

**English Translation of the Tourist Routes in Floridablanca, Colombia: An  
Inaugural Work in the Region**

Jose Andrés Carrillo Rojas

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Director:

Heidy Alegría Gutiérrez León

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Facultad de Ciencias Humanas

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### **Dedication**

First and foremost, I give thanks to God for allowing me to reach this pivotal moment in my life, the culmination of a significant personal achievement.

To my parents, I am endlessly grateful for your unwavering support and trust throughout my journey. Education is the greatest legacy you could have ever gifted me, and I carry it with pride.

I dedicate this work to my grandparents and my brother, my greatest sources of inspiration and joy. Thinking of you motivates me to grow every day. Through this process, I've learned that even when goals seem difficult to reach, every small effort is worthwhile when made with you in mind.

A special thanks to Valentina and Juana, who stood by me during the final steps of this journey. Your encouragement meant more than words can express.

*Jose A. Carrillo*

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### Abstract

**Title:** English Translation of the Tourist Routes in Floridablanca, Colombia: An Inaugural Work in the Region<sup>1</sup>

**Author:** José Andrés Carrillo Rojas<sup>2</sup>

**Key words:** Tourism translation, Tourist, Floridablanca, Cultureme, Translation techniques

**Description:**

This research focuses on the translation of tourist routes from Floridablanca, Colombia, from Spanish into English, with the objective of improving accessibility for international visitors and contributing to cultural exchange. The study followed a qualitative documentary approach combined with a case study method, including the review of source texts, comparison with parallel materials, creation of a specialized glossary, and systematic recording of translation decisions in a translation journal.

During the translation process, the main challenge arose from the condition of the source text, which contained multiple errors that complicated interpretation and the selection of accurate equivalents. To address these issues, various translation techniques were applied, among them Literal Translation, Modulation, Amplification, and Borrowing, which were the most relevant for ensuring accurate transmission of cultural identity and promoting local attractions. Likewise, we provided the clients with a set of suggestions with corrections for the source texts.

Beyond its practical outcomes, the project mainly aimed to contribute to the academic field of tourism translation and to the visibility of Floridablanca as a tourist destination. Findings highlight the importance of accurate translation in tourism, since inadequate translations may distort meaning and negatively affect the perception of a site.

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<sup>1</sup> Bachelor Thesis

<sup>2</sup> Faculty of Humanities. School of Languages. Director Heidi Alegría Gutiérrez León

### Resumen

**Title:** Traducción al inglés de las rutas turísticas de Floridablanca, Colombia: Un trabajo pionero<sup>3</sup>

**Author:** José Andrés Carrillo Rojas<sup>4</sup>

**Key words:** Traducción turística, Turista, Floridablanca, Cultureme, Técnicas de traducción.

**Description:**

Esta investigación se centra en la traducción de las rutas turísticas de Floridablanca, Colombia, del español al inglés, con el objetivo de mejorar la accesibilidad para los visitantes internacionales y contribuir al intercambio cultural. El estudio siguió un enfoque documental cualitativo combinado con un método de estudio de caso, que incluyó la revisión de los textos originales, la comparación con materiales paralelos, la creación de un glosario especializado y el registro sistemático de las decisiones de traducción en un diario de traducción.

Durante el proceso de traducción, el principal reto surgió de la condición del texto original, que contenía múltiples errores que complicaban la interpretación y la selección de equivalentes precisos. Para abordar estas cuestiones, se aplicaron diversas técnicas de traducción, entre ellas la traducción literal, la modulación, la amplificación y el préstamo, que fueron las más relevantes para garantizar la transmisión precisa de la identidad cultural y promover los atractivos locales. Asimismo, proporcionamos a los clientes un conjunto de sugerencias con correcciones para los textos originales.

Más allá de sus resultados prácticos, el proyecto tenía como objetivo principal contribuir al campo académico de la traducción turística y a la visibilidad de Floridablanca como destino turístico. Los resultados destacan la importancia de una traducción precisa en el turismo, ya que las traducciones inadecuadas pueden distorsionar el significado y afectar negativamente a la percepción de un lugar.

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<sup>3</sup> Bachelor Thesis

<sup>4</sup> Faculty of Humanities. School of Languages. Director Heidi Alegría Gutiérrez León

## Introduction

The fascination for traveling the world, seeing new places, creating memories and having stories to tell have made tourism a very essential phenomenon that many people seek to experience in contemporary societies. This is how exploring the planet, continents, countries, cities, and towns went from being mostly for migratory purposes to being recognized as a journey and adventurous thing to live temporarily and ephemerally. As a result of the Industrial Revolution, tourism (or, more precisely, its origin) emerged in the 19th century, with the notions of leisure, rest, culture, health, business, or family ties serving as its primary travel objectives (Escola Universitària Mediterrani [EU Mediterrani], 2022). Notably, Arthur Bormann established tourism as any travel made for amusement, business, or other similar reasons, during which the usual residence is temporarily left empty (EU Mediterrani, 2022). In addition, Walter Hunziker and Kurt Krapf said in 1942 that tourism is the set of relations and phenomena produced by the movement and permanence of people outside their domicile (EU Mediterrani, 2022). For instance, in Poland there is a famous mountain range known as the Bieszczady Mountains, which is now a national park. By being a natural and wild place, it presented a very rugged and inaccessible terrain, therefore, not very appealing to the masses. However, mass tourism entered Bieszczady with the emergence of a convenient rail- road network (Organ, 2021, p. 123), making the place more accessible for more visitors, with more comfort and amenities attractive to tourists.

Between 1950 and 1973, international tourism grew faster than ever before in history. This development was a consequence of the new international order, social stability, and the development of a leisure culture in the western world (EU Mediterrani, 2022). Meanwhile, tourism as it is known today has been in the making for quite some time, from Europe to every corner of

the world. In Colombia it started somewhat earlier than usual; therefore, “the history of tourism in Colombia dates back to 17 June 1954 with the formal creation of the Colombian Hotel Association (ACOTEL) and, on October 24, 1957 the government created Empresa Colombiana de Turismo by the Decree 0272” (Morales & Jiménez, 2020). This project is taken as an assignment requested by the School of Tourism from Universidad Industrial de Santander (Socorro).

## **1. Objectives**

### **1.1. General objective**

Translate the tourist routes of Floridablanca from Spanish to English through the use of translation techniques and a target-oriented approach in order to ensure accurate and cultural adequacy.

### **1.2. Specific objectives**

Catalog and document the difficulties encountered and adaptive techniques used throughout the translation methodology.

Conduct a thorough inspection and analytical study of source Spanish materials to determine optimal English translation equivalents.

Review previous English renderings within Floridablanca, Colombia’s tourism sector, evaluating terminology application.

Perform terminology extraction to assemble dual-language reference detailing.

Select and implement the most appropriate translation approach and techniques to conduct accurate translation.

## **2. Justification**

Floridablanca holds a prominent place within Santander due to its rich cultural heritage and its role as a representative symbol of the region. The presence of both national and international visitors evidences its tourist potential and the importance of offering high-quality materials that reflect its identity. However, one of the main challenges lies in ensuring that these materials are not only linguistically accurate but also culturally appealing, since poorly constructed translations may distort meaning and reduce the impact of the tourism experience.

The purpose of this work, therefore, is twofold. On the one hand, it seeks to provide future translation scholars with a practical example of the challenges that may arise in the field of tourism translation, offering insights into how these difficulties can be approached through the use of diverse translation strategies. On the other hand, it aims to deliver the best possible translations of Floridablanca's tourist routes so that they fulfill their essential function: attracting and engaging new visitors. By combining cultural sensitivity with methodological rigor, this project contributes not only to the academic discipline of translation studies but also to the promotion and visibility of Floridablanca as a cultural and tourist landmark.

## **3. Literature review**

In order to develop our literature review in a more organized way, our first step was to assemble all the information that would be useful for the present work in a matrix. We categorized the texts according to their main research topic. According to all the information obtained, it resulted in four main categories: Cultural problems and culturemes, Categorization of tourism, Common errors in translation of tourism-related texts, and Translation quality.

Across the first section, we discuss the difficulties that translators face when translating cultural aspects used in the context of tourism, looking at issues that go from translating geographical names to adapting gastronomic content, with the purpose of effectively expressing the cultural identity of tourist destinations.

Studies showed that some of the main problems in the moment of translating brochures, web pages and signs is that translators do not take in consideration the target population. So, the most commonly used technique is the literal translation, creating confusion in the users that do not know much information about the culture or place they are visiting. This may portrait a bad image and unprofessionalism of the tourism industry in the country or region of destination.

### **3.1. Cultural problems and culturemes**

Travelers seek out unique experiences in locations with different languages, cultures, and customs; as a result, tourism is one of the most dynamic and culturally diverse industries in the world. Translation plays an essential part in establishing cultural bridges that allow tourists to fully comprehend and appreciate their experiences in distant countries.

However, maintaining cultural authenticity, adapting tourism material, and accurately transmitting particular cultural components, sometimes known as "culturemes," provide significant challenges to this specific process in the translation industry. Relinque (2018) argues that a vast majority of these are realities that do not exist in the target culture<sup>5</sup>. In parallel, Molina (2006) asserts that a cultureme is a verbal or paraverbal element that carries a specific cultural load within a culture, and that when it comes into contact with another culture through translation, it

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<sup>5</sup> Tomado Relinque (2018, nuestra traducción al inglés de: "...en su gran mayoría se trata de realidades que no existen en la cultura meta" (p. 26).

may cause a cultural issue between the source and target texts<sup>6</sup>. Therefore, it might be difficult to accurately express a destination's cultural richness and significance effectively, as the difficulty concerns in trying to translate while maintaining the essence and distinctiveness of cultural diversity, particularly when working with elements that are ingrained in the source culture and might not have known equivalents in the target culture. In consequence, the capacity to draw tourists and promote its cultural identity may be obstructed by linguistic peculiarities, customs, and language obstacles which prevent hosts and guests from mutually understanding.

