

Session 5 – Topics in Management I

Chair: Jorge Lopes

Overview of Translational Strategies in Touristic Corporate Websites

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Abstract

Purpose: The main objective of this work is to analyze translational strategies, such as transcreation and localisation, applied to corporate websites from the tourism sector through a systematic literature review methodology.

Methodology: The methodology of this paper is based on a Systematic Literature Review (SLR). A total of 11 scientific works have rigorously been compiled and analyzed so as to review the existing literature on translational strategies implemented in tourism websites.

Results: Given the results of the systematic literature review, the application of translational strategies such as transcreation and localization is highly advisable in an intercultural sector such as tourism, although their implementation remains rare.

Research limitations: This study is limited to translational strategies such as transcreation or localization, which are more recent trends in the translation world.

Originality: This systematic literature review has focused on new trends in the translation sector, namely transcreation and localization, that can offer innovative solutions to the translation challenges posed by this industry. So far, no such studies have been carried out.

Keywords: Translation; Transcreation; Localisation; Tourism; Website; SME.

Resumén

Objetivo: El objetivo principal de este trabajo es analizar las estrategias translacionales, como la transcreación y la localización, aplicadas en sitios web corporativos del sector turístico a través de una metodología de revisión sistemática.

Metodología: La metodología de este trabajo se basa en una revisión sistemática. Se han recopilado y analizado rigurosamente 11 trabajos para revisar la bibliografía existente sobre las estrategias de traducción aplicadas en los sitios web de turismo.

Resultados: La aplicación de estrategias de translacionales como la transcreación y la localización es muy recomendable en un sector tan intercultural como el turismo, aunque su uso sigue sin ser frecuente.

Limitaciones: Este estudio se limita a las estrategias translacionales como la transcreación o la localización, que son tendencias más recientes en el mundo de la traducción.

Originalidad: Esta revisión bibliográfica sistemática se ha centrado en las nuevas tendencias del sector de la traducción, a saber, la transcreación y la localización, que pueden ofrecer soluciones innovadoras a los retos de traducción que plantea esta industria. Hasta ahora, no se han llevado a cabo estudios de este tipo.

Palabras-Clave: Traducción; Transcreación; Localización; Turismo; Web; PYME.

1. Introduction

Tourism is an essential source of wealth for many regions, namely Southern Spain. According to the Institute of Statistics and Cartography of Andalusia (Instituto de Estadística y Cartografía de Andalucía, 2019), tourism contributes 13% of the regional GDP and 14% in terms of employment, which makes it a key sector in the Andalusian economy. For this reason, there is a business network in this autonomous community dedicated to different activities in this sector: accommodation, hospitality and sightseeing tours, amongst others. Within this network, the relevance of small and medium-sized enterprises (SMEs) stands out, as they are a fundamental pillar for its growth (Ministerio de Industria, Comercio y Turismo, 2021). Moreover, despite the current epidemiological situation caused by the COVID-19 and its consequences in traveling, in 2021 Andalusia received more than 13.3 million tourists, of which about 20% were foreigners (IECA, 2022). Although they do not represent the majority of tourists, foreign visitors have a

higher average daily expenditure and a longer average stay than national tourists (IECA, 2022). Therefore, in this context, the tourism sector needs to overcome two important challenges in order to reach foreign potential customers: cultural and linguistic barriers.

Adequately transmitting the richness of countries' heritage and cultural offerings is key to attracting tourists. To do so, the tourism discourse is used to inform and persuade tourists (Malenkina & Ivanov, 2018) as well as to shape their attitudes and behavior (Dimitroulia, 2021). Thus, the impact of this information should be as attractive for a foreign audience as for the original audience. Moreover, it is worth noting that the internet and Information and Communication Technologies have deeply revolutionized the way in which we communicate, dramatically changing information exchanges in all spheres of society (Rivera et al., 2020), including tourism. One of the main sources of information for tourists are corporate websites, since they not only provide information about the destination, but also project a positive image and attract tourists to that place (Malenkina & Ivanov, 2018). They are essential tools in image dissemination and marketing of destinations, so it is necessary to update and tailor them to engage with potential visitors (Fernández-Cavia & Castro, 2015). In these web pages, there is information containing many cultural references specific to the country of destination that need to be adapted to generate the desired impact on the target audience. Although cultural diversity in this context can be a great tourist attraction, it can also be a potential source of misunderstandings and inefficient intercultural communication (Malik et al., 2017). As a result, it is important that multilingual information is managed with an inclusive perspective, since it has been proven that tourists evaluate the provision of services in their language positively (Dimitroulia, 2021).

