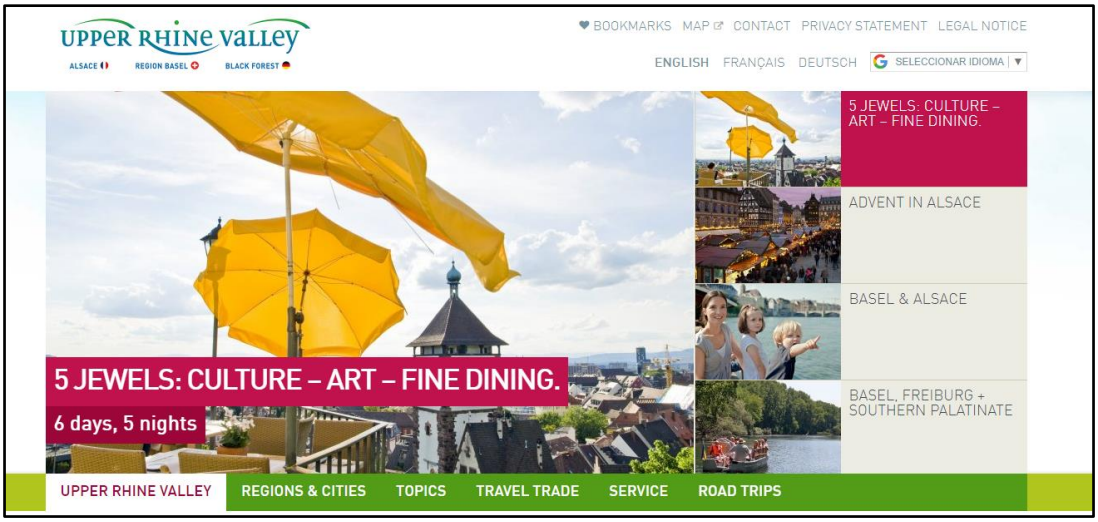

Image 25. Screenshot of the home page of the Upper Rhine Valley tourist website. Source: https://www.upperrhinevalley.com/

The Cantabrian website could learn a lot from the techniques that appear on the home page text of the Upper Rhine Valley tourist website [Image 4.6.]. As an example, in one single paragraph of this text the following adjectives and alluring expressions can be found: "*enchanting*", "*beautiful*", "*world-famous*", "*delectable*", "*cosy*", "*enchanting*", "*charming*", "*allures*", "*lovely and unique*", "*ancient*" and "*unforgettable*".

LOCATION AND CHARACTERISTICS

French charm, Swiss joviality, and German romanticism – those who visit the Upper Rhine Valley can look forward to experiencing the very best these three countries have to offer.

Located in the heart of Europe, the area's four regions are nestled close together and joined by the enchanting Rhine River, one of Europe's largest rivers. The river symbolizes the successful transnational cooperation within the three-country region and connects the Upper Rhine Valley's four beautiful regions: Alsace, France's smallest region, entices visitors with its world-famous churches and castles, delectable French cuisine, and cozy half-timbered towns; Germany's southern Palatinate is famous for its wine culture, enchanting lifestyle, and charming atmosphere; the Black Forest, located to the south, is the highest of Germany's low mountain ranges and home to cuckoo clocks, black forest cake, and the traditional "Bollenhüte" (traditional hats made of felt); and Switzerland's Basel region allures guests with the lovely and unique city of Basel, ancient Roman settlements, and unforgettable landscapes.

Untouched landscapes with expansive forests, clear lakes, high peaks, and idyllic trails all characterize the Upper Rhine Valley. Needless to say, this region is a dream for nature-lovers and outdoor enthusiasts, who can discover each region in all its facets while hiking, biking, skiing, climbing, or canoeing. Those who prefer the vivaciousness of city life can meander through bustling cities like Basel, Freiburg, Karlsruhe, Baden-Baden, Strasbourg, Colmar, or Mulhouse. Here, the possibilities are endless, whether you wish to discover the newest European fashions, sip a delicious cappuccino at a charming café, visit one of the fascinating museums, or admire each city's different architectural styles. The Upper Rhine Valley is also an oasis of peace and harmony for travelers looking to relax; in addition to its numerous wellness packages in historical thermal baths and modern natural spas, the region's finest restaurants and top hotels promise to treat body, mind, and soul.