Calvi (2019) has brought up the notion of “cultural intermediary”, who knows the culture of the destination and also that of the target tourist, this mediator is not necessarily a translator, but opens to the tourist the access to diversity, being aware of the translation techniques that are correct for the adaptation in the translation of culturemes. According to Romero, 2020 (as cited in Darias, 2022), points out that gastronomy is one of the most visible cultural manifestations, so in these gastronomic traditions the culturemes are more prominent. So, in order for these to be translated correctly into the target culture. Darias (2022) recommends description and equivalence translation techniques, since translation techniques focused on a communicative approach work better. The emphasis on a communicative approach, as suggested by the author, implies that the goal is not just to replicate words but to convey the cultural meaning and significance behind them. This approach becomes essential for accurately transmitting the cultural richness and context linked with food traditions in gastronomy context, since this helps ensure a comprehensive understanding of the cultural nuances associated with specific foods or culinary practices.

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<sup>6</sup>Molina (2006), nuestra traducción al inglés de: “un elemento verbal o paraverbal que posee una carga cultural específica en una cultura y que al entrar en contacto con otra cultura a través de la traducción puede provocar un problema de índole cultural entre los textos origen y meta” (p. 76).

Concurrently, according to Calvi (2019), the best valued technique in translation is amplification, denoting the preservation of culture accompanied by an explanatory paraphrase. Both Darias (2022) and Calvi (2019) emphasize the importance of transcending literal translation, highlighting the need for the intended audience to understand the cultural nuances besides just understanding the words. Molina and Hurtado (2002) provide support for the aforementioned techniques by proposing a classification of translation techniques. Among these is the amplification technique, which involves introducing details not formulated in the source text, and description technique, that involves replacing a term or expression with an explanation of its form and/or function.

### **3.2. Categorization of tourism**

Tourism is defined as the economic and social activity that offers services to people who travel outside their usual place of residence, for a consecutive period of time of less than one year, for leisure, business or other purposes, and not for profit (Durán, 2012). This definition ratifies tourism as an intercultural exchange of experiences that might become interlingual depending on the geographical and demographical background of the places being visited. In terms of tourism categorization, the most viable approach is to speak of a twofold taxonomy: classification of text genres in tourism and classification of types of tourism.

#### **3.2.1 *Text genres in tourism***

Text genres in tourism are a classification of textual typologies with socio-communicative and informative projection. We can find a wide variety of textual genres in the tourism field such as tourist guides, touristic brochures, catalogs, published articles, informative texts, posters, and operative texts for tourists, mainly from territorial authorities to cover legislative and civil security topics (Soto, 2014).

### ***3.2.2 Types of tourism***

The tourism industry has come up with two categories or typologies as follows: the typology of tourist destinations and typology of specific disciplines associated with tourism. Tourist destinations make reference to demographic, geographic and spatial features of the touristic environment; the classic “sun and beach” tourism, urban tourism, rural tourism, and ecological tourism may fit this description.

As for the disciplines associated with tourism, we can find gastronomic tourism, health tourism, sport tourism, religious tourism, extreme tourism, historic tourism, dark tourism, and wildlife tourism. Although tourism is commonly related to leisure, this is not the only reason for travel, as tourism makes use of different discourses, such as a combination of art history, geography, gastronomy, architecture, ecology, economy, sports and cultural traditions, in addition to many other factors that determine the tourist's motivation and, ultimately, the reason for any touristic experience (Soto, 2014).

### ***3.2.3 Types of tourists***

Calvi (2019) mentions that in the touristic activity there are different "tourism cultures" referring to the different types of tourists that exist, these being "the autonomous tourist and the bubble tourist". The former is open to interacting with others, knows other languages and is able to access different sources of information, the author mentioned suggests that even if the autonomous tourist has this immersion capacity on his own, it is still necessary that the information provided in the local language shares local cultural behaviors, as it may not be known to this type of tourist. This is because these local cultural behaviors may not be fully known or understood by the autonomous tourist, even with their engagement capacity. By having information available in the local language, there's a better chance of the autonomous tourist gaining insights into the

subtleties of local cultural behaviors. In essence, the autonomous tourist might be well-prepared and independent in their travel approach, but having information presented in the local language ensures that they are aware of and can understand the specific cultural nuances of the destination. On the other hand, the "bubble tourist" has more advantages, as they are protected at every stage of their tourist experience, from the purchase of the "package" at an agency to the trip, with the accompaniment of guides, interpreters and other professionals that can reduce or eliminate the "cross-cultural shock" that other tourists may experience.

Nevertheless, these tourists find themselves encapsulated in what could be termed the "tourist bubble." According to this concept, their journeys tend to be relatively removed from the local environment, leading to a variety of experiences that differ significantly between destinations. Some interactions seem excessively commoditized and rushed, providing few chances to truly immerse oneself in the local culture. There are instances when the journey feels more near-authentic and genuine, but it is not comparable to what the "autonomous tourist" experience.

#### ***3.2.4 Promotional activities and interpersonal discourse***

In the tourism industry, promotional efforts are essential for drawing in and keeping tourists as well as for strengthening the regional and national economies. These programs aim to promote travel locations, experiences, and services to potential tourists, emphasizing their distinctive features and influencing their choices. These activities not only stimulate the tourism sector but also help to develop infrastructure, create jobs, and protect the ecology and culture of the places they visit. Although promotional activities and tourist destinations may attract the attention of people interested in these activities, those who play an important role are tourists. Calvi (2019) asserts that due to their credibility as witnesses or even as travel experts, other travelers' testimony

has greater weight, because it serves as a mediator between insiders and outsiders. This idea is supported by Suau and Labarta (2017) who states that “tourists shifted from reading unbiased and objective tourist guides to a tourist discourse that includes experience-based evaluations as a means of persuasion and credibility, which will result in a more subjective and narrative discourse” (p. 206). Understanding this shift is crucial as it directly impacts how promotional materials are made and how tourists perceive and choose their destinations, influencing the overall success of tourism-related projects.

Applied to this work, the idea is to elevate the narrative discourse to the pragmatic plane with a multifunctional approach, in which the promotional tourism text acquires expository and hortatory characteristics, making it, according to Soto (2014) objective and impartial but no less attractive to the tourists. Thus, a dominant exhortative function is established, whose purpose is to arouse the tourist's emotions in order to achieve an experience-based evaluation discourse while the display of information from the tourist destination is relegated to a secondary function.

### ***3.2.5 Tourism in Colombia***

*"Colombia is a country that has unreservedly supported the UNWTO for many years and has demonstrated a true commitment to responsible and sustainable tourism for all".*

Zurab Pololikashvili,

Secretary-General of the World Tourism Organization.

Ecotourism, health tourism, sport tourism, religious tourism and cultural tourism are some of the most practiced types of tourism in Colombia and the world. First, In regard to ecotourism, Colombia is an international biodiversity benchmark, considered the most biodiverse country per square meter in the world, according to the World Wide Fund for Nature (WWF, 2017). Colombia

has also hosted several international sporting events such as the annual cycling event La Vuelta a Colombia, the Central American and Caribbean Games, the U-20 World Cup, as well as numerous international football events in major city stadiums such as the Barranquilla Metropolitan Stadium, Atanasio Girardot stadium in Medellin and El Campín stadium in Bogota.

Religious tourism is also widely practiced due to the Spanish heritage that endowed Colombia with a Catholic tradition. That is why the country has a large number of temples that entice tourists to appreciate their beautiful architectural design. Catholic shrines such as Las Lajas, El Divino Niño del 20 de Julio and Monserrate are visited by pilgrims and devotees from all over the world. Finally, Colombia also stands out for its extensive cultural heritage and number of traditions that contribute to the global tourism industry with the international popularization of festivities such as the carnival of Barranquilla or the carnival of blacks and whites, both considered UNESCO Intangible Cultural Heritage, in addition to numerous fairs and festivals related to artistic disciplines and autochthonous cultural elements.

### **3.3. Common errors in translation of tourism-related texts**

Translation plays a crucial role in breaking down communication and cultural barriers in the tourism industry. Translation is more than just the conversion of words from one language to another; it also involves the transmission of cultural meanings and feelings. The effectiveness of it in the tourist industry is essential for promoting places and allowing guests to have an authentic experience.

In this sense, for a translation to be correct Nobs (2003) mentions that the parameters of pragmatic adequacy, clarity of content exposition, appropriateness of style, accurate transfer of

content, grammatical correctness, adequate treatment of non-verbal material and professional behavior must be observed, these factors contribute to good translation performance. In turn, Durán (2012) states that for a high-quality professional translation to be produced, it needs to be adapted to the target culture, provide communicative equivalences, and fulfill the translation assignment. These are the common challenges that translators face when translating a source text into a target text. Following Durán's (2012) ideas, Relinque (2018) mentions, "there are difficulties when translating proper names, toponyms, back translation, neologisms and reference sources" (p. 28)<sup>7</sup>.

