

**MAYOR DE SAN ANDRES UNIVERSITY
HUMANITIES AND EDUCATIONAL SCIENCES SCHOOL
LINGUISTICS AND LANGUAGES DEPARTMENT**



GUIDED WORK

**TRANSLATION OF TOURIST BROCHURES,
PAMPHLETS, AND WEB PAGES FROM SPANISH INTO
ENGLISH AT INTI TRAVEL AGENCY IN LA PAZ CITY
WITH THE USE OF OMEGA T: A COMPUTER-ASSISTED
TRANSLATION (CAT) TOOL**

Guided work done to obtain the Degree in Linguistics and English language

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FACULTAD DE HUMANIDADES Y CIENCIAS DE LA EDUCACIÓN
CARRERA DE LINGÜÍSTICA E IDIOMAS**

TRABAJO DIRIGIDO:

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TOOL”**

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Para optar el grado académico de Licenciatura en Lingüística e Idiomas
Mención Lenguas Extranjeras - Inglés

Nota numeral:

Nota literal:

Ha sido:

Directora de la Carrera

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Lic. Virginia Coronado Conde

Tribunal:

.....
Dr. Gregorio Callisaya Apaza

La Paz,de de 2023

DEDICATORY

To my dear mother, esteemed professors, and cherished friends. This guided work is a heartfelt tribute to the remarkable individuals who have accompanied me on this educational journey and symbolizes the culmination of hard work, self-belief, and personal growth.

Ana LLanos

To my dear mother, for her love, unconditional support, and constant encouragement. To my friends, who helped me when I needed. To my professors, for their support and guidance.

Gabriela Calle

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RESUMEN

Bolivia es considerada como un destino turístico bastante atractivo por su diversidad cultural y de paisajes, especialmente por los turistas extranjeros. INTI TRAVEL SRL, como agencia de viajes, ofrece servicios turísticos de calidad teniendo como misión el brindar experiencias inolvidables. Sin embargo, la agencia carece de material informativo traducido al inglés. Por lo tanto, el objetivo de este trabajo dirigido fue traducir material turístico de Bolivia y sus lugares turísticos del español al inglés, tomando en cuenta que el inglés es fundamental en la industria turística. Como resultado, este proyecto contribuyó a que la agencia tenga guías informativas, folletos y páginas web traducidas, lo que permite proporcionar un mejor servicio a los turistas extranjeros que no hablan el idioma local.

Este proyecto de traducción se ha desarrollado durante seis etapas a lo largo de ocho meses. La primera etapa consistió en leer la primera revista informativa, identificar estructuras, desarrollar un glosario y la traducción. Finalmente, la producción del primer borrador. Siguiendo el mismo procedimiento, la segunda etapa estuvo relacionada con la traducción de la segunda revista informativa. La tercera etapa fue la traducción de folletos, páginas web y la producción de material adicional. Finalmente, durante la cuarta etapa, la edición y corrección de ambas guías informativas.

Así mismo, para el desarrollo de este trabajo dirigido se utilizó diferentes técnicas de traducción, como Traducción Literal, Transposición y Modulación. También, se aplicó la herramienta de Traducción Asistida por Ordenador OmegaT CAT tool, la cual contribuyó durante el proceso de traducción.

El presente informe es una descripción del trabajo dirigido desarrollado, dividido en cinco capítulos, los cuales explican detalladamente el proceso llevado a cabo para llegar al objetivo principal y los resultados obtenidos.

Palabras clave: Traducción, Turismo, Traducción asistida por ordenador.

ABSTRACT

Bolivia is a popular destination, particularly for foreign tourists, due to its cultural and landscape diversity. INTI TRAVEL SRL, a tour operator, provides quality tourism services and is committed to making travel experiences as good as they can be. However, there is a need to have the informative material translated. Therefore, this guided work aimed to translate tourist material about Bolivia and its tourist spots from Spanish into English, considering that the English language is an important part of the tourist industry. Then this guided work contributed to the tour operator by translating its brochures, pamphlets, and web pages, which allows the agency to provide the best service to foreign visitors who do not speak the local language.

This translation work was done in six stages over eight months. At the beginning of the process, it was necessary to read the first brochure to identify unfamiliar structures, create a bilingual glossary, and translate the material. As a result, we were able to produce our first draft. In the second stage, the same procedure was followed as in the first, for the translation of the second brochure. The translation of pamphlets and web pages and the production of additional material constituted the third stage. Finally, in the last stage, both brochures were edited and corrected.

Different translation procedures were used to develop the work, such as Literal Translation, Transposition, and Modulation. Also, this guided work was developed with the application of the OmegaT CAT (Computer-Assisted Translation) tool, which contributed when translating the material.

This report, divided into five chapters, is a description of the guided work developed, detailing each step to achieve the main objective and the results obtained.

Keywords: Translation, Tourism, Computer-Assisted Translation.

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INTRODUCTION

Language has always been a part of our society and has become increasingly significant in the tourism industry. As the travel industry has grown, so has the demand for high-quality translations of tourism texts. Therefore, translation is one of the most necessary and complex works due to the importance of accuracy in sharing information.

In an attempt to clarify the relationship between tourism and translation, Kelly (1997) stated that tourism is a sector in which a great deal of translation work is carried out. “It is often the case that visitors to a town, region, or country receive their first impression from a translation of some sort, be it a tourist brochure, an information leaflet, a sign, or a guide book.”¹ It is, therefore, imperative to consider how translation facilitates communication between different actors with different linguistic and cultural backgrounds.

Tourism is an activity that involves direct contact between cultures and their associated folklore, customs, gastronomy, etc., so tourism language is viewed, in this context, as a shared element between tourists and the location they are visiting and their

¹ Reda (2019). *Translating Tourist Advertising Brochures from Arabic into English: Strategies and Linguistic Inaccuracy*.

respective cultures. Therefore, tourist translation becomes essential because it is through reading and consulting tourist texts, such as brochures, tourist guides, advertisements, etc., that tourists interact with and learn about a country. This fact makes the quality of these materials essential, and hence, good-quality translations are highly required to guarantee full comprehension and communication between the destination and real or potential tourists.

Since the product being sold by the tour operators cannot be seen, touched, or experienced by the customer before use, it differs from that of other businesses. Instead, tour operators prepare brochures, among other marketing materials, to represent their translation services in words and pictures. As a travel agency, INTI TRAVEL SRL offers a variety of tours throughout Bolivia. They use marketing tools such as pamphlets, brochures, and websites to spread the word about their services and provide information about the various tours that are offered, all written in Spanish with no translation into English, a global language.

Many of the translation studies conducted over the years have such solid theoretical foundations that they are still used today. In the present Guided Work, we followed specific procedures that were a requirement for translation work. We started by using Newmark's (1988) theory to analyze the source text. Then, by locating terms connected to tourism on the source text (ST), a glossary was produced. Having reached this point, we were able to begin the translation using the methods and procedures based on the theory of Vinay and Darbelnet (1995). The translation was then created using OmegaT machine translation.

By translating their promotional material into English, at the conclusion of this Guided Work, we aided INTI TRAVEL SRL in promoting and boosting the services they offer foreign visitors, who represent the majority of their customers.

CHAPTER I

IDENTITY OF THE INSTITUTION

This chapter is divided into two sections. The first one describes the institution, and the second develops the strengths, weaknesses, opportunities, and threats (SWOT) analysis.

1.1. ORGANIZATION

1.1.1. Background of INTI TRAVEL SRL

INTI TRAVEL SRL² agency was created in 2014 and is currently managed by Stephany Vargas³. It is located in La Paz city. It has been offering its services for over 5 years to more than 1000 people around Bolivia. INTI TRAVEL SRL started as a small travel agency in La Paz, selling travel products to foreigners and locals. It suddenly became successful due to the dedication the owner put into the agency; for instance, she decided to visit all the cities of Bolivia and immerse herself in their culture, exploring each tourist attraction and famous place. Therefore, it was personal work done by the owner with tourism, e.g., she traveled to the places she promotes to have a clear idea and information about those places. Soon after, INTI TRAVEL SRL expanded its services to different cities in Bolivia, such as Potosí, Uyuni, Cochabamba, Santa Cruz, Tarija, and Sucre.

² Inti Travel SRL, a tour operator. <https://itravel.bo/>

³ Stephany Chris Vargas Medina, General Manager, CEO, and Co-founder of INTI TRAVEL SRL

INTI TRAVEL SRL is a specialized tour operator that creates top quality products, itineraries, and tourism services. It has worked with big, small, and specialized groups for more than 5 years. It has promoted sustainable tourism by means of:

- a) Environmental protection
- b) National heritage protection
- c) National parks support
- d) Unique and innovative product creation, in which the overriding focus is to preserve the traditions of the communities in Bolivia as well ensure a minimal impact on the environment.

Aside from promoting popular destinations, INTI TRAVEL SRL also works to promote less well-known but equally attractive locations. Furthermore, it allows travelers to develop their travel itinerary and have memorable experiences in Bolivia. It offers experiences in which the travelers and the local host develop projects through the exchange of knowledge. Some tourism experiences have a social impact through sustainable development objectives.

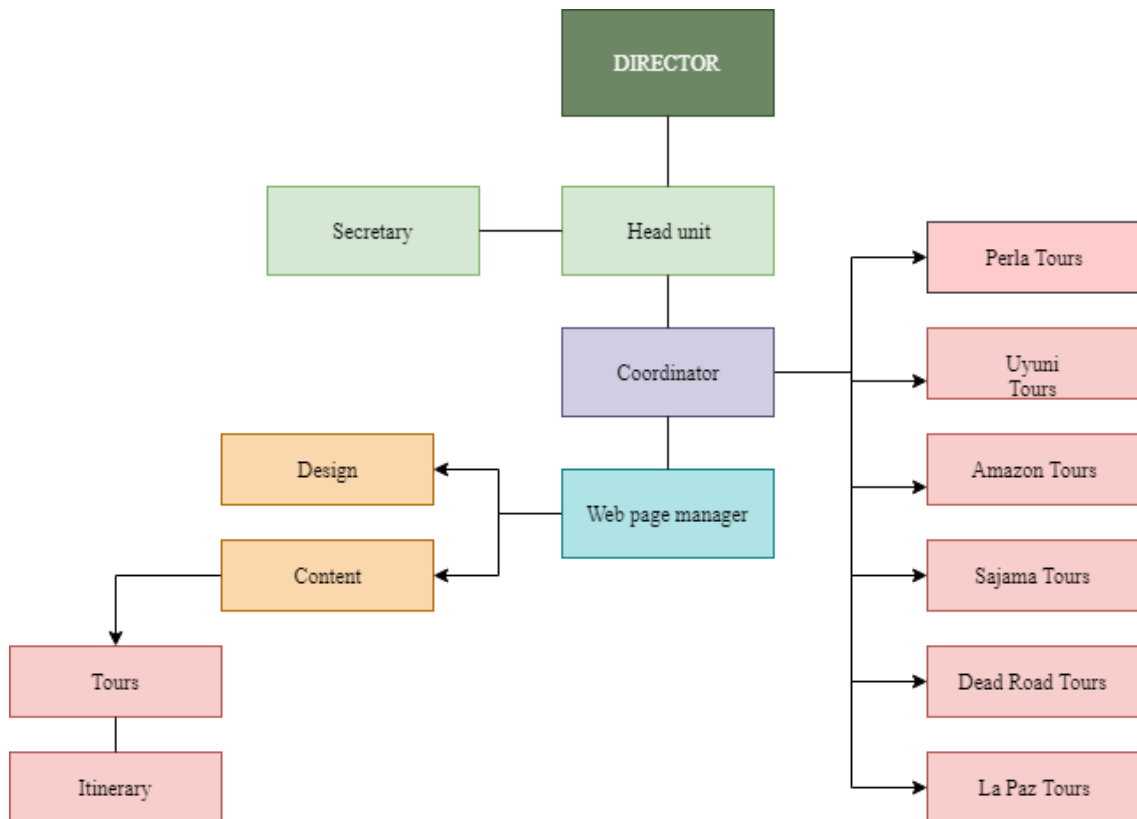
We think that traveling is a transformative experience because we can build knowledge and understanding of our surroundings through trips. Traveling gives us memorable experiences that will last forever, and it allows us to discover other cultures, and customs, and above all, learn other languages. It shows different ways of expression in music, dance, and art.

1.1.2. Organization of INTI TRAVEL SRL

INTI TRAVEL SRL is a tour operator that has qualified staff. It is established in different areas, and each area has a different tourist destination as can be seen in the following organization chart:

Figure 1:

INTI TRAVEL SRL's organic structure



Source: INTI TRAVEL SRL office provided the information about their internal structure, and it was adapted into the figure above.

The diagram above depicts the structure of INTI TRAVEL SRL: at the top, the director, underneath, the head unit, the coordinator, and the web manager. The coordinator is in charge of arranging the tours at the sub-agencies: Perla, Uyuni, Amazon, Sajama, Dead Road, and La Paz. The web page manager develops the content and designs the tours and itineraries.

1.1.3. Vision of INTI TRAVEL SRL

INTI TRAVEL SRL's vision is to be a consolidated and recognized competitive company in the international tourism market, whose reputation is associated with quality and efficiency, with an international projection.

1.1.4. Mission of INTI TRAVEL SRL

For over 5 years in the tourist market, INTI TRAVEL SRL has been a company that provides innovative, quality tourism operations and intermediation services, with a specialized team that has passion for their work and is committed to making traveling experiences last as good souvenirs.

1.1.5. Objectives of INTI TRAVEL SRL

a) Short-term objectives

INTI TRAVEL SRL's objectives regarding improvements in its service are:

- To design tourist services in Bolivia.
- To organize tourist services in Bolivia.
- To distribute tourist services in Bolivia.
- To develop solutions to customers' needs.

- To provide excellent quality service, effectiveness, and flexibility.

b) Long-term objectives

INTI TRAVEL SRL's specific objectives regarding its service are:

- To provide a higher quality of experience for visitors.
- To manage communication techniques and learn the Information and Communications Technology (ICTs) and their application to the tourism sector.
- To direct and manage the different types of tourism organization.
- Create new tourist packages focused on communities.
- Expand international tourist offers, focusing on cruises and international tours.

1.2. Needs analysis

The purpose of this analysis is to identify the main needs of INTI TRAVEL SRL and, based on these needs, elaborate a working plan to solve the institution's problems.

1.2.1. Problem Analysis

By analyzing an institution, we will be able to find a problem to be solved through advantages that can benefit the institution (Tintaya, 2005).

The Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis is a useful tool and framework used to evaluate and identify internal factors

(strengths and weaknesses) and external factors (opportunities and threats) of the institution to achieve specific purposes. It is a well-known fact that a SWOT analysis is a tool or technique that aims to provide a clearer and better understanding of factors that are present in an institutional environment. It helps identify advantages, disadvantages, needs, issues, vulnerabilities, and more to get the information required to propose a plan to develop an improvement project for an institution. A plan is efficient when it reduces the weaknesses by increasing the strengths. In the same way, opportunities are seized to achieve an institution's objectives, considering the mission and vision, while trying to avoid threats.

To find and analyze the current situations that the agency faces internally as well as externally, we first met the manager and her business associate to develop an interview that helped us identify the agency's needs. This meeting was beneficial in concluding a SWOT analysis. The application of this tool is very helpful in determining the plan we were going to develop to cover some of the agency's needs.