In the light of the previously exposed scenario, the main objective of this work is to analyze translational strategies applied in corporate websites from the tourism sector through a systematic literature review methodology.

2. Literature Review

Translation - and translational activities such as transcreation and localization - play a key role in the efficient adaptation of multilingual information, as they have traditionally been a tool that has facilitated innovation and communication and built bridges between peoples and cultures (Valero & Salvador, 2007). Since tourism involves the direct contact between cultures, translation in this context is well known for containing a high degree

of cultural references, as it serves as a bridge between users from different parts of the world (Muñoz, 2011). Thus, the use of appropriate translational strategies can close the gap between different cultures, and help tourism overcome the challenge of multilingual communication. Moreover, the application of translational strategies can be an adequate solution for the adaptation of corporate websites in the tourism industry, namely transcreation and localization. Transcreation is a merger between “translation” and “creation”, and it is defined as an activity that culturally adapts texts to reach populations other than the original audience, that is present in industries requiring a high degree of creativity and that can contribute to internationalization processes of companies (Díaz-Millón & Olvera-Lobo, 2021). Localization, according to the now extinct Localisation Industry Standards Association (LISA, 2003), is defined as the process of adapting a product so that it becomes appropriate for a specific local market, known as *locale* (a specific language combination and country/region). These activities can help translators keep the essence of the source text and its functions while making it closer and comprehensible to the target audience (Muñoz, 2011).

3. Methodology

The methodology of this paper is based on a Systematic Literature Review (SLR). Works have rigorously been compiled and analyzed so as to review the existing literature on translational strategies implemented in tourism websites.

To conduct this literature review, the following steps have been taken:

1. Identification of keywords in English and Spanish and synonyms.
2. Construction of search query using boolean operators.
3. Selection of databases to search for scientific works.
4. Adaptation of search query to the requirements of each database and application of search string to titles, abstracts and keywords.
5. Export and analysis of results.

The two most important generalist databases were chosen:

- a. Web of Science
- b. Scopus

Based on the study objectives, the main keywords that best represented this work were identified (English and Spanish):

Table 1. Query keywords

Keywords (Spanish)	Keywords (English)
transcreación, traducción, localización, turismo, turista, turístico, web, español, inglés	transcreation, translation, localization, tourism, tourist, touristic, web, Spanish, English

Two search strings were created combining keywords and Boolean operators. Both search strings were then adapted to the requirements of each database search engine.

Table 2. First search string

("translation" OR "traducción") AND (locali?ation OR "localización" OR "transcreation" OR "transcreación") AND (touris* OR turis*) AND (web*) AND ((Spanish AND English) OR (español AND inglés))

No date restrictions were applied in the first search as the aim of the study was to draw the landscape of research on this topic. After applying this search string to all databases, a total of 12 documents were recovered: 8 from Web of Science and 4 from Scopus. A second search string was created to broaden the search to areas other than tourism since translational strategies applied in other fields could be transferable. This way, documents related to translational activities applied to corporate websites would also be considered in the literature review. The results were limited to the last 5 years and to the fields of "social sciences" and "humanities" in the case of the Web of Science and to the field "linguistics" in Scopus. This decision was made to focus the work exclusively on the field of translation and to avoid drawing articles from other unrelated fields and causing interference. Therefore, a balance between an exhaustive but manageable sample was found. Thus, another 23 and 20 results respectively were retrieved, making a total of 55 documents.

Table 3. Second search string

("translation" OR "traducción") AND (locali?ation OR "localización" OR "transcreation" OR "transcreación") AND (web*) AND ((Spanish AND English) OR (español AND inglés))

Table 4. Documents recovered

Database	<i>N</i>
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	1st search string	2nd search string
Web of Science	8	23
Scopus	4	20
Total	55	

A set of criteria was then applied to screen the sample:

1. Conference proceedings were excluded.
2. Dissertations were excluded.
3. Duplicates were eliminated.
4. Non-relevant works were excluded.
5. Works in any languages other than Spanish or English were excluded.

Only one of the retrieved works (Item 11) did not comply with criterion number 5, as the abstract was in English but the full paper was in French. This did not pose a language barrier, so the authors decided to include it.

After applying this set of criteria to the documents recovered, a final sample of 11 works which met the standards described was obtained. All were ordered alphabetically and identified by an ID, that is, the word "Item" followed by its corresponding number, e.g. Item 10 (Appendix 1).