Relinque (2018) points out a significant concern in her research, emphasizing the unnoticed translation of toponyms. This represents a prevalent error, as these names are inherently idiosyncratic to a particular culture and lack equivalence in another. These mistranslations draw attention to the challenges in faithfully capturing cultural details.

Another previously observed problem in the "Cultural problems and culturemes category" is that gastronomy is an important reference point in any culture. Therefore, Darias (2022) shows that the translations of some menus use a literal translation technique and have spelling mistakes, which can create an image of poor quality and unprofessionalism for customers, demonstrating that it does not achieve its communicative purpose and lacks one of the fundamental stages of the translational process, which is revision. In order to help the client, learn more about the desired dish and its equivalent, the author recommends that the translation includes an additional

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<sup>7</sup> Relinque (2018), nuestra traducción al inglés de: "hay dificultades al traducir nombres propios, topónimos, traducción inversa, neologismos y fuentes de referencia" (p. 28).

description. To convey to the client that the dish and technique in consideration are from the local culture, generalizations were employed.

The spelling and translation technique errors highlighted earlier, which arise from the absence of a review process, find support in Calvi's observations (2019). These problems persist due to the tourism industry ignoring the vital role of translation in shaping the tourist experience. This error can lead to a deficiency or total absence of quality and professionalism in the translation efforts.

### **3.4. Translation quality**

The definition of quality within translation is not universally defined due to the wide variety of translation techniques and linguistic content available for translation. Additionally, the translation assignment and the target communicative situation make it impossible to establish a standard of quality translation as highlighted by Durán (2012). However, the concept of quality must be determined in order to produce quality tourism translations. To improve this comprehension, Duran's (2012) pragmatic parameter, which assesses a translation as a communicative equivalent, can be integrated with William's (2009) evaluation criteria derived from the assessment of professional translation. As a result of this synthesis, quality translation is defined as a collective set of properties that establish the reliability, validity, and adequacy of a specific translation.

It is important to highlight some other features that easily help us to identify the translation of tourism-related texts, so it is possible to determine their quality. Starting from a linguistic point of view, on the one hand, we have evaluative adjectives which are intended to embellish a specific noun, usually an attraction of a tourist destination such as a landscape, a beach or a historic

building. On the other hand, we have superlatives and comparatives, particularly in tourist guides and brochures. If the tourist text is of an advertising purpose, rhetorical figures such as hyperbole are also frequently used in slogans and short advertising type texts.

Although the concept of tourism or vacation is not always linked to leisure, it is linked to an inherently characteristic feature on a pragmatic level: emotion. This is generally accentuated in promotional tourism texts such as brochures, posters and advertisements, but it never leaves aside a positive connotation or interest arousing towards the reader.

Assigning a specific type of translation technique for tourism translation does not guarantee a quality translation either. The implementation of the literal translation or calque technique is frequent for specific cultural terms, particularly outside of academia, and tends to be dangerously widespread in tourism translation as if it were a general rule subjected to the principle of Occam's razor. In this type of scenario, the omission of useful, interesting or additional information is frequent (García et al., 2023). In summary, according to Durán (2012), the characteristic competencies of quality translation of tourism texts are, firstly, the linguistic-textual dimension; secondly, the documentary dimension, closely related to pragmatics; and, finally, the cultural dimension, indispensable for the consolidation of a professional specialized in tourism translation as a discipline independent of translation studies.

The quality of the translation depends on the translator's familiarity with the terminology, content and format of the text to be translated. Thus, the importance of accurate translation in the field of academic research is unparalleled and will be particularly helpful for the development of this work in the active community of Floridablanca, Santander, where it is essential for translated materials to be precise and accurate. Translating academic articles, historical records, or working

with local experts all require the ability to communicate complex concepts and maintain the accuracy of source material. A meticulous approach in translation fosters an extensive and internationally accessible corpus of work, as well as the expertise for the recognition of culturemes, toponyms, foreign words and special cases.

#### **4. Theoretical framework**

So far, little research has been conducted on tourism in Floridablanca, Colombia, and even less on the translation of tourism-related texts in this region. Therefore, this project aims to explore the field of tourism translation through a Functionalist approach, seeking to produce a Spanish–English translation that fulfills its communicative purpose within the target culture.

The theoretical framework is based on the principles of Functionalism in Translation Studies, an approach that conceives translation as a purposeful and communicative activity rather than a mere linguistic equivalence. This model is especially suitable for tourism translation, where texts are meant to inform, persuade, and create cultural connection with the reader.

##### **4.1. Foundations of the Functionalist Approach**

Functionalism emerged in Germany in the second half of the twentieth century as a response to traditional theories focused mainly on formal equivalence. Instead of seeking a word-for-word correspondence between source and target texts, functionalist theorists proposed that translation should serve a specific communicative function within the target context (Vermeer, 1978; Nord, 1997).

This perspective redefines the translator's role: rather than being a literal transmitter of meaning, the translator becomes an intercultural mediator responsible for adapting the message so that it fulfills a concrete purpose in the target culture.

Translation is thus understood as a social and communicative act, influenced by cultural, pragmatic, and contextual factors (Nord, 2006).

#### ***4.1.1 Main Contributions to Functionalism: Nida, Reiss, Vermeer, and Nord***

The development of functionalism draws on the contributions of several scholars who emphasized the communicative nature of translation.

First, Nida (1964) introduces the concept of dynamic equivalence as a translation approach that seeks to reproduce in the target audience an effect comparable to that experienced by the original readers (p. 159). He explains that to achieve this equivalent response, translators should aim for the closest natural rendering of the message, which may require adapting idiomatic or culturally specific expressions so that they sound natural and meaningful to the target reader (p. 166). From this perspective, Nida argues that translation quality depends more on achieving functional adequacy than on maintaining strict formal correspondence.

Later, Reiss (1971/2000) developed a text typology based on language functions: informative, expressive, appellative and phatic. She proposed that the translation strategy should be determined by the text's dominant function. In tourism, for example, texts are mainly appellative (persuasive), though they also contain an informative dimension. Hence, the translation must combine accuracy, clarity, and persuasive style to achieve its purpose.

Building upon Reiss's typology, Hans J. Vermeer (1978) formulated the Skopos Theory, which states that every translation must be guided by its purpose or intended function in the target culture. The Skopos grants the translator flexibility to adapt the text, as long as the translation fulfills its communicative goal. In this project, the Skopos of the translation is to promote and disseminate Floridablanca's tourist routes to an international audience, which requires a fluent, culturally adapted, and appealing target text.

Finally, in *Translating as a Purposeful Activity*, Nord (1997) brings together the ideas of Reiss and Vermeer into a broader functionalist model where she introduces the principle of loyalty. Nord understands loyalty as an ethical responsibility through which the translator considers the needs and expectations of all participants involved in the translation process, including the source text's author, the client who commissions the translation, and the target audience (p. 125). This principle goes beyond literal faithfulness because it requires the translator to make decisions that respect the intentions and constraints of each party, and even to negotiate or refuse a task if producing a translation would misrepresent any of these stakeholders (pp. 125–126).

In the context of this project, which involves the translation of tourism-related content for international visitors, loyalty entails being accurate and respectful toward the cultural and historical information presented in the source text while also adapting the message so that readers unfamiliar with the local context can understand it clearly and find it engaging. This balance reflects Nord's view of translation as an ethical and cooperative activity in which the translator must align respect for the original message with the functional requirements of the target communicative situation.

#### ***4.1.2 Applying Functionalism to Tourism Translation***

Tourism is a field that perfectly illustrates the principles of Functionalist translation. Tourism texts are not only informative but also persuasive and emotionally engaging, aiming to capture the reader's interest and motivate action. According to Reiss (1971), such texts combine informative and appellative functions, requiring the translator to preserve both the factual accuracy and the promotional tone of the source text.

As Vermeer (1978) mentions, the translator's choices should always align with the *Skopos*, that is, the communicative purpose of the translation. In this project, the *Skopos* is to promote

Floridablanca's cultural and natural attractions, which implies adapting the original text to make it understandable, relatable, and appealing for international readers. This process often involves cultural adaptation, such as replacing local references with equivalents that evoke a similar emotional response in the target audience.

Similarly, Nida (1964) and Nord (2006) emphasize the importance of functional equivalence, meaning that a translation is adequate when it fulfills the same communicative purpose as the original, even if it differs in linguistic form. For tourism translation, this implies ensuring that the target text provides foreign readers with a natural and engaging experience while preserving the local identity of the source message.

#### *4.1.3 Advantages of the Functionalist Approach in Tourism Contexts*

The functionalist approach offers several advantages when applied to tourism translation. First, it emphasizes communicative effectiveness: the translator is allowed to make structural or stylistic adjustments to ensure that the target text achieves its goal. This flexibility encourages creativity and enables the translator to adapt culturally specific references so that they make sense to foreign readers (Nord, 1997; Vermeer, 1989).

Second, functionalism acknowledges the variety of text functions, which aligns perfectly with the hybrid nature of tourism discourse. Tourism texts combine factual information with persuasive strategies and cultural elements, all of which must be balanced in the translation. This makes functionalism especially useful for producing natural, reader-oriented, and persuasive translations that fulfill multiple functions simultaneously.

Lastly, the inclusion of Nord's principle of loyalty ensures that the translator's freedom remains ethically grounded. The translation is not a free adaptation but a responsible reformulation, faithful to the source text's purpose and respectful of both author and reader.