1.2.1.1. Internal Environment

This refers to the internal situation that the agency currently faces. It is composed of two basic branches: the first one is strengths, which are the positive characteristics to be taken as advantages, and the second is weaknesses, which are the negative characteristics to be taken as disadvantages. All these elements can be changed and controlled directly by the internal environment of the agency. The external environment is related to several external factors at the agency.

To develop a SWOT analysis of the institution, we implemented a survey for the manager and co-manager of the agency. The meeting held at the agency office took approximately two hours from the completion of the questionnaire (10 questions, which can be found in the appendices of this work). It consisted of a face-to-face interview with both managers, with the primary goal of gathering information about the agency's internal structure and work development.

According to the manager's assessment of the data gathered, we developed the SWOT analysis as follows:

Chart 1

Internal environment of the Institution

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">● INTI TRAVEL SRL is legally established with a departmental and national license.● Professional teamwork.● Certified tour guides.● Didactic and audiovisual material.● Controlled equipment.● Bilingual tour guides.● Qualified service.● Trip Advisor certification.● Market leadership.● The agency has a website and is available on social media platforms.	<ul style="list-style-type: none">● The agency does not have tours for people with disabilities.● Tours intended for young and adult tourists, but not for children.● Informative material (tour brochures, pamphlets, web pages) is not in English.● Lack of bilingual staff to translate their material.● The agency does not have national market support.

Source: This chart was constructed by us, the applicants, based on the interviews with the manager, documents, and the agency websites.

As it can be seen on the chart above, one of the strengths of the agency is that it is legally established with a national license. Tour guides are certified and offer qualified service with didactic and audiovisual material. Additionally, it is truly certified and recognized by Trip Advisor. On the other hand, its weaknesses are that the agency does not have tours for people with disabilities, or for

children. More importantly, its material, including the web page, brochures, and pamphlets, is not in English. Also, there is no bilingual staff on the team.

1.2.1.2. External Environment

The external environment refers to factors outside the institution. The branches in this domain are the opportunities and the threats; they can lead to better results from the agency's activities or they can cause operational risks. Neither are controlled or modified directly by the agency, but they can provide information on benefits and warnings in the long term.

Chart 2

External environment of the Institution

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> ● Well-developed tourist material. ● International market (foreign tourists). ● Facilities for their international clients. ● Growth of 80% during the last years. ● Agency localization. 	<ul style="list-style-type: none"> ● Political instability in the country. ● Socio-economic instability. ● Plagiarism of the material. ● Market competition. ● Pandemics (COVID-19 and its variants)

Source: This chart was constructed by us, the applicants, based on the interviews with the manager, documents, and the agency websites.

The opportunities are top-notch material and the international tourist market. But the threats are caused by the country: socio-economic instability, plagiarism, market competition, and last but not least, the COVID-19 pandemic and its variants.

Therefore, the purpose of this guided work was to contribute to INTI TRAVEL SRL by translating its tourist material (two brochures, two pamphlets, and two web pages) from Spanish into English using a Computer-Assisted Translator (CAT) tool. This allows the travel agency to share its tours with foreign visitors and meet the demand from English-speaking tourists who contact them for their services.

1.2.2. Identification of needs

The identification of the needs was the starting point for gathering clear and detailed information about the developed work. Therefore, the previously discussed SWOT analysis was a useful tool for identifying the current needs of the agency by providing accurate, sufficient, and reliable information about them.

Through the analysis carried out with the agency, it was identified that the tour operator lacked material translated into English, for which the main objective established was the translation of tourist material: two brochures, “Inti Travel” of about 142 pages and “Perla de Bolivia” of about 52 pages; two pamphlets for the Death Road Tour; and two web pages. All this information was provided in Word .doc format.

Brochures and web pages contain information about the tours all around Bolivia: a description of the location, itineraries, details, and peculiarities of the tours offered, as well as a suggested package list for the activities. The pamphlets had promotional information about the Death Road tour, which described the items included in the tour, along with a map of the biking route.

As mentioned before, the SWOT analysis was the main source for determining the needs of the agency. The information collected was helpful in determining the work proposal. Since having brochures written only in Spanish limits the agency's ability to reach a global audience, it was necessary for the brochures to be available in the English language, as it is one of the major languages used in tourism.

In brief, this guided work has the goal to contribute to INTI TRAVEL SRL through the translation of its promotional material: two brochures, “*Inti Travel*” and “*Perla de Bolivia*,” two pamphlets “*Death Road Tour*”, and two web pages (photo captions) from Spanish into English using the OmegaT CAT tool; since the lack of this translated material prevented the expansion of their services with foreign customers. First, we aimed to satisfy the institution’s needs regarding the English version of these materials. Second, we developed an accurate text analysis of the brochures before translation. Third, we sought to apply appropriate translation procedures in order to provide an accurate translation.

CHAPTER II

WORK PROPOSAL

This chapter describes the proposal for the guided work, provides justification for it, and offers general and specific objectives, the work plan, and the action plan, in which the activities, time, techniques, and resources are implemented.

2.1. Theoretical support

According to Tintaya (2005), the development of the theoretical framework in guided work has the primary objective of demonstrating the conceptual, epistemological, and theoretical framework within which the proposal is based and described. Thus, the theoretical framework addresses concepts and terms related to the proposed topic so as to support and understand them.

Due to the nature of the present theoretical framework, the following terms and phrases are conceptually and theoretically defined.

2.1.1. Translation

Although many authors have given a great range of definitions regarding translation, most of them agree that translation is the process of transferring the meaning of the source language into the target language. Therefore, three authors' most notable definitions are quoted in this section:

Translation consists of studying the lexicon, grammatical structure, communication situation, and cultural context of the source

language text, analyzing it in order to determine its meaning, and then reconstructing this same meaning using the appropriate lexicon and grammatical structure in the receptor language and its cultural context. (Larson, 1984, p. 3)

Translation is the interpretation of the meaning of a text into another language in the way that the author intended the text (...). Translation today is used as much to transmit knowledge and to create understanding between groups and nations, as to transmit culture. (Newmark, 1988, p.5, 10)

Translation is the expression in another language (or target language) of what has been expressed in another source language, preserving semantic and stylistic equivalences. (Bell, 1991: p. 5)

Considering the above definitions, we may conclude that translation is the process of transferring the meaning, ideas, or messages of a text from one language to another. Various factors to consider to preserve the meaning during the translation process include the text's function and purpose, the cultural context, and the grammar and syntax features of both the Source Language (SL) and the Target Language (TL).

Translation can be understood as a special and complex science, considering that a translator applies not only the whole linguistics knowledge but also the extra-linguistic competencies. (Cabre, 1999) described translation as follows:

[It] is a process aimed at facilitating communication between speakers of different languages. Translation implies understanding the source text and this requires knowledge of specific terms of the source and target language. This means, in turn, that translators must have some familiarity with the subject matter they are translating. (Cabre, 1999: p. 47)

Furthermore, translation is a science, since it follows rules and principles related to the source and target languages. It is essential to approach the syntax, grammar, and glossary of the source and target languages with a scientific mindset if you want to succeed in translation and achieve appropriateness and effectiveness.

2.1.2. Text Typology

Despite its broad scope, complexity, and multifaceted nature, translation encompasses much more than it initially appears. Reiss (2000: 24), as cited in Larsson, (2018: 15) asserted that in order to decide on suitable strategies in translation, the first step is to decide to which text type the ST belongs. Below is an overview of the different text types with the aim of determining their implications for translators and the importance of the correct recognition of each in producing a successful translation.

2.1.2.1. Text Types

Based on Bühler's three language functions, Newmark (1988) categorized text types as follows:

- **Informative:** Newmark differentiated between the format and the topic of the informative text. Format refers to the written text form, i.e., textbook, report, article, or memorandum, while topic relates to the field content of the text, i.e., scientific, technological, commercial, industrial, and economic.
- **Expressive:** Newmark considered the speaker, the author, of the expressive text as the main focus, i.e., author-oriented, because the whole text is produced to express his feelings. Also, Newmark (1988, as in Zureikat, 2013: 3) proposed three characteristic "expressive" text-types: serious imaginative literature (lyrical poetry, short stories, novels, and plays), authoritative statements (political speeches and documents), and autobiography (essays, personal correspondence).
- **Vocative:** The readership or addressee is the center of the vocative text because such texts usually try to impress upon their readership the need to act, think, feel, and react in the way intended by the text. In addition, Newmark provides other names to designate this text-type: instrumental, operative, and pragmatic. Newmark justifies the uses of these names by claiming that they can be envisaged in the sense of being used to produce a certain effect on the reader. The best examples are notices, instructions, publicity, propaganda, and persuasive writing.

Reiss (1976) added the audio-medial text type to the conventional Bühler's triadic functional model of language. Text types are categorized as follows:

- **Informative:** It is concerned with “plain communicative facts” (focus on content - *represent*).
- **Expressive:** This type can be recognized as similar to Newmark’s first type. It refers to the “creative composition” (focus on the author - *express*).
- **Operative:** The purpose is to “induce behavioral responses”, i.e., to appeal to or persuade the reader (focus on the addressee - *appeal*).
- **Audiomedial:** Reiss introduced a fourth text type, in which the language is complemented with semiotics. It refers to films and "visual" or "spoken" advertisements that supplement the other three functions with visual images or music.

It is important to note that Reiss recognizes hybrid texts and speaks about multiple functions being realized within a single text, but generally with one being dominant (Andrews & Maksimova, 2010, 62-63), i.e., an operative text may include some characteristics of the informative text, but the dominant nature of the text will remain operative.

The study of text typology, which belongs to the budding field of Text Linguistics, can be helpful for the translator in different ways. In principle, as they are acquainted with the text-type of the ST and its features, translators can simply determine a more circumspect strategy to be adopted throughout the

process of translating (Zureikat, 2013). In this respect, Hatim (2004) suggested that different text types place different sets of demands on the translator, with certain types being obviously more demanding than others.

2.1.3. Tourism translation

After reviewing text typology concepts by Newmark and Reiss, and before we begin the discussion of tourism text, it is useful to have a quick overview of the definition of tourism and tourism material. The United Nations World Tourism Organization (UNWTO) provides the following definition:

Tourism is a social, cultural, and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/ professional purposes. These people are called visitors (which may be either tourists or excursionists, residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure. (UNWTO 2014).

This definition of tourism emphasizes the cross-cultural nature of the activity. In other words, moving people, mixing cultures, and having language encounters are all part of the activity. According to Jack and Phipps (2005, as cited in Sinwai, 2018: 272), languages, when they move into other linguistic spaces, re-emerge as translations. This vivid explanation of language and translation highlights the crucial function of translation in the travel industry.

When people move to a different region or country, they may experience barriers in communication due to linguistic as well as cultural differences. In fact, tourism translation is essential to cross language barriers, attract new customers, and build loyalty by providing visitors with clear information that gives them the confidence to book the services of tour operators.

2.1.3.1. Tourism texts

The tourism translator should satisfy the requirements of accuracy and fluency for a successful translation. In this sense, it is important to recognize what characterizes a tourism text. Tourism texts are what Kelly (1998, as cited in Sinwai, 2018: 273), defined as:

Any text published by a public or private organization of any kind intended a) to give information to any kind of visitor or b) to advertise a destination (city, hotel, restaurant. etc.) and encourage visitors to go there (Ibid., p. 35). (Sinwai, 2018, p. 273).

The genre of tourism texts that has been mostly investigated by scholars is probably the tourism brochure. Tourism brochures have many features, such as graphic design, pictures, or different fonts, to maximize their persuasive power. Tourism brochures contain different subjects such as architecture, history, food, or culture, and can provide a variety of information such as transportation, menu, opening hours, ticketing information, etc. This type of text can also be displayed in different modes, such as in a brochure, a booklet, a guidebook, as an oral guide, on a website, etc.

Travel brochures can be classified as communicative acts, a term proposed by Van Leeuwen (2004, as cited in Zahiri et al., 2015: 2771) to replace speech act, which is limited to only spoken language. In the case of travel brochures, the communicative intent is to provide tourists with the essential information to help them decide what places to visit and which tours to book. Therefore, travel brochures must be both informative and persuasive, and they rely heavily on the use of words and images to accomplish this aim.

Further, Rogers (1999) stated that the success of an advertising campaign can be influenced by the translator of advertising text, which is why translators have an enormous responsibility. They must have the necessary skills to complete the process in a good manner, focusing on marketing strategies, the source and target languages, culture, and situation. The translator must keep in mind the purpose of the work.

Reda (2019) stated that the linguistic features of any brochure greatly contribute to its success or failure, since using the right kinds of words, patterns, and structures is crucial in communication. The use of adjectives, imperative structures, superlatives, and stylistic devices (metaphor, simile, humor, collocations, etc.) is essential in communicating the informative and persuasive functions of the tourism genre. A successful brochure must also have the

linguistic qualities of clarity, simplicity, legibility, and comprehensibility, according to Jones (1976). He called the language of advertising brochures “non-jargon-filled text,” which means that the content of the brochure must be understandable by ordinary people, not just specialists.

Identifying the genre to which a certain text belongs is necessary for a good translation. Therefore, translators must recognize the features of the tourist genre in their translation analysis of text in order to translate brochures accurately.

2.1.4. Text Analysis

The role of the source-text analysis is to provide the necessary amount of information, which is considered the starting point. Before doing any first draft translation, a brief reading should be done to understand the text. This requires both general reading, to get the gist, and close reading, to look up unfamiliar words in and out of context, as well as to identify grammatical errors and sentence structure mistakes, if any.

In addition, Newmark (1988) asserted that one begins the job by reading the original text for two purposes: first, to understand what it is about; second, to analyze it from a translator's point of view, which is not the same as a linguist's or a literary critic's. The reader must determine its intention and the way it is written for the purpose of selecting a suitable translation strategy and identifying particular and recurrent problems.

In other words, the purpose of reading is to understand and analyze the text by determining the intention of the source text. Therefore, four key elements were established to accomplish this analysis:

a) **Function:** It refers to the purpose for which the text was written.

Textual functions cover mainly three subtypes:

- *The informative* function is focused on the message of the text and it generally uses the impersonal forms and the passive voice across the entire text. Therefore, the format of an informative text is often standard, such as a textbook, a technical report, an article in a newspaper or a periodical, a scientific paper, a thesis, and others.
- *The expressive* function is aimed at the author's expression and feelings in a piece of text and it usually uses the first person pronoun, metaphors, unusual collocations, idiolect, unconventional syntax, and untranslatable words, particularly adjectives of quality. Taking this into account, the three text-types for this are serious imaginative literature (lyrical poetry, short stories, novels, plays, and others); authoritative statements (political speeches, documents by ministers, legal documents and philosophical academic works written by acknowledged authorities); autobiography, essays, and personal correspondence (personal thoughts).

- ***The vocative*** function is focused on the purpose of changing the point of view of the reader, causing a reaction. For this, a typical vocative text is present in books related to entertainment, publicity, popular fiction, persuasive writings, instructions and more.

b) Style: It refers to the way the text is written which makes it characteristic of a particular author. The style covers four subtypes:

- ***Narrative text style*** is a dynamic sequence of events or chronological order where the emphasis is on the verbs, adverbs of time, phrasal verbs, and more.
- ***Descriptive text style*** is a static description with a strong emphasis on linking verbs, adjectives and adjectival nouns.
- ***Argumentative text style*** deals with reasons, ideas, and logical arguments to argue the author's opinion, thought or point of view.
- ***Dialogue text style deals*** with emphasis on colloquialisms and phaticisms. In other words, it is the use of colloquial words or phrases.

c) Stylistic scale (degree of formality): The translator must determine the style of the language (scale of formality) to be used in the translation product.