4. Analysis

Thematic Analysis

After carrying out the SLR, three main categories were identified in the thematic analysis. Firstly, features of tourism discourse, describing linguistic and extra-linguistic features of the language used in this field. Secondly, cultural adaptations, highlighting the importance of addressing cultural barriers when translating and adapting tourism texts. Finally, translational strategies, explaining some of the most frequent strategies found in the works analyzed to solve cultural and linguistic translation problems.

Features of tourism discourse

Tourism discourse has certain specific features that make it a specialized field in translation (Muñoz, 2011). It is interdisciplinary, as it is influenced by other disciplines

such as history or arts, and it is intended for the general public, who are not specialists in the field (Muñoz, 2011). It is generally agreed that tourism texts are aimed at convincing the reader to travel to a certain destination as well as to encourage those surrounding them to visit it as well (Malenkina & Ivanov, 2018). Thus, the tourism discourse links the information provided with enjoyment, fantasy and sensory stimulation (Tigre Moura et al., 2014), using both the informative and persuasive functions of language to attract potential visitors (Pierini, 2007).

Although they might seem reasonably easy to translate, tourism texts can be rather challenging due to their specific linguistic and cultural features (Pierini, 2007). Regarding the lexicon, the use of specific terminology, keywords referring to psychological themes related to positive thoughts and feelings (Muñoz, 2011) and emotive language is very high. Positive adjectives and superlatives are also widely used (Muñoz, 2011) to give distinction to the text. Perhaps one of the most salient features of this type of discourse is the use of cultural references that do not have an equivalent in other languages, known as *realia* (Muñoz, 2011). Although it is important to provide readers with an overview of the culture of the country they will be visiting, introducing a reality they have never heard of can pose challenges to translators (Muñoz, 2011) and even more to visitors if these elements of the text are not adequately addressed. Finally, non-linguistic elements such as photos and videos play an important role in tourist discourse, as they reinforce the persuasive function of the text (Muñoz, 2011; Pierini, 2007) and encourage visitors to try a new experience, forging an image of the destination long before the trip starts.

Since tourism websites are a key component of tourism promotion, they offer multimodal content (text, videos and pictures) aimed at informing and persuading visitors (Suau Jiménez, 2015). The aim of these texts is calling the client to action, that is, provoking a reaction from the customer (Vaupot, 2020) through language and multimedia content. The visual elements on certain websites become crucial, sometimes even to the detriment of the text (Vaupot, 2020). The language used in websites is different from that used in traditional means of tourism promotion (Malenkina & Ivanov, 2018), as the text is shorter, presented in small chunks of information and arranged in relation to images and videos (Vaupot, 2020). It is full of both objective (directions, schedules, prices) and subjective information (descriptions using adjectives and nouns related to emotions and feelings) so as to inform and persuade (Malenkina & Ivanov, 2018). As a consequence, each company can create a unique and competitive image and offer information tailored to their target audience (Suau Jiménez, 2015).

Cultural adaptations

Tourism is an activity that necessarily involves contact between people from different cultures who speak different languages, generating translation needs. The cultural factor must thus be taken into account when translating websites in this field, since if it is not managed properly it can lead to misunderstandings and make visitors react negatively (Vaupot, 2020). Moreover, companies tend to consciously or unconsciously represent their values through their websites (Tigre Moura et al., 2014). Therefore, cultural competence becomes indispensable for any translator to provide a high quality product, as culturemes in the source text need to be carefully addressed through different translational strategies (Saleh Hussein, 2020). In order to do so, professionals implement different translational strategies to make the final product resonate with the target audience.

Translational strategies

The creation of a website per se has proved to increase the visibility of companies and improve corporate image, benefits that can be multiplied if they are translated or localized (Olvera Lobo & Castillo Rodríguez, 2011). In a similar vein, only translating some sections and leaving others in the original language seems to hinder the impact and the quality of the information users can access (Olvera Lobo & Castillo Rodríguez, 2011), as well as other unprofessional practices such as mixing of languages and summary translation (Pierini, 2007). In the field of tourism, the lack of adequate communication can hijack tourist expectations (Malenkina & Ivanov, 2018). Thus, taking into consideration the fact that cultural and linguistic barriers arise in this field, translation becomes an essential tool to solve the potential problems that may arise between local and foreign cultures (Suau-Jiménez, 2015). The adequate exploitation of web resources and, therefore, their translation and adaptation, can make companies stand out in a highly competitive market such as tourism (Pierini, 2007). Since different cultural groups have proved to be attracted to different products, advertisements, and website designs, a homogenized strategy will not meet the preferences of all target audiences (Tigre-Moura & Wright, 2009).