## 4.2. Limitations

Although Functionalism has greatly contributed to the understanding of translation as a purposeful activity, it also presents several limitations when focusing solely on the functional aspects of a text. As Nord (1997, 2006, 2018) points out, these include subjectivity, the lack of clear and prescriptive guidelines, the complexity of translation tasks, the overemphasis on the target audience, and the dependence on context. These theoretical limitations became apparent throughout the development of this translation project.

First, the functional theory emphasizes the purpose and intended use of the translation, which, if taken to the extreme, could justify almost any translation strategy. This is where subjectivity becomes unavoidable, since the determination of the “intended function” varies among translators (Nord, 1997). This limitation was evident in this project because communication with the commissioners, the professors of the Tourism program in the Socorro campus, was not fluid. As a result, we as translators lacked clear indications regarding the purpose, audience, or medium for the translated texts. It was unclear whether the materials were meant for posters, signage, brochures, or community-based projects. This ambiguity reflects Vermeer’s (1989) observation that establishing the Skopos becomes difficult when the target audience is undefined. Without a clearly established communicative function, decisions regarding tone, level of detail, and degree of adaptation depended largely on our team’s own interpretations, reinforcing the subjectivity embedded in functionalist decision-making.

Second, when the source text is inaccessible or culturally distant, translators may struggle to grasp subtle nuances, idiomatic expressions, or implicit meanings. Nord (1997) highlights that in such cases, determining the Skopos becomes especially difficult. This limitation also manifested clearly in this project: the source texts provided contained numerous punctuation mistakes,

typographical errors, and issues of coherence and style. These problems interrupted the translation process, since we first had to reconstruct a coherent message before applying functional strategies. This illustrates Nord's argument that functionalism, while offering broad principles, does not provide prescriptive guidelines for addressing flawed or inconsistent source texts. For novice translators, this absence of prescriptive rules can be overwhelming, as Nord (2006) states, and may lead to inconsistencies. Arias (2022) reinforces this concern by emphasizing that translators must rely on strong cultural and linguistic competence to make informed decisions that go beyond subjective interpretation. In our case, resolving textual errors demanded additional cultural and linguistic judgment, further complicating the functionalist approach.

Finally, the contextual dependence emphasized by functionalism can be both a strength and a limitation. Nord argues that translation is inherently shaped by the specific conditions in which it is produced. However, on this project we did not have access to clear contextual information. We did not know the final setting where the translation would be displayed or the characteristics of the intended international tourists. Contextual uncertainty limits the translator's ability to tailor the text to meet specific communicative needs, which is a central functionalist requirement. Additionally, for the year 2023 there was little research available on tourist translation specifically in Floridablanca, limiting the possibility of consulting parallel texts, local guidelines, or established discursive models. This situation reinforces Nord's claim that excessive dependence on context becomes problematic when such context is incomplete, unstable, or unavailable. Although functionalism promotes adaptation to communicative situations, it becomes difficult to apply when essential contextual variables are unknown.

Thus, the challenges experienced in this project, including the lack of communication with commissioners, ambiguous textual purpose, flawed source materials, and limited contextual or

academic references, demonstrate how the limitations described in functionalist theory directly influenced our translation process. These constraints reveal that although functionalism offers a flexible and pragmatic framework, its effectiveness is reduced when essential contextual, textual, and communicative information is missing or unreliable.

## **5. Methodological design**

### **5.1. Type of Research**

This study employs a qualitative documentary research framework, which, as noted by Dávila and Guerrero (2014), focuses on addressing specific questions through critical analysis of written sources. The primary data source consisted of a seven-page document provided by the director of the Tourism undergraduate program at the Universidad Industrial de Santander, Socorro campus. The text outlined the main tourist routes in Floridablanca (Santander) as part of a local development initiative. It was written in an informal and descriptive style, rather than as a published brochure or web text, which required additional adaptation and editing efforts during the translation process to achieve a more coherent and professional version in English. This methodological approach involved systematic review, comparison, and evaluation of materials (both digital and printed), enabling modifications and color-coding to identify optimal translation methods. Parallel analysis of guides, brochures, and digital content examined translation decisions and their intercultural communication impact within tourism contexts.

This research also uses a case study approach, which is ideal for closely examining real-world translation decisions, difficulties, and results. As Glynn (2021) explains, this method allows for detailed analysis of specific situations, instances or context. In our case, how translated

materials are adapted for English-speaking audiences. By focusing on the Spanish-to-English translation of Floridablanca's tourist information (including route signs, descriptions, and promotional materials), this case study helps us to understand how to improve the materials for English-speaking tourists. Combining document analysis with case study methods gives us both solid theoretical support and practical insights. Together, these approaches help to create tourism translations that communicate effectively across cultures.

By using these approaches, we could carefully examine the materials in their proper context. This helped achieve the study's main purpose: To develop tourism translations that work better for international audiences and bridge cultural gaps

## **5.2. Resources and techniques**

The methodological process began with a meeting with my thesis advisor, Heidy Gutiérrez, and the Tourism Program Coordinator, Celmira Pereira, to clarify the project's scope, the coordinator's specific requirements, and the study's significance for Floridablanca's tourism sector. With this foundation, I implemented three key techniques: First, I compiled and analyzed parallel tourism-related texts, organizing them into a comparative matrix to inform the literature review. Second, I developed a specialized glossary of tourism terminology to ensure conceptual precision throughout the translation process. Finally, I maintained a detailed translation journal to document challenges and decision-making processes while working on the Spanish-to-English translations of the proposed tourist routes. These aforementioned tools were very helpful in the translation process and subsequent analysis.

### 5.2.1 *Translation techniques*

In the translation of the tourist itineraries outlined by coordinator Celmira Pereira, a range of translation techniques were systematically employed to optimize the target text's coherence, cultural relevance, and accessibility for the intended readership. The techniques employed were drawn from the framework established by Molina y Hurtado (2002), including:

- *Literal translation*, which involves rendering the ST into the TT word-for-word without adjusting for natural target language conventions.
- *Modulation*, where the translator shifts the perspective or phrasing of the ST to achieve idiomatic fluency in the TT.
- *Amplification*, which introduces additional explanatory details in the TT to clarify implicit ST content.
- *Borrowing*, which consists of directly transferring a term from the ST into the TT, either in its original form or adapted to target language orthography.
- *Adaptation*, which replaces a culture-specific element in the ST with a functionally equivalent counterpart in the target culture.
- *Reduction*, which omits redundant or pragmatically unnecessary ST content in the TT to maintain conciseness.
- *Established equivalent*, which employs a pre-approved, conventionalized translation for a term or expression in the TT.
- *Transposition*, which consists of shifting a word or expression from one grammatical category to another, such as a noun into a verb or a verb into a prepositional phrase, while preserving the original meaning.

- *Calque*, where a phrase or structure from the ST is translated literally, often retaining foreignized syntax or morphology.
- *Compensation*, where a stylistic or semantic effect from the ST is reintroduced elsewhere in the TT due to placement constraints.
- *Generalization*, which involves using a broader or more neutral term in the TT than the one found in the ST, typically to ensure clarity or accessibility for the target audience.

### **5.2.2 Color Coding**

To better visualize and analyze the aforementioned techniques, Color coding was applied, a visual strategy that, according to Wong (2010), is key for distinguishing and organizing complex information through selective color palettes, thereby enhancing clarity and data analysis (p. 573). This facilitated efficient identification and hierarchical classification of the examined components.

### **5.2.3 Journals**

Although field notes and journals were initially considered useful, I found that keeping a journal was more appropriate for recording translation decisions and resolving doubts immediately while working. Lucile Davier (2025) argues that field diaries are valuable in autoethnographic translation research because they allow translators to capture insights and reflections at the exact moment choices must be made. In many cases during translation I needed to revisit theory in order to decide on the most suitable term. The journal served not only to document these moments, but also to preserve memory of reasoning, facilitating consistency and deeper understanding in later reviews of the translated text.

## 6. Analysis, Process, and Results

The central focus of this research project is the translation of tourist routes from Spanish into English, showcasing key destinations in Floridablanca, Santander. These routes were assigned by Celmira Pereira, coordinator of the Tourism program at Universidad Industrial de Santander's Socorro campus. Beyond the translation itself, the study identifies challenges encountered during the process and evaluates the most effective approach and techniques to ensure accuracy, cultural adequacy.

The source text comprises seven pages of content, with the first two pages presenting a list of tourist routes in Floridablanca under the following categories: *SITIOS NATURALES-REFERENCIA*, *FESTIVIDADES Y EVENTOS*, *PATRIMONIO INMATERIAL*, and *PATRIMONIO MATERIAL MUEBLE E INMUEBLE*. These categories encompass six, ten, seven, and twenty-four routes, respectively. While the *PATRIMONIO MATERIAL MUEBLE E INMUEBLE* section originally included twenty-four heritage trails, only fifteen were expanded upon in the document with detailed descriptions, forming the core of this translation analysis.

### 6.1. Translation Process

The first part of this project: lit review, translation and methodology, I worked with two colleagues who later on dropped out of the project. During the translation process and for the phases of revision and editing, we met several times with the thesis supervisor. To optimize the translation process, we divided the texts into equal parts and worked both in person and remotely, while ensuring that the three of us remained involved throughout. This way, whenever doubts arose about a particular term or translation technique, we were able to make decisions on the spot to

maintain consistency across our individual translations. In addition, we held several meetings with the supervisor to receive her feedback, either on the use of more appropriate terms for the target text or on the better application of translation techniques. During our review of the source text, we also noted several inconsistencies in formatting, cohesion, style, and typographical accuracy.