The scale of formality is compounded by seven categories:

- Official
- Formal
- Neutral
- Informal
- Colloquial
- Slang
- Taboo

Texts with an official formality in the context are typically used for laws or strictly governmental documents. In addition, formal texts are those that are used in contexts that demand a more complex use of language, such as business or corporate documents. Contrarily, neutral formality in texts focuses on persuading readers with a language that everyone can understand, regardless of educational level.

While informal and neutral can be compared, informal texts tend to reflect a lower level of education. Colloquial can be considered informal, and slang is also informal, but different because it is directed only to the specific society that uses that type of language.

d) Tone: It refers to the use of the words which change the meaning of the text, such as adjectives. Tone covers four subtypes:

- ***Hot or strong*** deals with strong emotions and expression with the use of intensifiers.

- *Warm* focuses on the way that the author's feelings are expressed in the text.
- *Neutral* or objective deals with no emotional affective expression.
- *Cold* is based on facts.

As for the text analysis, every single piece of text should be analyzed with the previously described, detailed, and well-explained four elements at the beginning of reading in order to obtain a good and accurate deep result analysis of a text with the identification of the essential key elements, before translating it into a TT. Then we can proceed with the translation of the first draft and for this guided work, the translation process was based on procedures described below.

e) **Register** refers to the way that the language is used. There are four varieties of language.

- *Formal* works with more elaborate grammatical structures and conservative vocabulary. Passive voice, perfect tenses, present tenses, and compound nouns are presented for the technical style of academic productions.
- *Technical* is the use of terms specific to a defined field of study.
- *Neutral* is the use of basic vocabulary.
- *Informal* is the use of simple grammatical structures, idiomatic expressions, simple vocabulary, metaphors and more.

2.1.5. Translation procedures

According to Newmark (1988), a translation method is applied to the whole text to be translated and translation procedures are used for each sentence in addition to word-for-word and sense-for-sense procedures. Zakhir (2009) argued that the translator may use a variety of procedures that differ in importance, depending on the contextual factors of both the ST and the TT. Thus, translation procedures are used when the translators formulate equivalence in transferring the message from the SL to the TL.

The first classification of translation procedures with a clear methodological purpose (Vinay & Darbelnet, 1958; 1995) is applied in the translation process. According to Vinay and Darbelnet, translation procedures were classified into two strategies, each covering seven procedures. The direct translation covers borrowing, calque and literal translation, and the oblique translation covers transposition, modulation, equivalence, adaptation, and explicitation. This model was chosen because both types cover a total of seven specific procedures at three levels: lexis, grammar, and meaning.

a) Direct translations: Direct translation is present when related languages exhibit perfect equivalence in terms of lexis, morphology and structure. Within this procedure, there are three subtypes:

- **Borrowing:** The SL word is transferred directly to the TL. It is used directly in a TL with or without specific loan-word markers (inverted commas, italic, bold, etc.). Usually, proper nouns are common loans.

- **Calque:** This is ‘a special kind of loan’ where a word or expression form is borrowed from the SL but has undergone certain morphological adaptations to the conventions of the TL and is not found recorded in recent major dictionaries of the TL. The result is either a lexical calque, i.e., a calque that respects the syntactic structure of the TL, while introducing a new mode of expression, or a structural calque that introduces a new construction into the language.

A calque is a special kind of borrowing whereby a language borrows an expression form of another, but then translates literally each of its elements. (Hatim & Munday, 2004, p. 149)

- **Literal translation:** This is a ‘word-for-word’ translation, which Vinay and Darbelnet describe as being most common between languages of the same family and culture.

Literal translation is one in which the literal meaning of the words is taken as if from the dictionary (that is, out of context), but TL grammar is respected (Hervey & Higgins 1992, p. 20).

According to Newmark (1988, p. 46), literal translation is a translation procedure in which "the SL grammatical constructions are converted to their nearest TL equivalents, but the lexical words are again translated singly, out of context."

b) Oblique translations: In contrast to direct translation, oblique translation is applied when word-for-word renderings do not work, i.e., when they give another meaning, or have no meaning, or do not have a corresponding expression, or have a corresponding expression but not within the same register.

Within this strategy we can find the following procedures:

- **Transposition:** This procedure involves replacing one word class, i.e., it reflects grammatical changes (form, position, and structure) as word-class changes, without altering the meaning of the message. On this, Vinay and Darbelnet distinguish various types of transposition, including verb–noun, adverb–verb, noun–adverb, noun–preposition, crossed shifts, and so on.
- **Modulation:** It is a variation of the form of the message, obtained by a shift in focus. As in the transposition, there are free or optional modulations and those that are fixed or obligatory. In total, Vinay and Darbelnet divide modulation into eleven types: abstract/concrete, cause/effect, active/passive, the negation of the opposite, space/time, part/whole, part for another part, reversal of viewpoint, intervals and limits, change of symbols, and geographical change.
- **Equivalence:** Vinay and Darbelnet use this term (1995; 2004) to refer to cases where languages describe the same situation by different stylistic or structural means. Most equivalence is fixed, such as in idioms, clichés, proverbs, nominal or adjectival phrases, and

onomatopoeias. For instance, an established equivalent idiom in the TL like *It's raining cats and dogs* would be incomprehensible if translated literally into Spanish since this language has its own equivalent version, which is *Está lloviendo a cantaros*.

- **Adaptation:** This procedure is considered to be the extreme limit of translation. Adaptation is used when the type of situation being referred to by the SL message is unknown in the TL culture. In this case, a new situation is created to be equivalent in the TL context. Thus, this type of procedure can also be considered to be a type of equivalence, namely, a situational equivalence.
- **Explicitation/implicitation:** This procedure is one of Vinay and Darbelnet's supplementary translation procedures, listed as part of direct and oblique strategies. According to Vinay and Darbelnet (1995), "explicitation" is the process of conveying information into the TT that is only implicitly present in the SL but that can be inferred from the situation or the context. In contrast, Vinay and Darbelnet point out that "implicitation" is a stylistic translation technique that consists of making what is explicit in the source language implicit in the target language, relying on the context or the situation to convey the meaning.

In summary, during the translation process, all of these procedures need to be considered since a text cannot be translated considering only one, i.e., by

modulation or only literally; a mix of these procedures must be applied because some phrases would miss their meaning if their literal structure was not used.

2.1.6. Machine translation

Machine translation is part of the artificial intelligence in Computer Assisted Translation (CAT) tools. It has been a technological development for humanity since the 70s or even before with the war code used in World War II (All Languages Ltd. Translators and Interpreters, 2016), but the advances have not been sufficient to reach the complexity of the human mind. Due to the power of computers to process large amounts of data, productivity in translation can be improved. Some of the improvements that machine translation can offer are multilingual support for customer service, worldwide communication, E-commerce, and social media. Machine translation also offers translators the opportunity to work with large sources in less time, and it helps to avoid mistakes in choosing terminology and gives the translator better text control (Hutchins, 1992). Basically, machine translation services are very useful for gaining a general understanding of a piece of text with the intervention of human understanding to avoid mistakes and adverse consequences.

Additionally, it is important to mention that there are different types of machine translation; the division is as follows, regarding the quality and limitations present in the machine translation (Cheragui, 2012):

- Rule-based machine translation is the simplest type of machine translation, and it works based on the rules, specifically, spelling and

grammar, of both ST and TT. It looks for predictable results, but it requires a high level of human translator intervention.

- Statistical machine translation “learns” and applies statistical logic to find coincidences. It requires a corpus of text related to the same area of the ST, so it examines the coincidences for pairing. The more coincidences applied, the more target predictions. It also requires a translator to correct the coincidences.
- Hybrid machine translation, as its name suggests, combines the two previous machine translation engines. It uses complementary properties of rule-based and statistical machine translation to produce an output with more similarities between ST and TT. It will also produce a corpus or memory different from the source corpus. As with the other machines, it requires a translator.

It is important to point out that no machine translation should be used for official translations. The complexity of the translation process can be reduced, but without the help of human intervention, some misunderstandings or linguistic mistakes emerge. Therefore, a translator or a group of translators is needed to review the translated text to correct the errors and provide an appropriate transference of meaning as well as a bilingual review.

2.1.7. Computer Assisted Translation (CAT) Tool

A CAT (Computer Assisted Translation) tool is translation software, also referred to as a "translation tool," whose purpose is to assist and optimize the

translation process and increase the quality of translations. CAT tools have greatly improved the way translators work and handle translation tasks today.

As computers have become an integral and crucial part of every aspect of our lives, translation without the use of computers is impossible nowadays. Using a computer makes the translation process easier and faster. Hutchins (1993) listed some reasons computers are used in translation:

- To lessen the amount of work for Technology Readiness Levels (TRLs).
- Technical materials can be very monotonous to translate for humans
- Computers provide consistency
- Quicker results
- In the case of machine translation, some translations can be completely performed with a computer and do not require a human TRL
- Cost reduction

Translation performed by computers can be divided into computer-assisted translation and machine translation. In computer-assisted translation, the translation is primarily performed by a human TRL, with the assistance of computer software that facilitates some aspects of the translation process. This is the main difference between CAT and machine translation (MT), in which the translation is done primarily by a computer. Bowker and Fisher (2010, p. 60) considered translation as something that should be looked at as a

“continuum of translation possibilities,” with varying degrees of human or computer assistance. CAT is located in the middle of the continuum, between human translation on the one end and machine translation on the other end.

The terms Computer-Assisted Translation and Machine Translation can be confusing for non-specialists, as they are closely related. Both types of translations use a computer during the translation process. However, as Craciunescu (2004) pointed out, CAT and MT are each the result of different approaches used in translation; they produce different results and are not used in the same contexts.

Unlike CAT, where the TRL does most of the work with some assistance from a computer, in MT the translation is done primarily by a computer, with human intervention during the pre- or post-editing process (Bowker & Fisher, 2010).

Optimism for MT was high in the 1950s, with predictions of fully automatic systems within a few years. However, the optimism faded within a few years, as the importance of the human factor in translation became clear. In 1966, the National Science Foundation, at the request of sponsors of MT, set up the Automatic Language Processing Advisory Committee (ALPAC) which reported that compared to human translation, MT was more expensive, slower and less accurate. Although seen as unreasonably critical, ALPAC’s influence brought a virtual end to MT research in the US for over a decade (Hutchins, 2007). According to Garcia (2014), research into MT stalled due to a lack of computing

power but continued when capacities expanded, despite the aforementioned setbacks.

There have been attempts to augment CAT with automation from MT, starting in the 90s, but the software was not powerful enough then. In 2006, Lingotek launched a web-based CAT integrated with MT. It was followed by Trados and various other CAT tools. The integration of MT into CAT provides CAT tools with the option of either continuing to work the traditional way, accepting, repairing, and rejecting exact, fuzzy and no matches, or using MT solutions to populate no matches, which can then either be accepted, modified, or rejected. However, this technology is still in its infancy, and it is questionable whether it would lead to improvements in time and quality of translations (Garcia, 2014).

2.1.7.1. History of CAT Tool

Craciunescu (2004) explained that the main characteristic of computer-assisted translation is the use of a variety of tools that make the work of the TRL quicker and more accurate. These tools are also called CAT tools, although they are known by many names, which is a source of some terminological confusion. Garcia (2014) noted that CAT tools have been referred to by various other names in the industry and literature, including CAT software, CAT systems, Translation Memory (TM), translator workbenches, workstations, translation support tools, and latterly translation environment tools (TEⁿTs).

According to Bowker and Fisher (2010), the term CAT tools should be applied strictly to software specifically designed with translation in mind, to avoid confusion with other tools and software TRLs use. This definition excludes tools such as e-mail, spelling checkers, and word processing programs. Following that definition, Microsoft Word, despite being a word processing program and having a spell check feature, is not a CAT tool.

The history of CAT tools is relatively short. Garcia (2014) pointed out two major periods for CAT tools: the classic era, lasting from 1995 to 2005, and the modern era, encompassing a period from 2005 till the present day. The classic period started when CAT tools were fully developed and became available for commercial use around the mid-1990s, with the decade that ensued being focused on stability and increasing processing power. The increased number of potential scenarios for CAT usage characterizes the modern era. According to Garcia (2014), a more granular approach towards text reuse emerged and the amount of addressable data expanded. User interfaces have been simplified, and cloud computing has made CAT tools accessible to a broader audience while also making it possible to integrate TMs with MT. Finally, the power of the Web made it possible for translation aficionados worldwide to cooperate on projects, significantly reducing translation times.

Although CAT tools were finalized in the mid-1990s, their development started much earlier. Bowker and Fisher (2010) noted that the development can be traced to the 1960s, when term banks were created, which allowed the storage

of large amounts of structured information in computers. Although structured information could be stored in computers, the technology was not yet advanced enough to be used for the purposes of translation, and human translation was still seen as more efficient. TRLs used typewriters in the 1960s, and kept paper copies of their work, consulting them when needed.

One of the main reasons for the development of CAT tools was the frustration of machine translation developers, who were looking to design a product that could assist in producing useable yet faster and cheaper translations. The ALPAC (Automatic Language Processing Advisory Committee) report of 1966 was critical of machine translation but supportive of the idea of funding Computational Linguistics, particularly machine-aided human translation, listing reports showing that using tools such as electronic glossaries can both increase productivity and reduce errors (Garcia, 2014).

Bowker and Fisher (2010) noted that the developments in computational linguistics in the late 1970s and early 1980s were crucial for developing modern CAT tools. These developments made it possible to use computers to store and search for and retrieve information. Typewriters quickly became a relic of the past with the advent of the personal computer, which was one of the key factors that allowed the emergence of computer-assisted translation. Personal computers made possible the storage of documents in soft copies, while at the same time providing a more convenient way of querying them. In 1984, possibly foreseeing the future importance of computers for translations, two German TRLs, Jochen

Hummel and Iko Knyphausen, established Trados (Translation and Documentation Software), which was initially established as a provider of language services (1984, 1989) (Garcia, 2014). Trados would later go on to become the most widely used CAT tool.

The prototype of a CAT tool, known as the Translation Support System (TSS) developed by ALPS (Automated Language Processing Systems) in Utah, emerged in the mid-1980s. TSS contained a multi-word processor and had a terminology management system, allowing access to previously translated segments. However, the technology had not yet been developed enough for ALPS to profit from its software, and TSS was taken off the market by the late 1980s (Garcia, 2014).

By the early 1990s, technology had developed to such a degree to allow for the commercialization of CAT tools, and technologically proficient TRLs with a penchant for business pursued the opportunity, as competition suddenly became fierce. In 1990, Trados launched its terminology database named MultiTerm. In 1992, the first version of the Translator's Workbench TM tool was launched. The same year, other programs were launched, such as IBM Deutschland's Translation Manager 2, and STAR AG's Transit. Over the next few years, many other CAT tools were launched, many of which were shortly discontinued, with the notable exception of Déjà vu, which was launched in 1993 and currently remains in use. Out of all these programs, Trados was the one that became the industry standard, in large part due to successful tender bids to the

European Commission in 1996 and 1997. As previously stated, features present by the mid-1990s were standardized on the most advanced tools and would stay relatively constant over the course of the decade (Garcia, 2014).