Translation professionals implement different translational techniques and strategies, leaving behind mere linguistic translation, the most widely used practice up to date (Malenkina & Ivanov, 2018), as it has not proved to be efficient for some intercultural contexts (Saleh Hussein, 2020). Adding extra information in touristic texts seems to be useful when referring to important cultural elements of the place of destination, such as

dishes, festivals, or places, and even leaving the original terms or names so that the target audience can recognize them (Muñoz, 2011; Pierini, 2007). However, the quantity of the information provided must be balanced so as not to overload visitors and hinder communication, so translators should reflect on the communicative situation in which the text will be used (Muñoz, 2011). Ultimately, the target text should facilitate the identification of these elements when the tourist visits the destination country (Muñoz, 2011). Transcreation and localization are two of the most developed translational activities to face the challenge of adapting cultural elements in multilingual communication, since the translator also acts as an intercultural mediator (Saleh Hussein, 2020).

On the one hand, transcreation is defined as a an inter-cultural and inter-linguistic activity (Malenkina & Ivanov, 2018) involving a high degree of creativity aimed at resolving problems related to extra-linguistics aspects (Saleh Hussein, 2020), resulting in a new text that meets the needs of the target audience and helps companies in their internationalization process (Saleh Hussein, 2020). In this field, transcreation of tourist websites leads to a new attractive and adapted text (Saleh Hussein, 2020) that intends to achieve the same effect as in the original audience and that gives tourism discourse its own dimension (Malenkina & Ivanov, 2018). Taking into account that it has been widely used in disciplines such as marketing and advertising, transcreation can be applied to tourism as it relies on persuasive language that must be adapted to the target audience to be effective. Professionals also implement this strategy when faced with colloquial expressions, metaphors, and culture-specific references, which abound in this type of texts, and that might not resonate with the target audience (Kassawat, 2020). Eventually, there are even cases where the original text is not followed at all, so the ideas and intention are taken into account to create a new text from scratch (Saleh Hussein, 2020).

On the other hand, localization refers to an inter-cultural communication strategy (Vaupot, 2020) involving the translation and adaptation of all sections of a website to make it meet the cultural and linguistic needs and expectations of a target market (Kassawat, 2020; Tigre-Moura et al., 2014). It is therefore important to ensure the acceptance and success of products in another market (Pierini, 2007). Throughout the process, different strategies already mentioned are implemented, such as adding extra details, summarizing and dosing the information, changing the style of the text and multimedia content to make the website resonate with the target audience (Pierini, 2020). In the field of tourism, it helps to go beyond the translation process to optimize the

message (text and image) according to the visitor's culture, so the seductive function is at the heart of the process (Vaupot, 2020). One potential problem that localization professionals have to face is deciding whether to translate or adapt the brand language, that is, lexical elements that make up the identity of a company and its services (de la Cova, 2021). This is the case of the localization of tourism websites, which has major implications for a company's image. As a result, following a specific strategy to make websites suitable for the target market and to overcome cultural differences is essential (de la Cova, 2021). With the increasing importance of digital channels (websites, mobile apps) in the tourism sector, websites need to be continually adapted to meet customer and market demands (Suau-Jiménez, 2015).

Transcreation and localization are, therefore, two of the most recently developed translational strategies that can help to adapt the persuasive mechanisms underlying the text according to the target audience's culture and language (Suau Jiménez, 2015). Unfortunately, according to some of the analyzed works (Olvera Lobo & Castillo Rodríguez, 2011; Pierini, 2007; Vaupot, 2020), the use of these strategies is not as frequent as it should be in the tourism industry.

5. Results and Discussion

The works analyzed demonstrate that tourism discourse seems to have certain specific features that allow it to be considered a field of specialization within the world of translation, as it is influenced by many different disciplines but, at the same time, the language it uses is adapted to the general public (Muñoz, 2011). Since its purpose is convincing potential visitors to travel to a certain place, touristic texts have a persuasive function, describing destinations as idyllic places that will offer unique experiences to tourists (Tigre Moura et al., 2014). This is achieved through the use of terminology related to positive sensations (Pierini, 2007) and adjectives, superlatives (Muñoz, 2011), and the presence of cultural elements related to the destination that bring us closer to the travel experience, known as *realia* (Muñoz, 2011).