Before the dissertation, we had taken two courses with professor Heidy, Text Translation I 28595 and Text Translation II 28596. With the courses, we gained fundamental knowledge about the basics of translation, including theories, approaches, and terminology across different fields of study. Since this was our first time working in the field of tourist translation, it represented a challenge; however, we relied on several resources to deepen our understanding of this area. First, we read parallel texts related to translation or tourism materials, such as brochures, leaflets, and hotel websites in both Spanish and English, in order to analyze equivalents and structures. These texts were then classified in a matrix. Second, we created a glossary with terminology focused on the tourism sector to avoid terminological inconsistencies. Finally, as we applied the translation techniques we considered most appropriate, we also wrote comments and notes explaining the decisions we made and why we believed they were the best options based on our knowledge. Over time, some of these notes were revised as our analysis evolved, which contributed to greater consistency and depth in the translation process.

## **6.2. Terminological extraction and Glossary**

An essential pre-translation step before starting the translation process was the creation and organization of a glossary focused on tourism-related terminology. This resource proved fundamental, as we were not fully familiar with the specialized language of this field. The glossary included frequently used terms in the tourism sector, covering cultural elements, names of places,

and other concepts inherent to its nature. Its purpose was not only to ensure terminological consistency throughout the translation, but also to prevent potential misinterpretations or inaccurate translations. Moreover, having this tool available in advance provided a stronger foundation for approaching the source text and contributed to achieving greater precision and fidelity in the target text.

**Figure 1.**

*Technical glossary created for the translation process*

	<ul style="list-style-type: none"> <li>○ <i>Agrotourism:</i></li> <li>● <b>Aprovechamiento del tiempo libre:</b> Es el uso constructivo que el ser humano hace de él, en beneficio de su enriquecimiento personal y del disfrute de la vida en forma individual o colectiva. Tiene como funciones básicas el descanso, la diversión, el complemento de la formación, la socialización, la creatividad, el desarrollo personal, la liberación en el trabajo y la recuperación <u>psicobiológica</u>. (Plan decenal de deporte 2009- 2019) <ul style="list-style-type: none"> <li>○ <i>Leisure Time Utilization:</i></li> </ul> </li> <li>● <b>Área urbana:</b> Área conformada por conjuntos de edificaciones y estructuras contiguas agrupadas en manzanas, las cuales están delimitadas por calles y carreras. En general cuenta con la prestación de servicios esenciales tales como acueducto, alcantarillado, energía eléctrica, hospitales, colegios, entre otros (DANE). <ul style="list-style-type: none"> <li>○ <i>Urban area:</i></li> </ul> </li> <li>● <b>Área rural:</b> Área caracterizada por la disposición dispersa de viviendas y explotaciones agropecuarias existentes en ella. No cuenta con el trazado o nomenclatura de calles, carreteras, avenidas y demás (DANE). <ul style="list-style-type: none"> <li>○ <i>Countryside:</i></li> </ul> </li> </ul>
B	<ul style="list-style-type: none"> <li>● <b>Bienes:</b> Los bienes son objetos físicos producidos para los que existe una demanda, sobre los que se pueden establecer derechos de propiedad y que pueden transferirse de una unidad institucional a otra mediante transacciones realizadas en los mercados (OMT, 2020) <ul style="list-style-type: none"> <li>○ <i>goods:</i></li> </ul> </li> </ul>
C	<ul style="list-style-type: none"> <li>● <b>Cadena de valor del turismo:</b> La cadena de valor del turismo es una secuencia de</li> </ul>

### 6.3. Main Challenges

The purpose of this section is to analyze the challenges encountered when reading the source text provided by our director, Celmira, since its wording was not the most effective and made interpretation difficult. It will also address the translation techniques that were considered

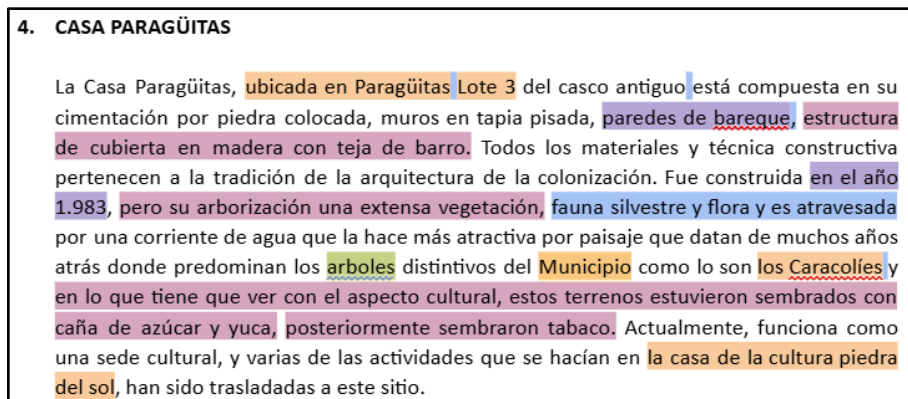
most suitable to achieve the purpose of the tourist routes: capturing the attention of the target audience.

### 6.3.1 Source text errors

Before starting the translation process, it was essential to carefully read the source text in order to identify its writing style and anticipate potential lexical or structural challenges. To facilitate this task, the Color coding technique was applied. Orange was assigned to capitalization errors, blue to accentuation errors, purple to typographical mistakes, green to punctuation issues, and pink to problems related to agreement and syntax.

#### Figure 2.

*Example of Color coding in the source text to analyze errors*



*Note. This chart shows the way in which Color coding was used to analyze the errors in the source text.*

After identifying the errors in the source text, I created a table summarizing the most relevant ones, based on the classifications of De la Concha (2018) and Bustos (2011). Categorizing these errors made it possible to detect recurring patterns and identify the aspects that most affected clarity and accuracy. The following section presents a visual overview of these errors, organized into

categories and subcategories, which guided the translation process by emphasizing issues such as orthography, punctuation, typographical errors, and syntactic inconsistencies.

**Table 1.**

*Source text errors classification*

<b>Category</b>	<b>Type of error</b>	<b>Quantity</b>	<b>Example</b>
Orthography and Punctuation	Lack of capitalization	17	la casa de la cultura piedra del sol
	Misuse of capitalization	17	Florideños
	Lack of accent mark	14	JARDIN
	Minor typographical errors	4	decoraciones
	Major typographical errors	2	PRIEDRA
	Numeric formatting error	2	A principios de 1.994 ...
	Omission of punctuation mark	18	... cualquier especialidad y cirugía plástica, sin embargo en este mundo cambiante ...
	Misuse of punctuation mark	12	Luego, debido a la pandemia, la obra se suspendió, hasta el 12 de febrero de 2021 ...
Grammar and Syntax	Incorrect punctuation mark	6	... visitantes de todas partes del mundo. Por esta razón...
	Number agreement	9	... los Florideños puede solicitar ...
	Gender agreement	2	... se hizo necesario la ampliación y crecimiento de servicios ...

	Preposition/Determine r error	5	... patrono del Floridablanca.
	Lexical-syntactic error	10	Es una piedra de alrededor 3 metros de altura y 6 metros de ancho ...
	Verb inconsistency	tense 2	Para el 31 de diciembre de 2019, se cuenta con ...
Discourse, Style, and Coherence	Long paragraphs	2	La iglesia principalmente estaba construida en tapia pisada y en su interior aún se mantenía un piso de tierra ...
	Confusing paragraphs	7	La casa de la cultura Piedra del sol es un establecimiento público del orden municipal, que tiene como función principal, ser un lugar de convergencia artística, prestando un servicio de formación cultural y artística a los habitantes del municipio de Floridablanca, y proporcionar un escenario que permita el encuentro de artistas locales y las expresiones de la cultura.
	Redundancy	3	... aunado a procesos de investigación científica que generen el desarrollo e investigación.
	Ambiguity	1	La Piedra del Sol, uno de los elementos más característicos de la cultura Guane, se encuentra en la Casa de la Cultura de Floridablanca, también conocida con ese nombre.
	Fluency recommendations	10	Recorren las calles que mantienen ese olor dulce, espacio atractivo para retratar a la familia y compartir con el sabor inigualable de una oblea, ícono de nuestra ciudad. Cerca de 3.000 personas han visitado Endulzarte y disfrutado de sus delicias y actividades artísticas.

**6.3.1.1 Ortographic errors.** According to Real Academia Española (RAE, 2010), orthography is the set of rules that regulate the correct use of a language's graphic signs. As a discipline, it describes their elements and conventions, and because of its normative nature, it requires adherence to rules, the violation of which results in writing errors. The main errors identified include punctuation, capitalization, typographical issues, and accentuation. These aspects of orthography represent the most frequent shortcomings in the source text. The omission or misuse of punctuation marks, the incorrect use or absence of capitalization in certain words, as well as the lack of accent marks or graphic stress typical of Spanish, hindered both the understanding of the source text's purpose and the interpretation of its tourist routes in English. One example of a punctuation problem is the improper use of a comma, which affects the clarity and fluency of the text for the reader.

**Table 2.**

*Example extracted from page 7*

<b>Error</b>	<b>Correction</b>
Luego, debido a la pandemia, la obra se suspendió, hasta el 12 de febrero de 2021...	Luego, debido a la pandemia, la obra se suspendió hasta el 12 de febrero de 2021...