In 2005, the modern era of CAT tools began. That same year, SDL (Software and Documentation Localization), a multinational services company with headquarters in the United Kingdom, acquired Trados. In 2009, SDL Trados Studios 2009 was released, which saw a shift toward integrating all functions into one proprietary interface. Lingotek, the first web-based tool, was launched in 2006. In 2009, Google launched the web-based Translator Toolkit, aimed at nonprofessional users. CAT tools of the modern era have recognized the importance of STs and the supply side of translation and “begun creating authoring tools for precisely the same gains of consistency and reuse” (Garcia, 2014, p. 79). According to Garcia, while the classic era of CAT tools was defined by the amount of computer processing power and connectivity, the modern era has largely been defined by cloud computing and Web 2.0. Cloud computing has made local storage and processing largely irrelevant, as all data is now stored remotely online. For CAT tools, users now take on a more active role, and user experience and feedback have gained more importance (Garcia, 2014).

As can be seen from this overview, CAT tools have developed quickly over the last few decades, along with the rapid evolution of technology. Esselink (2000) and Lagoudaki (2006) (as cited in Bowker and Fisher, 2010, p. 175) concluded that CAT tools have become increasingly more accessible, popular,

and affordable, and have become a necessity for TRLs in today's globalized information age, in order to translate large amounts of text more quickly. Additionally, the process of computer-assisted translation has become increasingly streamlined, as modern CAT tools have integrated various components such as termbases and TMs and made their interfaces more user-friendly.

2.1.7.2. OmegaT and Translation memories

After explaining what machine translation and CAT tools are, we need to specify one of them, OmegaT, a computer-assisted translation tool written in the Java programming language. It is free software originally developed by Keith Godfrey in 2000 and currently developed by a team led by Aaron Madlon-Kay.

OmegaT is intended for professional translators. Its features include customizable segmentation using regular expressions, translation memory with fuzzy matching and match propagation, glossary matching, dictionary matching, translation memory and reference material searching, and online spell-checking using Hunspell spelling dictionaries.

The first public release in February 2001 was written in Java. This version used a proprietary translation memory format. It could translate unformatted text files and HTML, and perform only block-level segmentation (i.e., paragraphs instead of sentences).

As with many open source projects, new versions of OmegaT are released frequently, usually with several bug fixes and feature updates each.

There is a "standard" version, which always has a complete user manual and a "latest" version, which includes features that are not yet documented in the user manual. The updated sources are always available from the Source Forge code repository.

According to the official website of OmegaT, some characteristics of this software are:

- Fuzzy matching
- Match propagation
- Simultaneous processing of multiple-file projects
- Simultaneous use of multiple translation memories
- User glossaries with recognition of inflected forms
- Use of online dictionaries (monolingual or bilingual)

Further, OmegaT allows the use of translation memories; even more, it helps us to produce our translation memories. In brief, a translation memory refers to a database that stores segments of source language text alongside their translated counterparts. They are used as a corpus to be applied in translation. However, the translator can construct the translation memory automatically and gradually while translating (Goldsmith, 2017).

2.1.7.3. The advantages of OmegaT

Nowadays, it is difficult to imagine modern localization without the use of computer-aided translation, or “CAT” tools. The main benefits of CAT tools are well-known and include:

- Speed: CAT software can lead to huge increases in terms of speed of translation. The more repeated phrases in a document, the greater the increase.
- Consistency: Because certain phrases have already been translated once and checked for accuracy, they will be drawn from the TM and be identical wherever they are used, even across multiple projects and multiple translators.
- A larger volume of translations at a quicker turnaround time.
- Cost-saving due to differential pricing.

In sum, OmegaT, as well as the translation memories, helps in organizing and speeding up the translation process, and solving the problem of meaning out of context while being reviewed by the translator.

2.1.8. Glossary of Tourism Terms

A glossary refers to a list of terms in a special subject with accompanying definitions (Raya, 2019). However, a key notion or concept present in one language for a given field may not have a single ready match in a given other language.

According to Velardi (2006), the method generally used to create a glossary is as follows: collect vocabulary, collect definitions, establish format rules, review and compare in terms of consistency, select preferred equivalents, and then review and finalize the glossary.

We adapted Velardi's method to the glossary development as follows:

- Identification: We checked for the tourism expressions, terms, words, and relevant words for this field.
- Finding the equivalent: Once the terms were identified, we looked for the English equivalent in different tourism texts, web pages, dictionaries, etc.
- Approval: The results were submitted to the institutional tutor for approval.

In computer-assisted translation, glossaries are used as a source of information, whether bilingual or monolingual, so an equivalent term that is not possible to translate can be at least adapted, and that is another reason to take the glossaries into account before translating. In a broad sense, they offer the opportunity for term localization in addition to context.

2.2. Objectives

2.2.1. General objective

- To translate two tourist brochures, two pamphlets, and two web pages from Spanish into English to contribute to INTI TRAVEL SRL, a tour operator, with their promotional material.

2.2.2. Specific objectives

- To analyze the content of the brochures, two pamphlets, and two web pages at INTI TRAVEL SRL agency.

- To build a bilingual glossary by identifying key terms of the tourist domain.
- To use OmegaT as a Computer-Assisted Translator (CAT) tool.
- To apply appropriate translation procedures in the process of translation.

2.3. Justification

2.3.1. Social Justification

INTI TRAVEL SRL aims to invite tourists to discover Bolivia through its different tours and to promote the best-known and new destinations. Therefore, the present guided work is justified as a contribution to INTI TRAVEL SRL, a tour operator, acting as the beneficiary institution. The translated informative material will make it simple to promote the agency's tours to English-speaking visitors, which becomes a means of keeping in touch with the world since it provides information in a universal language, such as English.

Also, we will contribute to the field of translation, where we will apply the knowledge we have acquired in our career to use an appropriate translation procedure according to the text's exigency.

As a result, the present justification is mainly concerned with the direct needs that the agency has in order to satisfy them through the development of our guided work. Since these are sources that advertise their company, the agency

urgently requires the translation of its tourist materials (brochures, pamphlets, and websites) from Spanish into English.

2.3.2. Theoretical Justification

This Guided Work is important theoretically because it highlights the complexities and challenges of translation. Translators must have a deep understanding of the cultural and linguistic nuances of both languages to accurately convey the intended message to the target audience. The translation of tourist promotional material is particularly challenging because this type of text often contains elements of cultural and historical significance that must be accurately conveyed to avoid misrepresenting or distorting the culture being promoted.

This is relevant to translation theory because it requires the translator to develop specific skills and knowledge for this type of translated material. By examining the unique challenges of translating promotional material for the tourism industry, the translator can contribute to ongoing research and analysis in translation theory, identifying new approaches and techniques that can be used to improve translation quality in this field.

The translation of tourist promotional material also has important practical implications. By promoting and marketing a particular culture or place, this type of text can support economic growth in Spanish-speaking countries. Accurately conveying the cultural and historical nuances of the source text to the target audience can promote tourism and facilitate communication and exchange between different cultures and communities. By accurately translating this type of text, the translator can help to promote greater understanding and appreciation of different cultures and foster intercultural communication.

Finally, this project is relevant theoretically because it has important practical implications. The translation of tourist promotional material from Spanish into English can help to promote tourism, foster intercultural communication, and support economic growth in Spanish-speaking countries. By accurately and effectively conveying the cultural and historical nuances of the source text to the target audience, this project can help to promote greater understanding and appreciation of different cultures, and to facilitate communication and exchange between different cultures and communities.

2.4. ACHIEVEMENTS INDICATORS

According to Tintaya (2008), indicators are the visible aspects of a competence or objective. In addition, he stated that they need to be specified since these help us to achieve our objectives. Therefore, in the process of this guided work, the indicators are observable aspects.

In order to translate the tourist material of INTI TRAVEL SRL and its sub-agencies' web pages, brochures, and pamphlets, it was essential to set up some

indicators to achieve the proposed objectives. In that sense, this guided work is based on the following aspects:

Chart 3

Variable operationalization

VARIABLE	DIMENSION	OPERATIONAL DEFINITION	INDICATORS
Translation from Spanish into English		Transferring of meaning from ST into TT by following translation procedures.	“Inti Travel” and “Perla de Bolivia” brochures, web pages, and two pamphlets translated from Spanish into English in 2020.
	Text analysis	ST analysis to identify function, style, register, and tone.	Original ST with key terms identifying function, style, register, and tone highlighted.
	Bilingual glossary	Set of named concepts and terms in the tourism domain.	Bilingual glossary lists accompanied by digital versions for the machine translation (OmegaT).
	CAT tool application	Use of OmegaT software during the translation	Digital files compiled from the automatic machine translation.
	Translation strategies application	tion of direct and oblique procedures for the treatment of a whole text.	s of texts showing the translation strategies and procedures applied.

Source: This chart was constructed by the applicants, based on the theory of Newmark (1988).

2.5. DELIMITATION AND SCOPES

The current guided work was delimited to the translation of tourist information and promotional material at INTI TRAVEL SRL agency and its sub-agencies in La Paz. It was accomplished from January 2020 to August 2020.

It comprised the translation of the contents of each website of the primary agency and three sub-agencies that are managed by INTI TRAVEL SRL, two brochures, and pamphlets. The material provides relevant and detailed information about tourist destinations in La Paz and other cities such as Potosi, Santa Cruz, Sucre, Cochabamba, Tarija, and Uyuni. Therefore, to carry out the translation of the material, context and cultural aspects were taken into account.

2.6. STRATEGY OF ACTION

According to Tintaya (2005), action strategies are the stages or steps, activities, procedures, techniques, and tools used to develop the guided work.

a) Stages

- **Stage 1:** Reading and comprehension of Source Text.
- **Stage 2:** Bilingual glossary development.
- **Stage 3:** First draft translation using OmegaT CAT tool
- **Stage 4:** Revision of the first draft
- **Stage 5:** Editing and proofreading
- **Stage 6:** Delivery of the target product

b) Intervention proposal

- **Expenses**

The applicants were responsible for the project's transportation, Internet, and printing costs.

- **Place**

The project took place in the main office of INTI TRAVEL SRL, which is located on Sagarnaga Street. However, it was also developed at home.

- **Time**

The development of this guided work started in January 2020 and continued until August 2020. Eight months and a total of 1280 hours went into the project: eight hours per day in the office prior to the Covid-19 pandemic situation and eight hours per day at home during the Covid-19 pandemic situation.

c) Resources

The execution of the project requires some important resources. In this case, we, as translators, must make an effort in the selection and search of these resources in order to accomplish the objectives of the project.

- ***Bibliographic resources:*** As any translation project requires, the documentation is a tool to support problem-solving (Salgado, 2017, p. 6). Through the revision and reading of tourism sources and bilingual

dictionaries, we were competent to provide an appropriate translation of the materials.

- ***Technical and infrastructure resources:*** To have daily progress with the project and follow our schedule along the proposed timeline, technical and infrastructural resources were required. First, we needed a physical office where a project office can be set; as explained above, the office of the agency was the place of work. Additionally, office equipment was required (computers with Internet access). Internet access is vital for consultation and the search of online dictionaries, whether bilingual or not. Also, a printer was required, in case we need to print useful information for the translation, and, of course, office supplies. Finally, the software to translate, OmegaT, was indispensable. It is free software; however, the storage for teamwork has a cost covered by the applicants.
- ***Human resources:*** The translation project comprises one team, each member contributing to the project. We needed a provider of the source text, translators, proofreaders, editors, and subject-matter experts. One of the members of this team was the agency's manager, Stephany Vargas. She provided the source text to be translated.

At the end of every stage of the project, the quality of the translation needs to be verified; the project advisor, Stephany Vargas, assumed this role. After the revision,

applicants are going to assume the role of editors of the text. Stephany Vargas, an expert in this area, revised the translation work again at the end of the translation.

It is important to note that every team member is bilingual or has prior experience working on English-language projects. This characteristic is very necessary in order to translate and edit a text so the final product can be read with naturalness by any English-language speaker.

- ***Financial resources:*** As in any project, this work required financial support. Using online resources and some books from our university's libraries was beneficial for bibliographic resources. In terms of technical infrastructure and resources, the agency gave us a desk in the office as well as Internet access and stationery. Personal computers, with which the work was developed, were brought by the applicants. Finally, daily allowances were covered by the applicants, as well.

2.7. WORK PLAN

For Tintaya (2005), the work plan is a guide for activity sequences and stages to be developed while applying the project proposal. Using Tintaya's model, our proposed objectives, the carried-out activities, the methods, the time of work, the resources, and the responsible people for the activities are shown in the following chart describing the guided work.

Translation of specific types of information implies getting involved in the area and dealing with new terms. In that sense, translation strategies and procedures are

necessary. In addition, the use of OmegaT was required to facilitate and achieve stated goals. The following table describes the activities for the project developed at INTI TRAVEL SRL, showing the stages, objectives, activities, time, resources, and participants of this guided work.

Chart 4

Action Plan

OBJECTIVES	ACTIVITIES	METHOD AND TECHNIQUES	TIME	RESOURCES	RESPONSIBLE
<p>General objective:</p> <p>To translate two tourist brochures, two pamphlets, and two web pages from Spanish into English to contribute to INTI TRAVEL SRL, a tour operator, with their promotional material.</p>	<p>Specific objectives:</p> <p>To analyze the content of the brochures, two pamphlets, and two web pages at INTI TRAVEL SRL agency.</p>	<p>Deep reading and text analysis to determine function, style, register, and tone.</p>	<p>2 weeks</p>	<p>Brochure 1: "Inti Travel" (107 pages ST and 142 pages TT)</p>	<p>Applicants</p>
			<p>2 weeks</p>	<p>Brochure 2: "Perla de Bolivia" (54 pages in the ST and 52 pages in the TT)</p>	
			<p>1 week</p>	<p>Pamphlets 1 and 2: "Death Road Tour"</p>	
			<p>1 week</p>	<p>Web pages: "Inti Travel" and "Perla de Bolivia" (photo captions as plain text format)</p>	

To build a bilingual glossary by identifying cultural terms and tourism related terms.	Stage 2: Bilingual glossary development.	Cultural terms identification to build a glossary and terms charts.	2 weeks per brochure 2 weeks pamphlets and photo captions	-Bilingual dictionaries -Monolingual dictionaries -Tourism articles -Tourism websites	Applicants
To apply appropriate translation procedures in the process of translation.	Stage 3: First draft translation using OmegaT CAT tool	-Machine translation application. -Glossary loading on the application -Application of translation procedures	3 weeks per brochure 1 week pamphlets 2 weeks photo captions	-OmegaT software computer -Books and articles on translation. Monolingual and bilingual dictionaries.	Applicants
	Stage 4: Revision and correction of the first draft	Review of cohesion and coherence as well as structure, syntax, and grammar.	1 week per brochure/photo captions/pamphlets	First brochure draft.	-Applicants Institution advisor -Stephany Vargas (proofreader)

CHAPTER III

PROPOSAL DEVELOPMENT

According to Tintaya (2005), the development of the proposal means to narrate the activities and the stages we went through as well as our experiences while working with the institution and following our work plan. In this way, the description of the activities and experiences are exposed in this chapter.