But a true Upper Rhine Valley experience doesn't stop at modern-day pleasures – the region is also home to century-old traditions that can still be experienced today. Visitors are invited to join in on time-honored traditions like the colorful and crazy German Carnival or one of the many delightful wine and harvest festivals or cozy Christmas markets. The only thing as authentic as these celebrations are the locals themselves; visitors looking to truly experience each region's unique culture are welcome to visit the more rural areas, where the chances of crossing paths and exchanging stories with the locals are very high.

Image 26. The Upper Rhine Valley Tourist home page text. Source: https://www.upperrhinevalley.com/, modified by Author

5. CONCLUSIONS

It is increasingly obvious that an official website is a very powerful marketing tool for a tourist destination and, as mentioned before, such websites can be divided into two main aspects, verbal and non-verbal. Whether some authors give priority towards the former [verbal] such as Crystal (2002), who claims that language is the heart of the internet or the latter [non-verbal], such as Lopes (2011), who believes that the image has always been a decisive factor for choosing a tourist destination, it is clear that having analysed the English version of the Cantabrian website, the text lacks the quality and standards expected from an official tourism website. This is due to all of the mistakes exposed in the previous chapters and general failure the website has of communicating with the reader. Luque (2005: 32, cited in Muñoz, 2012: 336) believes that this happens

> *"Due to the underestimated value that the translation of tourist texts received from most of administrations, travel agencies and companies, which continue ordering their translations to unskilled translators or people that have no experience in translation but have some knowledge of languages. As a result, tourist translations often present a lack of professionalism and expertise".*

Having said all of this, it was even more surprising and quite demoralising to see that even after the criticism regarding the embarrassing English translation of the official tourism website of Santander published in the El PAIS article, similar mistakes can frequently be found on the English version of the Cantabrian website. It is almost as if nothing had been learnt from that humiliating experience, resulting in bad publicity for Cantabrian tourism back in 2018. As has previously been mentioned, it is extremely easy to underestimate the complexity of translating promotional tourist discourse (Pierini, 2007). However, not only has the Cantabrian website shown no improvement in its verbal aspects [for example, still overusing the Google Translate feature], but it still has not changed some of the non-verbal elements criticised and considered as weak points by Fernández-Cavia and his team all the way back in 2013, such as the lack of a search toolbar for looking up specific information [at least for the English version] or the lack of an official standardised logo.

Furthermore, after having showcased small examples of promotional tourist text taken from three different websites, the Cantabrian website could be vastly improved by firstly using strong adjectives, persuasive expressions and catchy slogans. Having done this, the grammar and the vocabulary used should be revised and a direct literal translation from Spanish into English should be avoided at all cost. The two languages are extremely different and the expressions used vary greatly, without even taking into account the

bigger differences caused by promotional tourist discourse. What sounds good in Spanish does not necessarily translate well into English. The use of strong adjectives may sound over the top in Spanish, but as witnessed in the other foreign websites included in this analysis, they are fundamental on a tourist website written in English. All of the aforementioned is justified by the fact that translation is

> "the process of converting written text or spoken words to another language. It requires that the full meaning of the source material be accurately rendered into the target language, with special attention paid to cultural nuance and style". (Esselink 2000:4)

Finally, if this project could only highlight one single thought, apart from the complexity of promotional tourist discourse and all of its techniques or even the difficulties of translating online tourist text into English, is the importance of understanding the different type of translating method and translators required to successfully translate online promotional tourist discourse into another language. Many underestimate the difficulty of this challenge but many also assume that hiring a person with a high command of the, in this case, English language is enough to achieve a successful translation of their official tourism websites, when this is clearly not the case. When it comes to translating any kind of text that can be classified as promotional tourist discourse, not only is it necessary to have exceptional translating skills but it is absolutely key to have a full understanding and appreciation of tourism and its specific language. Only then, combining adequate translating skills and expertise in the field of tourism, will successful translations of official tourism websites will be achieved.

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