During the revision of the text, omissions were also identified in the use of capital letters in contexts where their application is mandatory according to orthographic rules. This type of error often occurs at the beginning of sentences, in the writing of proper names, or in references to institutions and entities. The absence of capitalization in such cases not only violates the

conventions of formal writing but also gives an impression of carelessness in composition and can make it difficult to properly distinguish key referents such as names, places, and institutions. The following example illustrates this lack of rigor on the part of the authors of the tourist routes, who repeatedly showed inconsistencies of the same nature, although not always identical.

**Table 3.**

*Examples extracted from pages 3 and 4*

<b>Error</b>	<b>Correction</b>
... las actividades que se hacían en la casa de la cultura piedra del sol ...	... las actividades que se hacían en la Casa de la Cultura Piedra del Sol ...
La casa de la cultura Piedra del sol es un establecimiento público...	La Casa de la Cultura Piedra del Sol es un establecimiento público...
... como lo son: la casa de la cultura piedra del sol, la casa paragüitas, la iglesia san Juan de Nepomuseno...	... como lo son: la Casa de la Cultura Piedra del Sol, la Casa Paragüitas, la Iglesia San Juan de Nepomuceno...

In the analyzed examples, it can be observed that the definite article “La” appears both in uppercase and lowercase. In the first case, this occurs because “Casa de la Cultura Piedra del Sol” is the proper name of the institution and, therefore, must begin with a capital letter, although not necessarily the article itself. In the second example, the capitalization is justified by the fact that the article appears at the beginning of the sentence. Following this logic, in the third example it might seem that there is an error in not writing “La” with an initial capital; however, according to

the rules of Spanish, when a colon is used and what follows constitutes a continuation of the same sentence or appears as an explanatory clause, the word immediately after the punctuation mark must begin with a lowercase letter

I have considered it important to highlight this particle, since in some of the tourist routes from the source text two proper names were identified that include the same determiner as part of their designation, yet appear written in lowercase. This usage contradicts what is established in *Ortografía de la lengua española* (RAE and ASALE, 2010), which states that all elements making up a proper name must be written with an initial capital letter. Along the same lines, *Diccionario panhispánico de dudas* (RAE and ASALE, 2005) specifies that both proper names and common expressions functioning as title require capitalization. Departures from these conventions not only affect orthographic correctness but also compromise the consistency and proper recognition of these denominations. The following case clearly illustrates this issue:

**Table 4.**

*Examples extracted from pages 6 and 7*

<b>Error</b>	<b>Correction</b>
barrio la Universidad	barrio La Universidad
barrio la Cumbre	barrio La Cumbre

An equally relevant case is that of demonyms. In English, the term demonym is used to refer to what in Spanish is called “gentilicio”, whose function is to designate the inhabitants or natives of a place, and which derives from a toponym (Chesnokova et al., 2021). For instance,

“colombiano/colombiana” are used for those who come from Colombia. Within the Spanish-speaking context, one of the most frequent mistakes is writing demonyms with an initial capital letter, probably due to their association with the proper name of the place of origin. However, the orthographic convention in Spanish establishes that they must be written in lowercase, unlike in English, where capitalization is required for this type of word. The following examples illustrate this point:

**Table 5.**

*Examples extracted from page 6*

<b>Error</b>	<b>Correction</b>
... para las familias Florideñas.	... para las familias florideñas.
... atienden a los Florideños y turistas ...	... atienden a los florideños y turistas
	...

As mentioned earlier, the lack of care in the source text became especially clear in the presence of typographical errors. In the analysis, I grouped these errors into three types: (1) words with a single spelling mistake, (2) words with mistakes that made them meaningless, often caused by rushed writing, and (3) errors that reflected colloquial language. The main cause of these issues seems to be hurried drafting and the lack of later revision, which prevented the text from reaching an appropriate academic style and instead gave it a more informal tone. The most representative examples of each type are shown below:

**Table 6.***Examples extracted from pages 3, 4, 6, and 7*

<b>Type of error</b>	<b>Error</b>	<b>Correction</b>
1. Words with a single spelling mistake	- la iglesia san Juan de Nepomuseno	- la iglesia san Juan de Nepomuceno
	- PRIEDRA	- PIEDRA
	- decoraciones	- decoraciones
	- ... los moradores de l antigua edificación ...	- ... los moradores de la antigua edificación ...
2. Words with mistakes that made them meaningless, often caused by rushed writing	- ... ofreció su casa pmoara que las monjas ...	- ... ofreció su casa para que las monjas ...
	- ... exicados ...	- ... explicados ...
3. Errors that reflected colloquial language	paredes de bareque	paredes de bahareque

Another recurring error in the source text concerns the omission of accent marks in the titles of the tourist routes. RAE (2024) defines the tilde as an oblique graphic mark (´), drawn from left to right, placed over a vowel to indicate the stressed syllable, that is, the one pronounced with

greater emphasis in a word. This orthographic accent, always represented as an acute accent, reflects in writing the prosodic stress according to precise accentuation rules.

Given the repeated occurrence of this error, I wondered whether capital vowels could omit the accent mark. The answer is no: Villarreal (2007) states that capital letters must carry an accent whenever the accentuation rules require it, since orthographic conventions do not provide any exception in this regard. He further warns that the mistaken practice of omitting accents on uppercase letters still persists, even in official documents, which constitutes an orthographic error (cacography) and generates ambiguities in both reading and pronunciation. The following examples illustrate this in detail:

**Table 7.**

*Examples extracted from pages 1 and 2*

<b>Error</b>	<b>Correction</b>
CASCADA LA JUDIA	CASCADA LA JUDÍA
FESTIVAL DE MUSICA CAMPESINA	FESTIVAL DE MÚSICA CAMPESINA
JARDIN BOTANICO	ELOY JARDÍN BOTÁNICO ELOY
VALENZUELA	VALENZUELA

6.3.1.2 **Syntactical inconsistency.** The errors identified in this section correspond to the most frequent ones in the text and are related to lexical and syntactic aspects. To facilitate their analysis, I have chosen to present them separately and in a simplified form.

First, lexical-syntactic errors involve two dimensions. The lexical component refers to the proper use of words and their forms, including gender, number, verb tenses, determiners, prepositions, among others. The syntactic component, in turn, concerns the correct organization of those words within the sentence, taking into account agreement, word order, and the relationships established between the different elements.

Based on the above, lexical-syntactic errors arise when both levels are compromised simultaneously, resulting in incorrect or unclear constructions that affect the coherence and clarity of the text. The following examples illustrate these inconsistencies:

**Table 8.**

*Examples extracted from pages 6 and 7*

<b>Error</b>	<b>Correction</b>
... en el Monasterios de Concepcionistas de Socorro ...	... en el Monasterio de Concepcionistas de Socorro ...
Es una piedra de alrededor 3 metros de altura y 6 metros de ancho ...	Es una piedra de alrededor de 3 metros de altura y 6 metros de ancho ...

Another error identified concerns the improper use of prepositions, which is related to the previous case but, in this instance, the writer misused prepositions or determiners. In the text, it reads: "... en una arquitectura bañada de una fuente...". Here, the preposition "de" is incorrect in

this context, since it suggests that something is filled with a substance or liquid. The correct expression should be “bañada por una fuente”, because the fountain is the agent that performs the action. The use of “por” preserves the proper causal relationship within the sentence, whereas “de” or “en” result in an imprecise and unnatural construction.

Within the same category, another case arises with the use of the definite article. In the excerpt: “... los Florideños pueden solicitar entre unos 30 sabores de obleas y la gran diversidad de dulces...”, the definite article “la” sounds less natural in this context. A more suitable rendering would be “... y una gran diversidad de dulces”, since the indefinite article “una” contributes to the coherence of the sentence and maintains balance in the enumeration, avoiding an unnecessary emphasis that disrupts the natural flow of the expression.

**Table 9.**

*Examples extracted from pages 3 and 6*

<b>Error</b>	<b>Correction</b>
... en una arquitectura bañada de una fuente...	... en una arquitectura bañada por una fuente...
... los Florideños puede solicitar entre unos 30 sabores de obleas y la gran diversidad de dulces ...	... los florideños pueden solicitar entre unos 30 sabores de obleas y una gran diversidad de dulces ...

To conclude this section, another frequent error identified was number agreement, which occurs when pronouns, nouns, or verb forms fail to maintain the proper relationship between singular and plural. This can be seen, for example, in “... los Florideños puede solicitar ...”, where

the singular verb “puede” does not agree with the plural subject, and should therefore be “pueden”. A similar case appears in “... se demolió el templo y la casa cural ...”, where the singular verb “demolió” refers to two coordinated elements, so the correct form would be se “demolieron”. Finally, in “... las cuales tiene un fino y pulido acabado ...”, the singular verb “tiene” does not correspond to the plural relative pronoun “las cuales”, which refers to the noun “figuras”; thus, the proper form is “tienen”.

**Table 10.**

*Examples extracted from pages 6 and 7*

<b>Error</b>	<b>Correction</b>
... los Florideños puede solicitar ...	... los florideños pueden solicitar ...
... se demolió el templo y la casa cural ...	... se demolieron el templo y la casa cural ...
Su valor histórico-patrimonial se refleja en el diseño de estas figuras, las cuales tiene un fino y pulido acabado.	Su valor histórico-patrimonial se refleja en el diseño de estas figuras, las cuales tienen un fino y pulido acabado.