The agreement between the Linguistics and Languages department and the agency demanded 1000 hours for the guided work, and we accomplished the required hours by working 8 hours per day, from Monday to Friday, starting on January 1, 2020 and ending on August 31, 2020.

The evaluation and supervision of the guided work was done by Lic. Stephany Chris Vargas Medina, the manager and owner of INTI TRAVEL SRL. In addition, the supervision and evaluation by the Linguistics and Languages Department was handled by Mgs. Wilma Flores.

3.1. WORK SCHEDULE

The scheduled time was divided in four terms following the agreement between the Linguistics and Languages Department and the travel agency, so in that way we completed the two-month reports during the supervised work.

Chart 5

First term activities and dates of the work

FIRST TERM								
TASK	MONTHS							
	JANUARY				FEBRUARY			
	1	2	3	4	1	2	3	4
Reception of the source text in digital format. Reading of the source text (ST) to be translated.								
Text analysis of the ST by chapters.								
Glossary list development.								
First draft translation for Brochure 1.								
Delivery of first draft for review.								

Chart 6

Second term activities and dates of the work

SECOND TERM								
TASK	MONTHS							
	MARCH				APRIL			
	1	2	3	4	1	2	3	4
Reception of the second source text in digital format. Reading of the source text (ST) to be translated.								
Text analysis of the ST by chapters.								
Glossary list development.								
First draft translation for Brochure 2.								
Delivery of first draft for review.								

Chart 7

Third term activities and dates of the work

THIRD TERM						
TASK	MONTHS					
	MAY				JUNE	
	1	2	3	4	1	2
Reception of the pamphlets and photo captions in digital format.	■					
Glossary list development.	■	■				
First draft translation for pamphlets.			■			
First draft translation for photo captions				■	■	
Delivery of first draft for review.						■

Chart 8

Fourth term activities and dates of the work

FOURTH TERM										
TASK	MONTHS									
	JUNE		JULY				AUGUST			
	3	4	1	2	3	4	1	2	3	4
Review of the first draft of Brochure 1.	■									
Edition of the first draft of Brochure 1.	■	■								
Final review of Brochure 1 and delivery.			■	■						
Review of the first draft of Brochure 2.					■					
Edition of the first draft of Brochure 2.					■	■				
Final review of Brochure 2 and delivery.							■	■		
Review of pamphlets.									■	
Edition of pamphlets.									■	
Final review of pamphlets and delivery.									■	
Review of photo captions.										■
Edition of photo captions.										■
Final review of photo captions and delivery										■

3.2. SEQUENCE OF ACTIVITIES

In this section, the activities developed in the present guided work during the translation process consisted of the following stages:

- **Stage 1:** Reading and comprehension of Source Text.
- **Stage 2:** Bilingual Glossary development.
- **Stage 3:** First draft translation using OmegaT CAT tool.
- **Stage 4:** Revision of the first draft.
- **Stage 5:** Editing and proofreading.
- **Stage 6:** Delivery of the target product.

3.2.1. FIRST STAGE: Reading and comprehension of ST

The translator's job at this stage, according to Newmark (1988), is to accomplish two goals: first, to comprehend the subject matter of the source text, and second, to analyze the source text from the translator's point of view.

- **Reading and comprehension**

An initial reading was conducted to identify the content's informational needs. Then we read the entire first ST thoroughly and carefully. We also looked up additional definitions of terms. Understanding the source was helpful, as well as useful for moving forward with the text analysis.

- **Text Analysis**

Prior to translation, the text analysis entails a thorough examination of the source text, as was mentioned in our theoretical framework. As a result, this analysis highlighted four crucial components (function, style, register, and tone) that are essential to translating and understanding the text in order to select the most suitable and accurate translation strategy. With this in mind, an accurate text analysis was done for each material translated (brochures, pamphlets, and webpages), as displayed in Chart 9.

- While doing the text analysis of the source text, we noticed some grammatical errors in both brochures:
 - As in commas, for instance, compound sentences were not separated: *Visita al pueblito histórico de San Lorenzo donde nace la cultura folklore y tradición del hombre CHAPACO!... y tierra natal del caudillo Eustaquio Méndez “El Moto”.*
 - As in periods to separate ideas, for instance: *Temprano en la mañana se parte de la ciudad de Cochabamba, durante el viaje se verán hermosos paisajes, como: pequeños pueblos andinos, tierras de labranza y naturaleza deslumbrante, ese camino*

llega al olvidado pero más grande sitio Inca, llamado “Inca Llajta”, la ciudad inca más grande e impresionante de Bolivia, que sirvió como fortaleza del gran Imperio.

These kinds of errors were identified throughout the whole text. Once we corrected all the text, we started with the translation procedures.

Chart 9

Text analysis done in each Source Text

	Brochures: <i>“Inti” and “Perla de Bolivia”</i>	Pamphlets: <i>“Death Road Tour”</i>	Webpages: <i>Photo captions “Inti” and “Perla de Bolivia”</i>
Function	Informative and vocative	Informative	Informative and vocative
Style	Descriptive	Descriptive	Descriptive
Register	Neutral	Neutral	Neutral
Tone	Neutral/warm	Neutral	Neutral/warm

Source: Chart produced by the applicants based on the analysis developed in accordance with Newmark's (1988) theory.

3.2.2. SECOND STAGE: Bilingual Glossary development

In order to begin creating a bilingual glossary, this stage was the ideal time to identify the terms and unfamiliar words related to tourism. As a result, after the first stage was complete, the second one started carefully and proceeded step by step as follows:

- **Terms Identification**

The ST was re-read independently for this step in order to identify terms that were not primarily understood and could pose problems when translating, such as: “*cargador*”, “*AGMTB*”, “*amalgamación*”, “*garza*”, “*granito*”, etc.

The terms were highlighted once they were located, and then they were compiled in lists to develop their definitions and grammatical characteristics.

- **Cultural terms**

The translation of cultural words needs some consideration and recognition of the cultural achievements referred to in the SL text, and respect for all foreign countries and their cultures. To Hornby (1995) is “art, literature, music, or other intellectual expression of a particular society. or time”. During the analysis, we identified the following: “*Paceño*”, “*Chapaco*” or “*Cholita*”.

- **Glossary construction**

In order to have an accurate translation, we started by developing the glossary using trustworthy sources of information:

- ❖ **Dictionaries:** Dictionary.com (dictionary.com), Merriam-Webster (Merriam-Webster.com), RAE (dle.rae.es), Collins (collinsdictionary.com), and bilingual dictionaries such as Linguee (linguee.es)
- ❖ **Articles:** “Bolivia: Tradition in Textiles” (moowon.com), “The rise of the cholitas” (bbc.com), and “Especies Bolivianas” (Especiesbolivianas.info)
- ❖ **Webpages:** UNWTO (unwto.org), WCS Bolivia (Wcs.org), and Bolivia Online (Bolivia-Online.net).

Then we constructed a bilingual glossary list with the information gathered by classifying the words in alphabetical order. As mentioned above, we adapted Velardi’s method for the glossary development and identified important elements for a bilingual glossary processing: the Spanish entry, the grammatical category, the definition, and the English equivalent.

Figure 2

Example of the Bilingual glossary list

AGMTB <i>Abrev</i>	AGMTB <i>Abbrev</i>
Asociación de Guías de Montaña y Trekking de Bolivia	The Mountaineering and Trekking Association of guides in Bolivia

Source: The Bilingual Glossary list was produced by the applicants.

3.2.3. THIRD STAGE: First draft translation using OmegaT CAT tool

Once we analyzed the ST and made the glossary list, we were ready to start with the first draft translation of the first brochure, “Inti”, the second brochure, “Perla”, the pamphlets and the photo captions. Therefore, to develop this process correctly, the following steps were considered.

- **Machine translation application**

We implemented OmegaT, machine translation software, to generate an accurate translation and be more efficient while translating. It was a great translation tool, not only for the friendly software, but also for the different features available. For example, this CAT tool organizes the source text by segmenting each phrase to be translated and assisting with the fast onset of glossaries and certain dictionaries uploaded prior to translating to help advance the translation procedure smoothly.

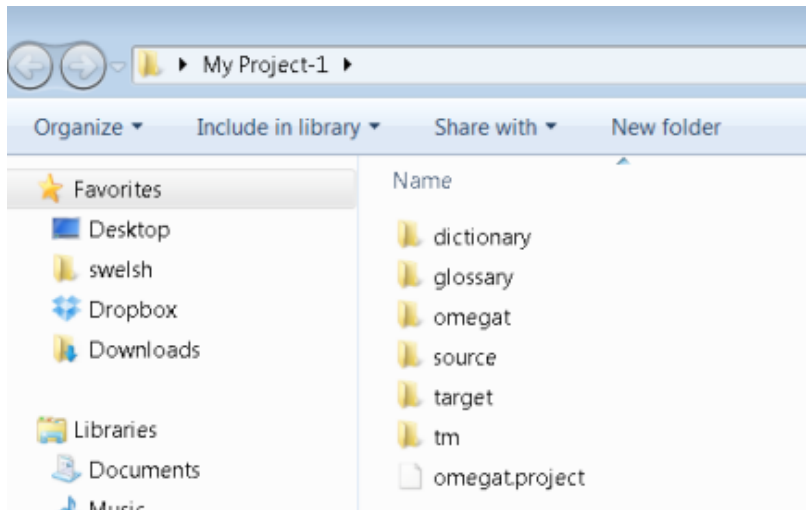
Before translation, a new project file needs to be opened. The following steps were taken to create each new project in the OmegaT

software: a) First, create the project. b) Second, develop the glossary chart. c) Third, upload the ST in Word format. d) Translate the ST. Inside this folder, the machine translation software creates a collection of folders and files associated with a translation, such as:

- ❖ **Dictionary:** Online dictionaries, specialized or not. For our work, we used the Concise Oxford Thesaurus.
- ❖ **Glossary:** Produced with the information gathered in the previous stage.
- ❖ **OmegaT:** Information for the whole translation project, such as words or structures that are repeated among the source and target text. It also saves the information of words that are avoided.
- ❖ **Source:** Source text to be translated.
- ❖ **Target:** Target text once the translation is finished.
- ❖ **TM:** This folder is to upload the translation memories.

Figure 3

Project folder view

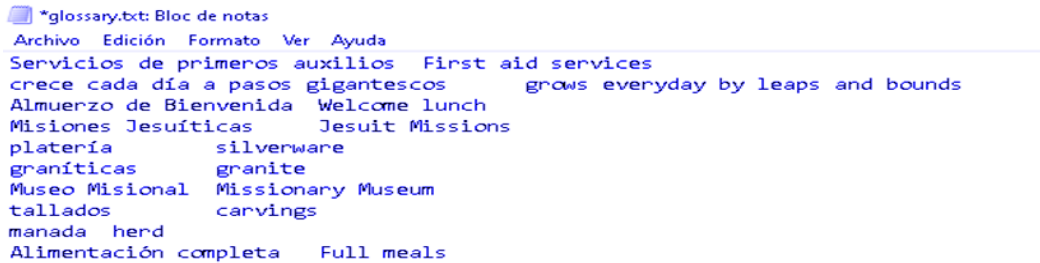


Note: This is the folder in which the ST was uploaded.

Before proceeding with the translation of the first ST (Brochure 1, “Inti”), we copied the previously developed glossary to OmegaT. The glossary list in the folder only shows SL and TL equivalents, a complete version of the glossary is available in the appendices.

Figure 4

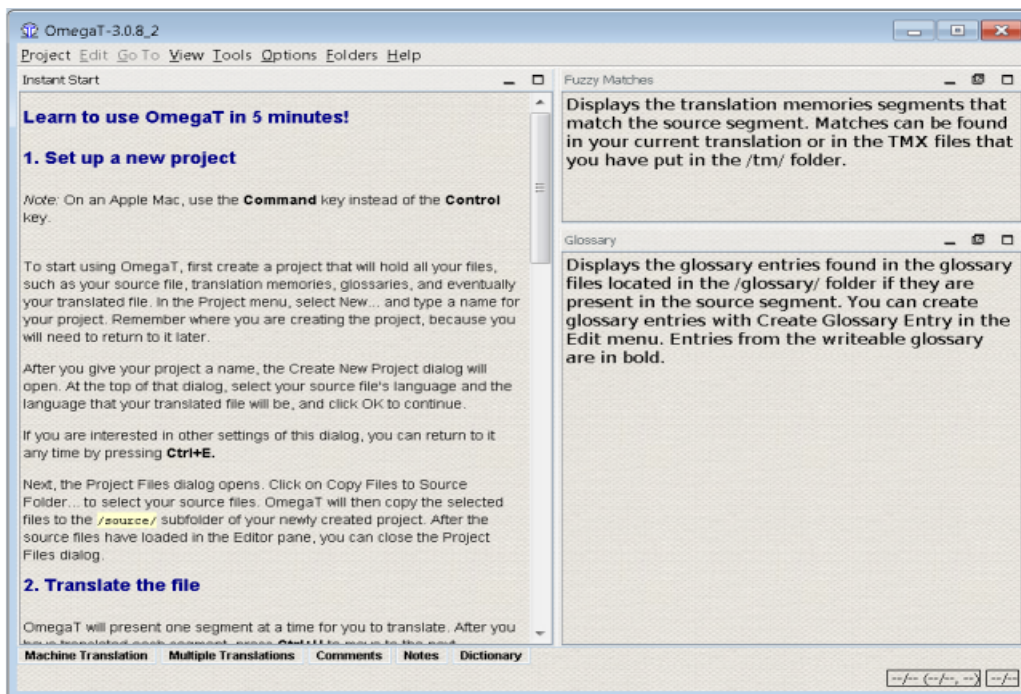
Glossary list view on folder



Source: The notepad was generated from the OmegaT software.

Figure 5

The OmegaT user interface



Source: OmegaT software

In the next step, we started with the translation of the first brochure. To work in order, the ST was divided into destinations, as was the second ST. In this way, the first draft was developed. After the completion of the first ST translation, it was exported from the machine translation software into a Word document and stored automatically in the target folder. Then we continued with the same procedure for Brochure 2, “Perla de Bolivia”.

As mentioned previously, OmegaT is excellent software for translating the complete text of this project. Therefore, after creating the first project in reference to Brochure 1 and completing the first draft, we continued with the next stage.

b) OmegaT contribution

The contribution of the OmegaT CAT tool was not only in the translation speed but also in its many features, such as dictionaries and glossaries. OmegaT contributed in terms of quality and production. For example, building up our own bilingual glossary management system allows consistency and facilitates collaboration. In terms of production, it reduced the amount of time needed to produce translations when translating similar structures; this automatically generates the sentence when applying the bilingual glossary introduced, which improves translation productivity.

Nowadays, CAT tools are useful programs that assist human translators by offering databases and a variety of useful features. The application of this software provides important benefits to translators.

c) Application of translation procedures

For a better understanding, it is important to have a clear idea of the exact difference between translation procedures and methods. As per Newmark (1988), a translation method is adopted to translate the entire text, and translation procedures are used for each individual sentence. Therefore, to select the most accurate translation method, we had to carefully examine the source text in the first stage, finding out what style, register, and tone characterize the ST and appropriate translation procedures to use, what audience the text is designated for, what its typical features are, etc. In addition, the use of the combination of both "direct" and "oblique" strategies established by Vinay and Darbelnet (1995) was ideal to obtain the most accurate final product, also because of the material's requirements.