However, the use of text is linked to more traditional means of dissemination, such as brochures or travel guides, while web pages, in which multimodal content is more common, are becoming increasingly popular as a means of tourism dissemination (Suau Jiménez, 2015). They are aimed at calling the client to action through the use of audiovisual content, frequently even more important than text (Vaupot, 2020). Although

the language used in websites shares some common characteristics with that used in traditional means of tourist promotion—such as the persuasive function—it tends to have a secondary role, and companies use a combination of text and multimedia to forge their own identity to attract their target audience (Malenkina & Ivanov, 2018; Suau Jiménez, 2015). In addition to these features, some of the analyzed works reveal that there is a strong presence of cultural elements and references that companies can use to make their services look more attractive and represent their values (Tigre Moura et al., 2014). Since these can pose challenges to potential visitors, as the message will not resonate with them and will react negatively if not properly adapted (Vaupot, 2020), they need to be addressed by professionals through different translational strategies (Saleh Hussein, 2020).

The numerous benefits that the creation of a corporate website provides to companies are multiplied if they are translated or localized (Olvera Lobo & Castillo Rodríguez, 2011), as it helps them stand out in a highly competitive market (Pierini, 2007). Thus, it is essential to implement the adequate translational strategies so that the final product is suitable for the target audience, given that unprofessional practices can have a detrimental effect on the information provided (Olvera Lobo & Castillo Rodríguez, 2011; Pierini, 2007), undermining tourist expectations (Malenkina & Ivanov, 2018). This is the case of literal translation, a widely used practice that should be avoided, especially in intercultural contexts (Malenkina & Ivanov, 2018; Saleh Hussein, 2020).

In order to address cultural elements, different strategies can be implemented. While adding an explanation when terms that cannot be translated and are part of the destination's identity come up can be useful (Muñoz, 2011; Pierini, 2007), information should be dosified so that recipients are not overwhelmed (Muñoz, 2011). In this endeavor, transcreation and localization are two of the most widely popular strategies to adapt content to different cultural contexts (Saleh Hussein, 2020). Transcreation has been widely used in the fields of marketing and advertising, as it requires a high level of creativity and is aimed at solving problems related to culture and extra-linguistic aspects (Saleh Hussein, 2020). In this field, the transcreation of tourism websites leads to a much more attractive product that meets the needs of the target audience (Saleh Hussein, 2020). According to the analyzed works, this can be achieved either through the adaptation of elements such as colloquial expressions or metaphors (Kassawat, 2020) or the creation of a new text from scratch that preserves the essence of the original (Saleh Hussein, 2020). Localization has also been highlighted as an effective translational strategy in this context. According to the works from this SLR, it can be

especially useful in the field of tourism, as it preserves the persuasive function of the original (Vaupot, 2020) while maintaining the identity of the company and its services (de la Cova, 2021). Since websites and web apps are increasingly important means of tourist promotion, following a specific strategy of translation and adaptation becomes essential to overcome cultural barriers (de la Cova, 2021; Suau Jiménez, 2015). Nevertheless, the works analyzed have revealed that the most frequent practice is literal translation (Malenkina & Ivanov, 2018) and that despite their proven effectiveness in other fields, the implementation of transcreation and localization in tourism websites remains uncommon (Olvera Lobo & Castillo Rodríguez, 2011; Pierini, 2007; Vaupot, 2020).

6. Conclusion and Future Research

It is important to point out the limitations of the results of this SLR. As mentioned in the methodology section, only 11 works met the authors' criteria. Therefore, future research could broaden the scope of this work and consider those works that approach traditional translational strategies in the tourism sector. Nevertheless, this SLR has focused on new trends in the translation sector, namely transcreation and localization, that can offer innovative solutions to the translation challenges posed by this industry.

Translation has proven to greatly increase the benefits of new means of tourism promotion, such as websites. In addition, professional translators implement a wide range of strategies to cope with the many difficulties that tourism discourse raises: the presence of audiovisual content, the abundance of cultural references and the use of persuasive and seductive language, among others. Although transcreation and localization are known to be highly productive in the adaptation of products in intercultural contexts in other fields, their use remains scarce in this sector. Thus, it can be concluded that efforts should be increased in the translation and adaptation of websites in the tourism sector, since the success of companies depends to a greater or lesser extent on these means of promotion and the impact they have on the target audience.

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Appendix 1

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