6.3.1.3 **Structural and Discourse Errors.** This section turned out to be one of the most complex stages of the project. The original Spanish texts often contained long paragraphs without proper punctuation, which obscured the logical sequence of ideas and created confusion in the overall message. In several cases, the writing became ambiguous, either by failing to specify what or whom it referred to, or by presenting sentences so imprecise that multiple interpretations were possible. These shortcomings made it difficult to fully understand the intended meaning and demanded significant interpretative work before attempting the translation. Faced with this mixture of errors, it became necessary not only to correct and clarify the ideas but also to design improved English versions that could convey the information with greater clarity, coherence, and impact. This process ensured that the tourist routes, once translated, would present the attractions of Floridablanca in a way that was accessible, accurate, and appealing to the target audience.

The following example illustrates the previously discussed errors. It corresponds to Route Four, which refers to the “Casa Paragüitas.” In this case, the errors are highlighted in bold alongside their corrected versions, showing how several translation techniques were applied to enhance the fluency, clarity, and coherence of the text.

**Table 11.**

*Example extracted from page 7*

<b>Source Text</b>	<b>Target Text</b>
La Casa Paragüitas, ubicada en Paragüitas Lote 3 del casco antiguo está compuesta en su cimentación por piedra colocada, muros en tapia pisada, paredes de bareque,	<b><i>Casa paragüitas: cultural center and museum was built in 1983</i></b> and is located in Paragüitas Lot 3 in the old town of the city. Its foundations are built of stones, its walls

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estructura de cubierta en madera con teja de barro. Todos los materiales y técnica constructiva pertenecen a la tradición de la arquitectura de la colonización. *Fue construida en el año 1.983, pero su arborización una extensa vegetación, fauna silvestre y flora y es atravesada por una corriente de agua que la hace más atractiva por paisaje que datan de muchos años atrás donde predominan los árboles distintivos del Municipio como lo son los Caracolés y en lo que tiene que ver con el aspecto cultural, estos terrenos estuvieron sembrados con caña de azúcar y yuca, posteriormente sembraron tabaco.*

made of rammed earth and wattle and daub, and its roofs are made of wooden structures with clay tiles. All materials and construction techniques belong to the tradition of colonial architecture. *Its trees and extensive vegetation, wildlife and flora are crossed by a stream of water that makes them more attractive as a landscape. The distinctive tree of the city is the Caracolí. In terms of cultural products, these lands were once planted with sugarcane and cassava, and then with tobacco.* Currently, Casa Cultural, estos terrenos estuvieron sembrados con caña de azúcar y yuca, posteriormente sembraron tabaco. Actualmente, funciona como una sede cultural, y varias de las actividades que se hacían en la casa de la cultura piedra del sol, han sido trasladadas a este sitio.

### 6.3.2 *Challenges in Linguistic and Cultural Transfer*

**6.3.2.1 Terminological and inconsistency.** In tourist texts, it is essential to maintain consistency in the use of certain terms, since an incorrect or inconsistent translation can create confusion for the reader. One example is the expression “montaña del cerro”, which, if translated as “mountain”, could lead the reader to picture a landform of greater magnitude than the reality. For this reason, the decision was made to use the reduced term “hill”, ensuring coherence with the geographical context of the tourist route and avoiding misleading interpretations. Attention to such details made it possible to preserve consistency in the terminology used throughout the text.

**Table 12.**

*Example extracted from page 1*

Source Text	Target Text
MONTAÑA DEL CERRO LA JUDÍA	LA JUDÍA HILL

**6.3.2.2 Word choice.** In several parts of the text, it was necessary to choose between different possible options in the target language which, while correct, carried distinct semantic nuances. For instance, when describing the renewal of a tourist space, alternatives such as “remodel”, “renovate”, or “refurbish” were considered. In the end, the last option was chosen because it more accurately reflects the type of intervention carried out at the site, referring to an improvement or adaptation without implying a complete reconstruction. Such decisions required constant analysis of the impact each term would have on the understanding of the target audience.

**Table 13.**

*Example extracted from page 5*

<b>Source Text</b>	<b>Target Text</b>
... el fray Oscar Carrizales quien lideró la remodelación del templo.	... by Friar Oscar Carrizales who led the church refurbish.

Another challenge arose with the expression “tomó posesión.” While a literal translation would have been “took possession,” the verb “bestowed” was chosen instead. This involved a shift in focus: rather than highlighting the action of the community, the emphasis was placed on the institution granting the position. This decision was guided by the search for a tone that would sound more formal and natural in the target language, not only conveying the meaning of the original text but also ensuring that it would be understandable to the target audience.

**Table 14.**

*Example extracted from page 5*

<b>Source Text</b>	<b>Target Text</b>
El 1 de diciembre de 1991 la Arquidiócesis de Bucaramanga mediante Decreto 859 erigió en forma oficial la parroquia San Agustín, de la cual la comunidad tomó posesión el 17 de diciembre del mismo año.	On December 1, 1991 the Archdiocese of Bucaramanga by Decree 859 officially established the Parish of San Agustín, bestowed to the community on December 17 of the same year.

An example that might initially be regarded as a terminological inconsistency is the translation of the term “cerro”, already mentioned in the previous category. In one of the tourist route titles, it was translated as “hill”, whereas in another it was rendered as “park”. However, this variation reflects a lexical choice, since in the tourist context what matters for the target audience is not the geographical feature itself but rather the park, which represents the main attraction of the site.

**Table 15.**

*Example extracted from page 3 and 4*

Source Text	Target Text
CERRO DEL SANTÍSIMO	EL SANTÍSIMO PARK

To close this section, I came across a case that made me reflect on political and geographical aspects: the translation of “municipio.” I decided to translate it as “city” instead of “municipality.” In Colombia, “municipio” refers to a territorial entity that includes both the urban center and the surrounding rural areas, whereas in Anglophone contexts “municipality” is usually understood in strictly administrative terms. Floridablanca is legally a municipality, but due to its size, population, and urban development, it resembles a city. Moreover, when reviewing different websites, I noticed that some refer to Floridablanca as a “municipio” and others as “ciudad”, which reflects this ambiguity. Based on these considerations, I regarded “city” as the clearest and most appealing option for the target audience in a tourism context.

**Table 16.***Example extracted from page 5*

<b>Source Text</b>	<b>Target Text</b>
Por esta razón el municipio de Floridablanca se perfila con un producto turístico de clase mundial.	For this reason, the city of Floridablanca is emerging as a world-class tourism product.

**6.3.2.3 Culturemes.** As noted earlier in the literature review, Molina (2006) argues in general terms that culturemes are elements with an inherent cultural value, and that transferring them into another language can pose challenges in the translation process. These elements are not limited to words alone; they also encompass references to customs, institutions, historical events, or objects that hold specific significance within a particular culture. Because of their close connection to the sociocultural context in which they originate, culturemes often lack direct equivalents in the target language. As a result, translators are required to make interpretive decisions, weighing how to preserve the cultural meaning while ensuring clarity and accessibility for the new audience.

**Table 17.***Examples extracted from pages 7, 10 and 13*

<b>Source term</b>	<b>Target term</b>	<b>Explanation of Translation Decision</b>
Caracolí	Caracolí	The borrowing technique was used. The term was kept in its original form to preserve the cultural identity and geographical reference of the Caracolí, a distinctive tree

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		of the Floridablanca and Santander region.
Oblea	Oblea	The borrowing technique was applied. Amplification was avoided in order to preserve consistency throughout the text. This is a proper name of Floridablanca gastronomy, so the best option was to borrow the name.
Piedra del Sol / piedra (referring to “Piedra del Sol”)	Monolith “La Piedra del Sol”, PIEDRA DEL SOL: MONOLITH / monolith	For the translation of "Piedra del Sol," a combination of borrowing and amplification techniques were used. The original name was kept as "Monolith 'La Piedra del Sol' " to preserve its cultural identity. The addition of "monolith" clarifies its physical nature, as this historical rock is a symbol of great cultural value to the people of Floridablanca. Furthermore, when the word "piedra" was used to directly refer to this local landmark, the equivalence "monolith" was used to maintain consistency and clarity throughout the text.