Some examples of procedures applied in the translation are listed below:

- **Direct strategy**

- 1. Borrowing**

This procedure is characterized by maintaining a term in both source text and target text without modifications, for example:

Chart 10

Example of borrowing procedure

Source text	Target text
Después de un tradicional snack paceño , visite el centro de la metrópoli y alrededores.	After a traditional paceño snack, visit the downtown and the surroundings.

Source: “Inti Travel” brochure (p. 3)

As Vinay and Darbelnet (2016) mentioned, sometimes borrowings may be employed to add “local color” in a tourist brochure; in this sense, the noun “*Paceño*” is kept in the TT. As it is known, borrowing a term is taking a word or expression straight from another language, without translation. The procedure is normally used when a term does not exist in the target culture; as “*Paceño*” does not exist in English language, it is borrowed from SL.

2. Calque

This is a special kind of borrowing whereby a language borrows an expression from another, but then literally translates each of its elements.

Chart 11

Example of calque

Source text	Target text
El tour incluye: <i>Guía especializado bilingüe.</i> <i>Transporte local.</i>	Tour includes: <i>Specialized bilingual guide</i> <i>Local transportation.</i>

Source: "Inti Travel" brochure (p. 5)

The spelling of the words in bold varies only slightly at the end of each word (there is a word-formation process involved).

3. Literal

"It is one in which the literal meaning of the words is taken as if from the dictionary (that is, out of context), but TL grammar is respected." Vinay & Darbelnet (1995, p. 33) Literal translation was mostly used in the first and second texts. Bold-typed phrases are shown in the following paragraph as an example of this procedure:

Chart 12

Example of literal translation

Source text	Target text
<i>Descubre Tarija a través de su historia y culture.</i>	<i>Discover Tarija through its history and culture.</i>

Source: "Inti Travel" brochure (p. 37)

In the example above, there were no changes from the source language to the TL. Literal translation is properly applied; the order of translated words is the same as in the source text.

- Literal modified

The use of this procedure is demonstrated in the example below, particularly in the bolded phrases:

Chart 13

Example of literal modified

Source text	Target text
Posteriormente se continuará el recorrido visitando el interior de la mina donde se puede observar las diferentes formas de trabajo de la minería cooperativa boliviana, los rituales y las costumbres de los mineros; además de ingresar a un mundo completamente diferente y desconocido <i>en galerías que carecen de la luz y que se iluminan con lámparas eléctricas.</i>	Later, continue the tour at the inner part of the mine where visitors can observe the different working ways of the Bolivian cooperative mining, miners' rituals and customs; go into a completely different and unknown world <i>through dark galleries only illuminated by electric lamps.</i>

Source: "Inti Travel" brochure (pp. 41, 42)

In the previous examples of Literal Modified translation, a syntactic structure switch was made in order to keep a not-too-literal meaning but rather the most accurate meaning.

- **Oblique strategy**

- 1. Transposition**

This involves replacing a one-word class with grammatical changes (form, position, and structure) without altering the meaning of the message. This procedure's application can be appreciated in Chart 14, particularly in the bold-typed phrases.

Chart 14

Example of transposition

Source text	Target text
Souvenirs <i>tejidos a mano</i> por mujeres nativas en el mercado local.	<i>Hand knitted souvenirs from native women at the local market.</i>

Source: Inti photo captions

In the example above of transposition, bold words show the words' replacement in a different grammatical category while keeping the meaning. English **Hand knitted** (noun + participle) for Spanish *Tejido a mano* (participle + adverbial phrase).

2. Modulation

This procedure includes a high translator's context involvement because it requires changing the form of the message, as in semantic shift, logic, change of symbols, and some other changes, but keeping the main idea of the ST.

Chart 15

Example of modulation

Source text	Target text
<i>No olvide traer gafas de sol.</i>	<i>Make sure to bring sunglasses.</i>

Source: "Inti Travel" brochure (pp. 10, 11)

The above example deals with 'negated contrary,' which is a procedure that transforms the value of the ST in translation from negative to positive.

3. Equivalence

This produces an equivalent text in the TL by using completely different stylistic and structural means. The TTs did not have cases of this procedure.

4. Adaptation

This is a specific kind of situational equivalence because it is used when the type of situation mentioned in the SL message

does not fit or function in the TL. The texts did not have cases of this procedure.

3.2.4. FOURTH STAGE: Review of the first draft

- **Review of structure, syntax, and grammar as well as cohesion and coherence**

The previous stages were performed only by us, the applicants, but this stage was done along with our institution advisor, Stephany Chris Vargas Medina, general manager, CEO, and co-founder of INTI TRAVEL SRL. Together, we worked to obtain an accurate first draft translation.

Given that there were two of us, we divided each brochure, pamphlet, and web page into two sections to ensure that the original's meaning was maintained in the translation. Then, after finishing the draft of each section in the OmegaT software, we gathered around the computers at the agency office and had a conversation about the steps we took and the draft we had. We carefully reviewed our translation for coherence, cohesion, structure, syntax, and grammar. Also, we rotated translations in order to double-check the translation, which required each of us to read the part translated.

One of the most relevant issues highlighted during this stage was due to use of English language on the TT and the absence of the imperative form. For example:

Chart 16:

Example of structure

ST	<i>Visita a Entre Ríos y Valle del Medio.</i>
TT (Draft)	<u><i>You</i></u> <i>will visit Entre Rios and Valle del Miedo.</i> S Will V C
TT	<u><i>Visit</i></u> <i>Entre Rios and Valle del Miedo.</i> V imp. base form

Source: “Inti Travel” brochure (pp. 99, 112)

As we can see, this sentence was initially translated considering the S+V+C structure. However, one of the most commonly used language structures in travel brochures is imperative (formed by using the base infinitive, *i.e.*, *Enjoy panoramic views from a rocky road and valley where vicunas roam freely throughout the vast farm (Verb + expanded noun phrase)*). The imperative verbs instruct the reader on what to do, and the expanded noun phrases include lots of positive adjectives to make the places sound exciting.

Graham Dann (as cited by Isakova et al., 2021: 3) noted that the language of tourism is the language of social control, which tries, by the use of a number of resources, to “control” readers, aiming to “turn” them into tourists, but giving the impression of unlimited freedom of action. In this respect, the focus is on the conative function, implemented through the following features of language of tourism: the use of “consumer’s” imperative that “coaxes” a reader to visit an advertised area, region or country, i.e., it is proposed that the reader become a consumer of a “product.”

Mistakes were corrected by going over various sections of the translated TT that showed the same interference in imperative form. In addition to tutors' guidance, some websites and online forums were useful for gaining context with the redaction of tourist brochures.

Further, while we were reading each translated chapter in the TT and SL, we were carefully analyzing and revising sentence by sentence, taking into account our previous text analysis of the translation that was done. Moreover, if we had some doubts about one specific point (structure, grammar, method, procedure), after discussion, we made the necessary corrections in the machine translation software. Finally, we compiled the brochures,

pamphlets, and photo captions into one document, maintaining the text formats and figures.

- **Mistakes in translation**

Tourism is a practice that involves the direct exchange of folklore, customs, rules and other aspects of culture. In order to ensure effective and understandable communication between locals and their culture and actual or potential tourists, this situation requires high-quality tourist texts, especially translations. As Duran (2012) stated, this quality is not always achieved as these texts frequently contain many mistakes and blurred information: spelling or conceptual mistakes, lack of information, reiteration, and misadaptations, among others.

The examples below demonstrate the mistakes discovered during this translation project, related to both semantics and omission:

- **False friends as a linguistic and translation phenomenon**

As per Lewis (2020) the phenomenon of false friends may have been known for more than 90 years. However, today it is still very much alive and highly pertinent. A closer look at this phenomenon will most certainly lead us to the problem of

translation errors. Translation errors occur in the translation process as a set of imperfections in a TT. Since we worked along with dictionaries as our main resource for unknown terms we did not have false cognates during the translation process.

- **Lexis and semantics**

“Trekkng”, instead of *“senderismo”* (*“hiking”*) in Spanish. It is possible for the audience to become confused because the activities are different and the effort and skills needed for the first activity are different from the second one.

- **Omission information (Cultural Translation Problems)**

The omission, repetition, and addition of information lead to poor discourse and communication breakdown between the text and the audience.

Chart 17

Example of omission

ST	Su estilo se relaciona con el estilo de Huari, que también se encuentra en la región andina, y es posible que surgió del estilo de Pukara.
ST (Draft)	It is related to the Huari style, also located in the Andean area, and it may have possibly emerged from the Pukara style.
TT	It is related to the <i>Huari Culture</i> style (<i>a middle civilization that flourished in the south-central Andes and coastal area of Peru</i>), also located in the Andean area, and it may have possibly emerged from the Pukara Culture style (<i>an ancient civilization dated around 200 AD located to the north-west of Lake Titicaca</i>).

Source: "Inti Travel" brochure (pp. 33, 26)

As Duran (2012) said, a loss of information during the process can also occur, which causes information gaps. The TT on the first draft clearly demonstrates a lack of explicitation.

3.2.5. FIFTH STAGE: Editing and proofreading

We made the corrections to the first drafts by following the recommendations, observations, and comments from our tutors.

→ **Analysis of the correction process**

The purpose of this step was to go through the meaning of the text again. The translation was checked by seeing if words in the TL matched the meaning of the original text. The following are some examples of this repair procedure:

- **Error in a word meaning transference**

During the process of translation, we observed particularities in each language when translating. Mismatching errors, such as verb and subject matching, were discovered during the editing process. The sample below demonstrates how mismatching evolved during the editing.

Chart 18

Example of mismatching

Source text	Target text
<i>Pernocte en el complejo eco turístico "El Paraíso del Tordo" donde también tendrán juegos recreativos como billar, pin pon, entre otros.</i>	<i>Stay overnight at "El Paraíso del Tordo" eco-tourist resort and have fun playing games such as pool, pinball, etc.</i>

Source: "Inti Travel" brochure (pp. 103, 105)

In the beginning, the term “Hotel” was considered an option. However, this term does not have the same meaning. For instance, the main difference between a hotel and a resort is that hotels are usually just a place to stay. In contrast, a resort allows for more privacy, entertainment, and experiences during the stay.

In a hotel, guests are provided with lodging and meals, generally located in urban areas. The RAE (Royal Spanish Academy) defines a hotel as a “hospitality establishment capable of comfortably accommodating its guests or travelers.”

A resort, on the other hand, is a place that offers, beyond lodging and meals, places of relaxation and recreation. Therefore, the most notable differences between both are found in the number of services they offer, their geographic location, and their length of service.

- **Presence of SL structures in the TT**

Each language sits inside a characterized structure with its own agreed-upon rules. The complexity and singularity of this framework directly correlate to the difficulty of translation. Thus, translators frequently have to add, remove, and rearrange source words to effectively communicate in the TL.

However, during this guided work, no cases of source structures were found in the target translation product.

- **The use of passive voice to improve the structure**

The passive voice is commonly used in the English language. Examples of passive voice applied to improve structure in the TL are the following:

Chart 19

Example of passive voice

Source text	Target text
<p><i>Se realizará el paseo por los diferentes sectores y atractivos de la ciudad de La Paz, como ser: Plaza Murillo, Palacio de Gobierno, Palacio Legislativo y la Catedral Metropolitana.</i></p>	<p><i>The tour will be developed around numerous attractions of La Paz, such as Murillo square, the Government Palace, the Legislative Palace, and the Metropolitan Cathedral.</i></p>

Source: “Inti Travel” brochure (p. 2)

Chart 20

Example of passive voice

Source text	Target text
<i>Durante la temporada de lluvias (Enero a Abril), el Salar se llena de agua por lo que no es posible cruzarlo de la misma manera que durante la temporada seca. Como consecuencia, el itinerario se modifica durante ese período.</i>	<i>During the rainy season (January to April) the Salt flat fills up with water so it is not possible to cross it in the same way as during the dry season. As a consequence, the itinerary is modified during this period.</i>

Source: "Perla de Bolivia" brochure (pp. 18, 20)

- **Parallelism**

According to Rohit Chandra (1995), parallelism is defined as the usage of components in a phrase that is grammatically the same or similar in construction, tone, meaning, or meter. In other words, the sentence contains a structure that is repeated, which gives symmetry and balance to the written content.

Chart 21

Example of parallelism

Source text	Target text
<p><i>Seguidamente se procederá al tour donde se observará desde la plantación del café hasta el tostado y catado; ya que “Coroico - Café con Altura” es considerado uno de los mejores en el mundo, y en efecto, con un gran sabor y textura. Conocerá todo acerca de la producción: plantación y cosecha de las cerezas (recogida en tiras y recogida selectiva), procesamiento de cerezas (método seco y mojado), el secado de frijoles, el triturado, tostado y catado del café.</i></p>	<p><i>Then, learn coffee production, because in Coroico “the coffee of altitude” is considered one of the best ones around the world and indeed with superb taste and body, understand everything about the production: planting, harvesting the cherries (Strip picked and selectively picked), processing the cherries (dry and wet method), drying of beans, milling the beans, coffee roasting, and tasting.</i></p>

Source: “Inti Travel” brochure (p. 20)

- **Analysis of the editing process**

In the following part, spelling, grammar, and punctuation are developed, as well as other aspects related to the editing:

→ **Grammar**

Grammar rules have been cautiously implemented during the translation procedure. Sentences from the source text were rewritten into English using entire sentences for an academic text. In the following example, the English language includes a verb, and the adjectives have an exclusive role. Finally, the sentence within the target shape has a conjunction to link sentences.

Chart 22

Example of grammar rules application

Source text	Target text
<p><i>Hace 250.000 años atrás, habitaron en este valle de Tarija gigantes especies mamíferas como Mastodontes, Gliptodontes y otras.</i></p>	<p><i>250,000 years ago, giant mammal species such as Mastodons, Glyptodons and more inhabited the Tarija valley.</i></p>

Source: “Inti Travel” brochure (pp. 100, 102)

→ Spelling

In written language, spelling is the choice and arrangement of letters that form words (Nordquist, 2019). So “terrible spelling makes terrible communication” (University of Kent, 2013: 10). Dictionaries and some net pages listed in the bibliography were beneficial whilst checking spelling. Capitalization mistakes and the use of plurals, prefixes, and suffixes had been considered throughout the checking of spelling in both texts.

→ Punctuation

Punctuation is the use of symbols not belonging to the alphabet of a writing system to indicate aspects of the intonation and meaning not otherwise conveyed in the written language (Collins Dictionary). It is basically the points or marks which might be delivered to the textual content. Punctuation facilitates us to recognize a text by imparting pauses and beginning or completing an idea. It includes the use of capital letters, commas (,), semi-colons (;), colons (:), question marks, full stops (.), and exclamation marks (!).

Chart 23

Example of punctuation

Source text	Target text
<i>(...) además de ingresar a un mundo completamente diferente y desconocido en galerías que carecen de luz y que se iluminan con lámparas eléctricas, túneles amplios y angostos donde el visitante de acuerdo a sus exigencias pueden realizar un recorrido muy fácil.</i>	<i>(...); also, go into a completely different and unknown world through dark galleries only illuminated by electric lamps; wide and narrow tunnels where the visitor, according to his demands, can make an effortless tour.</i>

Source: “Perla de Bolivia” brochure (pp. 40, 44)

→ **Word-form Changes**

In one of the texts translated in this guided work, there was a complex word for which equivalence was difficult to discover. After looking for a translation and not having determined it, the same word, a noun, changed into use as a verb.

Chart 24

Example of word-form changes

Source text	Target text
<i>SABOREANDO LA PAZ</i>	<i>LA PAZ FOOD TOUR</i>

Source: "Inti Travel" brochure (p. 5)

The example demonstrates how the Spanish word "saboreando," which is a verb, was converted into the noun "food" in English.

- **Context**

Translation gives specific meaning to individual words, but those words mean nothing if they don't make sense together. That is where context comes in. Context is everything when you are talking about translation. It informs the meaning of a sentence, phrase, or paragraph.

Chart 25

Example of translation according to context

Source text	Target text
<i>"El tío" de las minas bolivianas, al que los mineros rinden culto.</i>	<i>"El Tio" ("The Uncle") from the Bolivian mines, to whom miners worship.</i>

Source: "Perla de Bolivia" photo captions.

In the above table, we can see the word “El Tio,” that without context can be simply translated as its equivalent in the TL as “the uncle.” The context influences the meaning of a phrase, sentence, or word. In Bolivian culture “El tio” is the familiar name for the spirit owner of the mountain.

Culture gives language different contexts. The same words passed from one culture to another obtain slightly or radically different meanings. Sometimes those meaning differences represent slight or intense value differences that could be critical in translation.⁴

⁴ *The Importance of Culture in Translation - Ulatus Translation Blog*, 2015.

Chart 26

Example of translation according to context

Target text	Source text
<p><i>Tiwanaku es una civilización pre-incaica ubicada en el altiplano de Bolivia, considerada Patrimonio cultural de la Humanidad desde el año 2000. Tiwanaku es considerado por la mayoría de los arqueólogos como uno de los sitios claves que llevaron al desarrollo al Imperio Incaico, y sigue siendo un hermoso lugar para los visitantes modernos (personas del siglo XXI). Con fascinantes piezas figurativas que cuentan con cabezas exageradas, el estilo artístico Tiwanakota es único. Su estilo se relaciona con el estilo de Huari (civilización de la edad media que inició en el sur de los Andes y la zona costera de Perú), que también se encuentra en la región andina, y es posible que surgió del estilo de Pukara (civilización antigua localizada en el Suroeste del Lago Titicaca).</i></p>	<p><i>Tiwanaku is a pre-Inca civilization located in the highlands of Bolivia, it was declared a World Heritage Site in 2000. It is considered by most archeologists as one of the key sites that led to the development of the Inca Empire, and it is still a beautiful place for modern visitors. Uniqueness in its artistic style with fascinating figurative pieces with exaggerated heads. It is related to the Huari style (The Huari were a middle civilization that flourished in the south-central Andes and coastal area of Peru) also located in the Andean area, and it may have possibly emerged from the Pukara style (The Pukara is an ancient civilization dated around 200 AD. It is located to the north-west of Lake Titicaca).</i></p>

Source: “Perla de Bolivia” brochure (pp. 32, 35)

In this way, the context helps translators understand the text and reproduce the meaning in another language. The first word, “tomar,” means “take,” but according to the text it refers to getting on the cruise. As a result, “tomar” means “board.” The same process was followed for the rest of the text translation.

- **Proofreading**

It was done not only by us but also by our institutional advisor, Stephany Chris Vargas Medina. The process of translation must, as is common knowledge, include final revision, editing, and proofreading. Therefore, we needed her participation at this stage to have improved translation content in terms of accuracy due to her experience in the tourism area.

For all tourism texts translated, the complete reading was carried out, which means that we worked together again for the final revision and proofreading of our translation. Due to the COVID-19 pandemic, this was completed via virtual meetings (Zoom), emails, and Google Drive. In this case, there were not many comments from our advisor after the edits we made.

3.2.6. SIXTH STAGE: Delivery of the target product

This stage consisted of the delivery of the translation product. During the translation process, we used different tools that contributed to a smooth process since meetings were limited due to the pandemic. Therefore, we agreed that the

final delivery format of the translated texts, such as brochures, pamphlets, and webpages (plain text for photo captions), would be via email and Google Drive.

3.2. ACHIEVEMENTS

As Tintaya (2005) mentioned in his book, it is important to add those achievements that were met in the whole process of the work's development. Therefore, in this section, every single achievement will be shown, not only project achievements but also some personal achievements.

To finish this translation project successfully, we accomplished three achievements during the whole process of the book's translation. Those achievements will be shown below:

a) Text analysis

Text typology assists translators in objectively analyzing text function and understanding the various language features of text with different functions, which aids translators in adopting proper translation strategies. According to Kelly (1981), tourism advertising texts have two purposes: informative and vocative (or persuasive). The distinction between informative and persuasive texts, however, is implausible. In contrast, most texts, according to Newmark (1988), include more than one function while highlighting one of them. Therefore, after an analysis of the translation of tourist material and taking into account Newmark (1988) and Reiss' (1976) text typology theory and classification, the material that needed to be translated for this guided work was identified as informative and vocative.

Below is an illustration of the text analysis done as the first task completed for each TT. The analysis provided us with some terms and phrases that helped us recognize the function, style, register, and tone of the book while keeping in mind Newmark's key elements (1988).

Chart 27

Example of the indicators of the Informative function

<i>Function: Informative</i>
<p><i>El tour incluye:</i></p> <ul style="list-style-type: none"> ● <i>Recojo de la terminal de buses o del Hotel en Uyuni.</i> ● <i>Guía bilingüe especializado.</i> ● <i>Transporte 4WD.</i> ● <i>1 Almuerzo.</i>
Indicators: List of services included in the tour.

Source: Sample from Brochure “Inti travel” (p. 2)

Chart 28

Example of the indicators of the Descriptive style

<i>Style: Descriptive</i>
<i>La más grande maravilla de Bolivia, conocida a nivel mundial, es el salar más grande del mundo. Este presenta un atractivo natural inigualable por su belleza y riqueza geológica (aguas termales, géiseres y fumarolas volcánicas).</i>
Indicators: Large number of adjectives.

Source: Sample from Brochure “Perla de Bolivia” (p. 3)

Chart 29

Example of the indicators of the neutral register

Register: Neutral
<i>Información importante</i> <i>Para su seguridad, cada grupo compuesto por siete personas cuenta con dos guías.</i>
Indicators: Use of basic vocabulary.

Source: “Death road” pamphlet

Chart 30

Example of the indicators of the neutral tone

Tone: Neutral
<i>En época de lluvia (Enero a Abril), los tours en el salar de Uyuni sufren una ligera modificación por ser época de lluvia.</i>
<i>Indicators: Looking at the sentence, we may understand they do not express any emotion.</i>

Source: Sample from Brochure “Inti” (p. 5)

Chart 31

Example of the indicators of warm tone

Tone: Warm
<i>Después de conocer a su guía, se dirigirá a degustar una exquisita sopa boliviana tradicional hecha de papas deshidratadas que calentará su alma.</i>
<i>Indicators: Use of a metaphor.</i>

Source: Sample from Brochure “Inti” (p. 5)

a) Bilingual glossary development

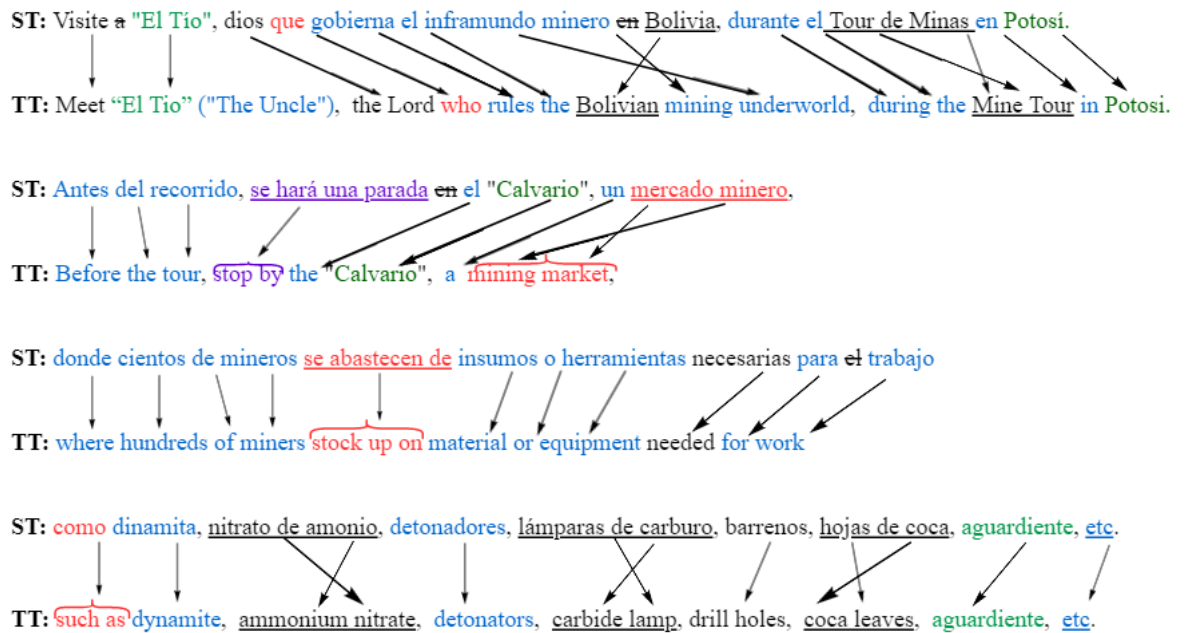
During the process of this guided work, we collected unfamiliar terms after performing a preliminary reading activity for each ST in order to compile and create a bilingual glossary for the second stage. In order to construct the glossary, we revised reliable sources to find accurate definitions and TL equivalents.

b) Analysis of the translation

We proceeded to the translation analysis after getting the institution's approval for the translation. This was done in order to be sure about the identification of the translation strategies and procedures used in our work. It allowed us to compare and exemplify the treatment of the source text until it is translated and edited. In addition, we can identify the procedure that was used the most during the translation work.

Chart 32

Analysis of the translation procedures applied



Source: The ST example was taken from "Perla", photo captions, and the TT equivalent is taken from our own translation work.

- **Identified procedures:**

- **Direct Translation**

- Borrowing in green letters
- Calque in underlined black letters
- Literal in blue letters

- **Oblique Translation**

- Transposition in red letters
- Modulation in purple letters

* The crossed-out words were omitted.

In the above example, the direct strategy was applied as it was required; we discovered that the use of the literal procedure is most common, following the original structure of the source text. Some words were omitted due to other procedures (preposition “en” or article “un”). Since calques and borrowings, i.e., “El Tio” (Spanish word kept because it describes something culturally unique) and “Calvario,” are typically used with proper nouns such as "Bolivia," there were not many instances of them.

3.3. EXPERIENCES

Working with INTI TRAVEL SRL gave us the opportunity to apply the knowledge we acquired in the Linguistics and Languages department during our study journey. Additionally, this knowledge grew with each stage and activity. Indeed, we faced a number of challenges as a team throughout the guided work's lengthy journey, ranging from the translation work itself to external factors such as the pandemic.

To start our work, it was necessary to get acquainted with the material provided, which contained words that were not common in our daily speech and were added to a bilingual glossary. We also noticed that the writing in the source texts had some spelling and syntactic errors, which interrupted the flow of reading as well as comprehension, i.e., long sentences or even paragraphs composed of a single sentence and the absence of punctuation. Dealing with these problems required an effort from us to keep the essence of the text.

During the translation process, we had to make sure that the target texts suited the requirements of the tour operator to accomplish our main goal. For this, personal

skills such as adaptability, problem-solving, teamwork, tolerance, seriousness, responsibility, initiative, and curiosity were required. We will benefit greatly from it in both our personal and professional lives moving forward.

3.4. LIMITATIONS

It is worth mentioning that the pandemic we faced in 2020 was one of the greatest limitations we had. It was difficult to have consecutive meetings and personalized guidance from both tutors. This was resolved, however, through virtual meetings (Zoom) or through feedback on Gmail and WhatsApp.

Related to the translation itself, one of the limitations came out in the first brochure when dealing with tourism translation for the first time. In addition, as mentioned in the previous subtitle, we noticed that the writing in the source texts contained some spelling and syntactic errors that disrupted the flow of reading and comprehension in the first stage. However, limitations were overcome by revising the ST and reaching the final stage.

In order to enhance the tourist product or service and to draw the reader's attention to what is being offered, so they feel attached and visit or hire the service, the tourist discourse applied should maintain full connotations and positive ratings. Cultural references in tourist texts are considered translation problems, since the vast majority are nonexistent in the cultural lexicon. Other limitations appeared when describing the locations or describing traditions or places that were outside of our background knowledge.

CHAPTER IV

RESULTS

Through this guided work, we carried out a series of tasks in response to INTI TRAVEL SRL's needs. Additionally, we strictly followed the agreement between INTI TRAVEL SRL and the Linguistics Department by working the required length of time. In this way, we completed our work and achieved our general objective, translating the tourist's promotional material. As a result, INTI TRAVEL SRL could expand its tour services to foreign visitors.

The primary outcome obtained at the end of the guided work is the translation of two tourist brochures, two pamphlets, and two web pages, which were fully translated from Spanish into English and comprised 243 pages of the target text and became a direct contribution to INTI TRAVEL SRL. For translating the tourist material, it was necessary to use appropriate strategies and procedures and the following stages:

Stage 1: Reading and comprehension of Source Text

Stage 2: Bilingual Glossary development

Stage 3: First draft translation using OmegaT CAT tool

Stage 4: Revision of the first draft

Stage 5: Editing and proofreading

Stage 6: Delivery of the target product

These stages served as the guidelines we followed to accomplish our goals. Hence, their use was completely beneficial and successful. The organization let us treat each ST carefully and carry out the text analysis, glossary compilation, and translation. Additionally, a translator should be open to new tools to perform a translation task. OmegaT CAT tool contributed to our achieving goals on time. It is important for a translator to consider these new technologies to improve translation.

Moreover, part of our contribution includes developing text analysis of tourism texts and their relation to culture and translating cultural terms. This demonstrates that translating tourist brochures from Spanish into English is not an easy task, since, as per Reda (2019), brochures are highly loaded with CSIs (Classification of culture-specific items) that belong exclusively to the SC (source culture) and often lack direct equivalents in the receiving language, which creates significant challenges for translators culturally and linguistically.

In addition, we built up bilingual glossary lists by reading and identifying keys terms of the brochures. The terms were simple, compound, phrases and acronyms. Due to the importance of context, some phrases needed to be included. All these terms were alphabetically organized in the source text, and each translated term was written next to the ST. It is important to mention that some of translated terms are borrowings from Spanish language. The glossary list can be found in the annexes.

Furthermore, after identifying the style, register, and tone of the source text, we applied the translation procedures proposed by Vinay and Darbelnet as in borrowing, calque, literal, modified, transposition and modulation while translating the entire text

with the OmegaT. Since the text was informative, descriptive and neutral we did not find cases of jargons or false friends while translating the source text.

Finally, during the process of the guided work, we faced different problems, from tourist translation difficulties to external problems such as the pandemic (COVID-19), which impacted human beings in all social areas. Nevertheless, we overcame them and were able to complete this guided work and increased our level of linguistic and non-linguistic knowledge throughout this experience.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

The findings of our guided work are given in the following section, based on the produced work and its outcome. It also covers what is regarded as the essential aspects of the work. In addition, additional recommendations are made for improving the translation field in the Linguistics and Languages Department.

5.1. CONCLUSION

Through this guided work, we demonstrated that the promotional material utilized by the tour operator was not available in the English language. Consequently, INTI TRAVEL SRL was not able to share its service information with foreign visitors.

At the conclusion of the guided work carried out at INTI TRAVEL SRL, we can state that the requirement for having an English version of the promotional material (brochures, pamphlets, and websites) was successfully met. Therefore, with the English version of INTI TRAVEL SRL's promotional material, the tour operator was able to boost their tour services with foreign visitors.

The text analysis done before the translation helped us gain more knowledge about the field and the translation itself. Moreover, the bilingual glossary development that will be a reference for future translation works in this field. In addition, the application of the OmegaT CAT tool facilitated the translation process, and will

encourage our classmates to use and discover more CAT tools and use them accurately in translation projects. Hence, this will improve their skills in this area.

The success of the final TT texts depended on the proper implementation of the translation strategies and procedures chosen for tourism translation. Brochures and web pages were translated primarily using direct translation; pamphlets and photo captions, on the other hand, required oblique translation. Different procedures were used depending on the type of translation, but the most common were literal translation and transposition.

The whole translation process involved reading and analyzing the information, identification of the key terms through data collection, first-draft translation, revision and correction of the first draft, and proofreading.

All these stages are a requirement that cannot be omitted in a professional rendering, all contributing to performing and making knowledgeable decisions for a more accurate result. Therefore, the objectives stated in this guided work were accomplished by the end and we hope it will offer valuable information and advice for future research.

5.2. RECOMMENDATIONS.

According to Tintaya (2005), recommendations are in relation to the needs of the institution where the whole guided work was developed and to the needs of the academic department the students came from. Therefore, in the following paragraphs, we will establish some recommendations regarding INTI TRAVEL SRL and the Department of Linguistics and Languages.

Concerning INTI TRAVEL SRL's promotional material, we found issues that needed fixing with the Spanish version we worked on. Among these problems, we found syntax mistakes and a need for more cohesion mechanisms and punctuation. These problems in written production on the advertising resources may need revision to avoid a lack of reading comprehension and translators. In this way, linguistics students can have the opportunity to contribute to the tour operator with future proposals (not only for English specialty but also Spanish).

The correct application of translation procedures allowed us to accomplish the translation project successfully. However, the application of the OmegaT CAT tool facilitated this process. Nowadays, it is essential to consider new tools for translation that, combined with human oversight, produce an accurate translation product. Thus, we also strongly recommend the application for translation projects.

So far, many factors are closely related to translation work. However, it is necessary to include the correction and editing of texts. Both are necessary for a final work without mistakes, misspellings, and one that is well-drawn up. It took much work to perform correction and editing of the texts with no previous experience in correcting or editing texts. In other words, knowledge in this area is needed during professional training. The Department of Linguistics and Languages could consider including at least one extra translation workshop in our curricula.

Tourism promotional materials (TPMs) are considered one of the world's most translated texts today. Translators are extremely important in the tourism sector, so there is a need for translators who understand culture and translation. The field of tourism

requires adequate and correct translations to communicate successfully with customers abroad. Therefore, we agree that there should be translation seminars for specific areas such as tourism to prepare professionals with quality.

Finally, we can suggest the implementation of new areas of translation, such as subtitling, dubbing, and interpretation, as these are also new areas of work in our country. This is because modern advertising has revolutionized. Now tour operators take advantage of social media by publishing content with the different tools the social app offers, such as video posts that require subtitling. Therefore, as students, it is helpful to acknowledge and, take opportunities to work in real and professional scenarios.

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ANNEXES

ANNEX 1
SAMPLE OF
S.W.O.T.
QUESTIONNAIRE

QUESTIONNAIRE

TOUR OPERATOR

1. What are the advantages you have over other tour operators?
2. From your point of view, How important is the English Language in the tourism industry?
3. Is the lack of translated material to offer your services as a tour operator considered a language barrier?
4. Do you consider bilingual material could contribute to the tour operator?
5. Is your staff skilled to translate your promotional material?
6. How can you improve the experience for English Speaker tourists?
7. What can make a difference when promoting new tours or your current tours to English speaker tourists?
8. Is your promotional material available in the English Language?
9. Can be considered missing bilingual information a negative aspect of your agency?
10. What are the obstacles you are facing in the current mission of promoting your tours?

CUESTIONARIO
AGENCIA TURÍSTICA

1. ¿Cuáles son las ventajas que tiene su agencia a comparación de otras?
2. Según su opinión, ¿Qué importancia tiene el idioma inglés en la industria del turismo?
3. ¿Consideraría una barrera del idioma la falta de material traducido al momento de promocionar sus servicios como agencia?
4. ¿Considera que un material promocional bilingüe puede aportar a la agencia?
5. ¿Está su personal capacitado para traducir su material promocional?
6. ¿Cómo podría mejorar la experiencia turística a los viajeros de habla inglesa?
7. ¿Qué puede marcar la diferencia al promocionar nuevos tours o sus tours actuales con turistas de habla inglesa?
8. ¿Está su material promocional disponible en idioma inglés?
9. ¿Puede considerarse un aspecto negativo la falta de información bilingüe para su agencia?
10. ¿Cuáles son los obstáculos que enfrenta en la misión actual como agencia turística?

ANNEX 2
GLOSSARY

BILINGUAL GLOSSARY

A

Adentrarse

V. Intr.

Penetrar en lo interior de algo.

Delve

V

To look into.

AGMTB

Abrev

Asociación de Guías de Montaña y
Trekking de Bolivia

AGMTB

Abbrev

The Mountaineering and Trekking
Association of guides in Bolivia

Amalgamación

Sf

Acción y efecto de amalgamar,
frecuentemente como método de
extracción de metales nobles.

Amalgamation

N

Metallurgy, the extraction of
precious metals from their ores by
treatment with mercury.

Alrededores

S m pl

Contorno (territorio de que está
rodeado un lugar).

Outskirts

Pl N

Outlying or bordering areas,
districts, etc, as of a city.

Arnés*S m*

Armadura o conjunto de piezas defensivas aseguradas con correas y hebillas.

Harness*N*

The equipment, as straps, bolts, or gears, by which a large bell is mounted and rung.

B**Bodega***S f*

Lugar donde se guarda y cría el vino.

Cellar*N*

A room, or set of rooms, for the storage of food, fuel, etc., wholly or partly underground and usually beneath a building.

C**Cata***S f*

Porción de algo que se prueba.

Winetasting*N*

A gathering of critics, buyers, friends, etc., to taste a group of wines for comparative purposes.

Chanco de Tropa (Tropero)*Sm*

El chanco de tropa o tropero (*Tayassu pecari*) es una de las especies importantes de los bosques tropicales amazónicos de las tierras bajas: es un gran consumidor de semillas, cumple una función de ingeniero ecológico y se desplaza en manadas de más de 200 animales.

White Lipped Peccary*N*

White-lipped peccaries (*Tayassu pecari*) are incredibly important forces in lowland tropical Amazonian forest acting as key seed predators and ecological engineers and traveling in herds of well over 200 animals.

Complejo*Sm*

Conjunto de edificios o instalaciones agrupados para una actividad común.

Resort*N*

A place to which people frequently or generally go for relaxation or pleasure, especially one providing rest and recreation facilities for vacationers.

Cresta*Sf*

Cumbre de agudos peñascos de una montaña.

Ridge*N*

A long, narrow elevation of land; a chain of hills or mountains.

E

Enológico

Adj

Perteneiente o relativo a la enología.
f Conjunto de conocimientos relativos a la elaboración de los vinos.

Oenology

N

The science of viniculture.

Equipo

S m

Colección de instrumentos y aparatos especiales para un fin determinado.

Gear

N

Implements, tools, or apparatus, especially as used for a particular occupation or activity.

Escalinata

S f

Escalera amplia de un solo tramo

Staircase

N

The structure containing a stairway

Estrecho

S m

Porción de agua comprendida entre dos tierras y por la que se comunica un mar con otro

Strait

N

A comparatively narrow passageway connecting two large bodies of water

G

Garza

Sf

La garza blanca es un ave grande de plumaje blanco que puede alcanzar el metro de altura

Heron

N

A heron is a large bird which has long legs and a long beak, and which eats fish.

Granito (Granítica)

Sm

Roca plutónica de textura granuda, compuesta de cuarzo, feldespatos y mica, de color blanco, gris claro o rosado, que se usa como piedra de cantería y constituye la parte esencial de la corteza continental.

Granite

N

A very hard natural igneous rock formation of visibly crystalline texture formed essentially of quartz and orthoclase or microcline and used especially for building and for monuments

H

Hilado

Sm

Resultado de hilar, la técnica y la tradición acompañadas por las manos de una mujer andina.

Traditional textile

N

Traditional colorful artworks made through weaving. In the Andean culture, it is a traditional technique practiced by rural women.

I

Inca

S m

Soberano de este pueblo amerindio.

Inca

N

a member of an indigenous South American people whose great empire centred on Peru lasted from about 1100 AD to the Spanish conquest in the early 1530s and is famed for its complex culture

M

Misiones (Jesuíticas)

S m

Las Misiones de Chiquitos fueron en su tiempo el principal asentamiento misionero de la Sociedad de Jesús en el nuevo mundo.

Jesuit Missions

N

The Jesuit mission is a mission of reconciliation, working so that women and men can be reconciled with God, themselves, each other and with God's creation.

M.S.N.M

Abrev

Metros sobre el nivel del mar

M.A.S.L.

Abbrev

Meters Above Sea Level

O

Orilla

Sf

Límite de la tierra que la separa del mar, de un lago o de un río.

Shore

N

The shores or the shore of a sea, lake, or wide river is the land along the edge of it. Someone who is on shore is on land rather than on a ship.

P

Paceño

Adj M

Natural de La Paz, ciudad o departamento de Bolivia.

Paceño

Adj

Native of La Paz (Bolivian City)

Pollera

Sf

Falda de tela gruesa, amplia, holgada y fruncida, que usan las mujeres campesinas y de clase popular.

Pollera

N

Skirt known as “Pollera” in Spanish, it is heavy and worn high to give a rounded backside.

R

Represa

Sf

Obra, generalmente de hormigón armado, para contener o regular el curso de las aguas.

Dam

N

a barrier preventing the flow of water or of loose solid materials (such as soil or snow)

S

Singani

Sm

Aguardiente de uva que se obtiene mediante un proceso de doble destilación.

Singani

N

A distilled from white Muscat of Alexandria grapes.

Socavón

Sm

Cueva que se excava en la ladera de un cerro o monte y a veces se prolonga formando galería subterránea.

Sinkhole

N

Underground mine.

T

Totora

Sf Alt

Planta perenne, común en esteros y pantanos, cuyo tallo erguido mide entre uno y tres metros, según las especies, y que tiene uso en la construcción de techos y paredes para cobertizos y ranchos.

Totora

N Alt

A tule (*Scirpus californicus*) of North and South America and Easter Island having stems which are used in parts of Latin America for the construction of reed mats, rafts, and boats and the basal parts of which are used for food in the area of Lake Titicaca

ANNEX 3
CONFIDENTIALITY
LETTER

a) Confidentiality Agreement



La Paz, 20 de julio de 2022

Señora:
Dra. Teresa Terán
Directora de la Carrera de Lingüística e Idiomas
Presente.-

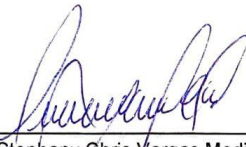


REF: Confidencialidad del material turístico de la empresa INTI TRAVEL S.R.L.

Mediante la presente, yo, Stephany Chris Vargas Medina, reitero a su autoridad que en concordancia con el **Convenio interinstitucional de Cooperación Académica entre la Carrera de Lingüística e Idiomas de la Universidad Mayor de San Andrés y la Agencia INTI TRAVEL S.R.L.**, toda la información del material turístico es de carácter estrictamente confidencial, por lo tanto, dicha información no puede ser entregada a terceros. (Punto sexto de confidencialidad) firmado por el Lic. Orlando Montaña Molina en fecha 27 del mes de febrero de 2019.

La Operadora de Turismo INTI TRAVEL S.R.L. tiene el registro de su material suscrito en el SENAPI (Servicio Nacional de Propiedad Intelectual) (Con Trámite N° DA137/2019); Institución pública cuyo reglamento en su Artículo 2° señala "autor comprende a los derechos morales que amparan la paternidad e integridad de la obra y los derechos patrimoniales que protegen el aprovechamiento económico de la misma". Además, salvaguardar la divulgación de obras de autor sin su consentimiento. INTI TRAVEL S.R.L. como autor de material turístico proporcionado, no autoriza la divulgación de la información.

Atentamente


Lic. Stephany Chris Vargas Medina
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Calle Sagarnaga 288
Gal. Las Brujas Piso 1 Oficina 22



La Paz, 20 de julio de 2022

SRTA(S):

Ana Luisa Llanos Reynaldez
Gabriela Fanny Calle Zabaleta

Presente:


REF: Respuesta a solicitud de añadir información turística en anexos

Estimadas estudiantes,

En respuesta a su solicitud y de acuerdo con la reunión sostenida previa al inicio del trabajo de traducción y recalcando el acuerdo de confidencialidad en el convenio firmado con la empresa "**Convenio interinstitucional de Cooperación Académica entre la Carrera de Lingüística e Idiomas de la Universidad Mayor de San Andrés y la Operadora de Turismo INTI TRAVEL S.R.L.**" (Punto sexto de confidencialidad) firmado por el Lic. Orlando Montaña Molina en fecha 27 del mes de febrero de 2019, reiteramos que la información del material turístico es de carácter estrictamente confidencial, por lo tanto, dicha información no puede ser entregada a terceros.

La Operadora de Turismo INTI TRAVEL S.R.L. tiene el registro de su material suscrito en el SENAPI (Servicio Nacional de Propiedad Intelectual) (Con Tramite N° DA137/2019) ; Institución pública cuyo reglamento en su Artículo 2° señala "autor comprende a los derechos morales que amparan la paternidad e integridad de la obra y los derechos patrimoniales que protegen el aprovechamiento económico de la misma". Además, salvaguardar la divulgación de obras de autor sin su consentimiento. INTI TRAVEL S.R.L. como autor de material turístico proporcionado, no autoriza la divulgación de la información.

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ANNEX 4
CERTIFICATE OF
ENGLISH EDITING



CERTIFICATE OF ENGLISH EDITING

This document certifies that the manuscript listed below has been carefully edited to ensure the proper use of language, grammar, punctuation, and spelling in accordance with standard English conventions and style. The editing was performed by one or more professional doctorate-level editors employed by FirstEditing, a division of Pro Writing & Editing Group, and due care was taken to avoid altering the intended meaning of the author(s). The manuscripts receiving this certification were guaranteed on the date this certificate was issued and conditioned upon the acceptance of FirstEditing's suggested changes without further alterations.

TRANSLATION OF TOURIST BROCHURES, PAMPHLETS, AND WEB PAGES FROM SPANISH INTO ENGLISH AT INTI TRAVEL AGENCY IN LA PAZ CITY WITH THE USE OF OMEGAT: A COMPUTER-ASSISTED TRANSLATION (CAT) TOOL

Authors: Llanos Reynaldez Ana Luisa
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