## 6.4. Translation Analysis

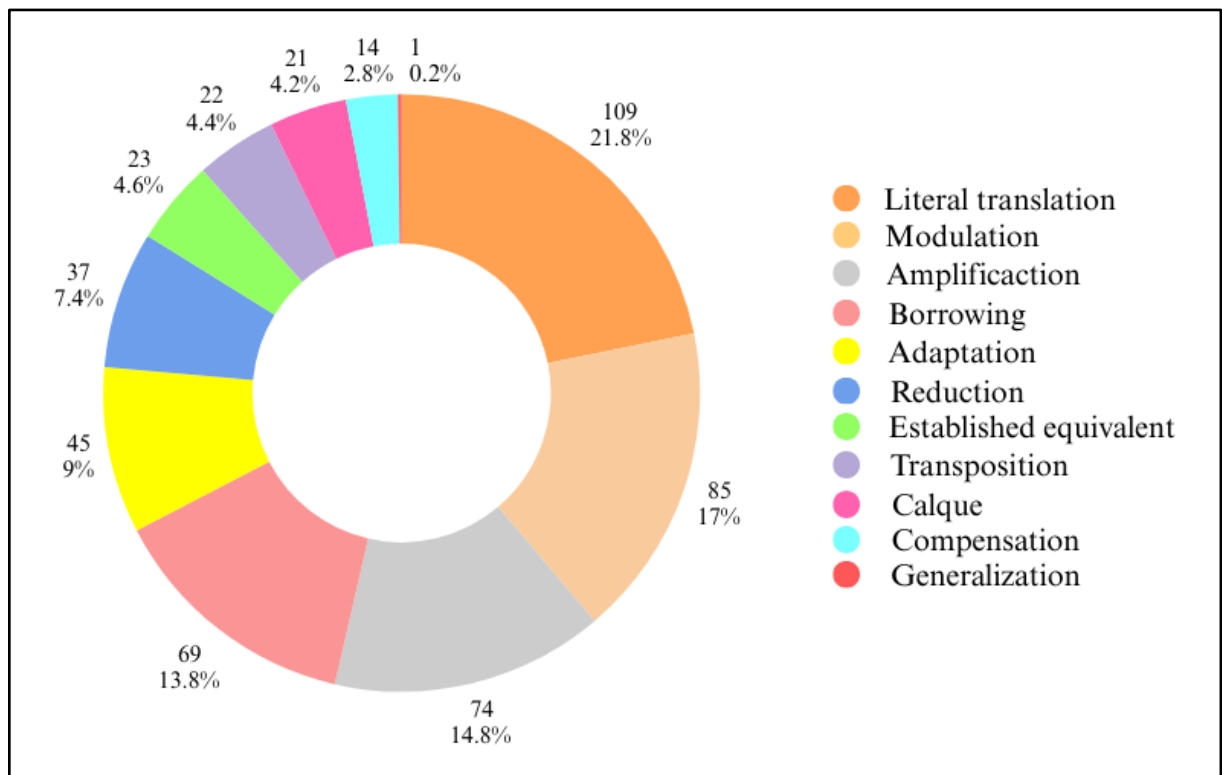
### 6.4.1 Translation Techniques

A variety of translation techniques were applied throughout the text, supported by the use of Color coding to facilitate clearer visual identification and analysis. In total, eleven techniques were identified across seven pages of content, following the classification proposed by Molina and

Hurtado (2002). This systematic approach not only enabled precise tracking of each technique but also offered valuable insights into their function within the overall translation process.

The following chart displays the frequency and percentage of use for each translation technique

**Figure 3.**  
*Frequency and percentage of translations techniques*



Note. This graphic shows the frequency and percentage of use of each translation technique during the translation process.

In the following sections, I will discuss, define, and provide examples of the four translation techniques that were most frequently applied and useful in the translation of the tourist

routes. These techniques were essential in shaping the text to fulfill its main purpose: capturing the attention and interest of the target audience.

**6.4.1.1 6.4.1.1 Literal translation.** This was the most frequently applied technique throughout the project, applied 109 times in total. According to Molina and Hurtado (2002) this technique consists of producing a direct, word-for-word translation that preserves both the syntactic structure and the lexical units of the source text, as long as the result is acceptable and natural in the target language. Its frequent use can be explained by the fact that Spanish and English share a relatively similar morphosyntactic structure, which allows for literal equivalence without compromising meaning or clarity. In several instances, entire passages were translated almost through this technique, without many interventions of any other strategy. The following example illustrates this approach:

**Table 18.**

*Examples extracted from pages 6, 7 and 8*

<b>Source Text</b>	<b>Target Text</b>
La Iglesia San Juan Nepomuceno comenzó su construcción en 1817 pero hasta el año 1923 terminó con la finalización de las dos torres principales.	San Juan Nepomuceno Church began its construction in 1817 to be finished in 1923 with the completion of the two main towers.
Todos los materiales y técnica constructiva pertenecen a la tradición de la arquitectura de la colonización.	All materials and construction techniques belong to the tradition of colonial architecture.

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Cuenta con diferentes departamentos como The clinic features different departments lo son el centro de cáncer, chequeo médico such as the cancer center, preventive medical preventivo, cirugía ambulatoria, check-up, outpatient surgery, hospitalization, hospitalización, oftalmología, salas de ophthalmology, surgery rooms, bone marrow cirugía, trasplantes de médula ósea y renal, and renal transplants, adult and pediatric unidad de cuidados intensivos de adultos y intensive care unit, emergency room and pediátrica, urgencias y banco multitejido y multi-tissue bank, advanced therapy center. centro de terapias avanzadas.

6.4.1.2 **Modulation.** According to Molina and Hurtado (2002) modulation consists of changing the point of view, the perspective, or the cognitive category of the source text without altering its meaning. This technique plays a crucial role in the translation of tourist routes, since many expressions in Spanish cannot be transferred literally into English without sounding awkward or unnatural. Through modulation, the translator adapts the message so that it remains faithful to the original idea while ensuring that it is both idiomatic and clear in the target language. In this context, the use of modulation allowed us to convey cultural nuances and stylistic intentions in a way that resonates with the target audience, maintaining the informative and persuasive purpose of the text.

Table 19.

*Examples extracted from pages 7, 8 and 9*

**Source Text**

**Target Text**

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y en lo que tiene que ver con el aspecto In terms of cultural products, these lands

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cultural, estos terrenos estuvieron sembrados were once planted with sugarcane and con caña de azúcar y yuca, posteriormente cassava, and then with tobacco. sembraron tabaco.

---

... diseñadas bajo los últimos parámetros de ... designed with the latest health certificación en salud en el área certification standards for the cardiovascular cardiovascular que garantiza a los usuarios specialty that guarantees a warm, un modelo de atención personalizado, personalized, timely and quality care to users. oportuno, cálido y con calidad.

---

De este modo, la institución ha cumplido su Thereby, FCV has been able to protect lives, propósito de cuidar vidas con la mejor offering the highest standards in medicine medicina del mundo, garantizando la mejor and an excellent experience. experiencia.

6.4.1.3 **Borrowing.** Borrowing consists of directly incorporating a word or expression from the source language into the target text without translating it. This technique proved especially important when dealing with proper names of places, but it was equally relevant in the field of gastronomy. For example, the term “oblea”, a traditional wafer dessert deeply rooted in Floridablanca’s culture, was preserved in its original form. Its cultural significance is so strong that it lends its name to both a street and a tourist route, making it a gastronomic landmark for the local community. Translating this term into English would have risked weakening its cultural resonance and even confusing the target audience. By retaining both proper names and culturally significant culinary references in their original language, borrowing helps safeguard authenticity, ensure accuracy, and preserve the cultural identity embedded in the source text.

A clear illustration of this technique and its common use can be found in the source text part “SITIOS NATUALES”, which was modulated into “NATURAL WONDERS”. While the overall title was adapted to enhance its appeal to the target audience, borrowing was consistently applied to retain the original Spanish names of the routes. Since these landmarks are widely recognized in Floridablanca, preserving their native form was essential to guarantee authenticity and avoid any cultural loss in the translation.

**Table 20.**

*Examples extracted from pages 2 and 1*

<b>Source Text</b>	<b>Target Text</b>
OBLEA	OBLEA
SITIOS NATURALES – REFERENCIA	NATURAL WONDERS

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1. BOSQUE NATURAL ANDINO	1. ANDEAN NATURAL FOREST
2. CASCADA LA JUDÍA	2. LA JUDÍA FALLS
3. CASCADA LOS VENADOS	3. LOS VENADOS FALLS
4. CASCADA EL GALLO	4. EL GALLO FALLS
5. CASCADA LA AURORA	5. LA AURORA FALLS
6. MONTAÑA DEL CERRO LA	6. LA JUDÍA HILL

## JUDÍA

6.4.1.4 **Amplification.** Amplification is a translation technique that consists of adding words, short explanations, or clarifications in the target text in order to make a term, idea, or cultural reference more accessible to the reader. This strategy is especially useful when the source language contains expressions that lack a direct equivalent in the target language, or when cultural references may otherwise be misunderstood. This technique provides the necessary background for terms or ideas that might be ambiguous, enabling the audience to interpret the message as originally intended.

A practical example of this technique can be seen in the translation of the term “oblea.” Given its strong cultural connotations in Floridablanca and the absence of a precise equivalent in English, it was necessary to include a footnote the first time the word appeared. This allowed readers to understand that “oblea” is a traditional wafer dessert and a gastronomic symbol of the region. Similarly, in some tourist routes such as “CASA PARAGÜITAS” and “PIEDRA DEL SOL,” amplification was applied to provide brief clarifications about what these places are. These additions were not meant to replace the original names but rather to ensure that international readers could grasp their nature and cultural value without confusion.

**Table 21.***Examples extracted from pages 2, 3 and 4*

<b>Source Text</b>	<b>Target Text</b>
OBLEA	OBLEA <sup>1</sup>  <sup>1</sup> In Colombia, an “oblea” is a large, thin, round wafer made from wheat flour, sugar, and water. It's served like a sweet sandwich and is filled with various ingredients. The most popular filling is a caramel-like sauce called “arequipe” (dulce de leche), though it can also be served with jams, condensed milk, or cheese.
CASA PARAGÜITAS	CASA PARAGÜITAS: CULTURAL CENTER AND MUSEUM
PIEDRA DEL SOL	PIEDRA DEL SOL: CULTURAL CENTER AND LIBRARY

6.4.1.5 **Adaptation.** This technique was particularly challenging since, in several parts of the text, the translation did not seem to correspond to an adaptation but rather to a literal translation. However, as my work is based on the functionalist approach previously explained in the theoretical framework, this perspective gave me the flexibility to interpret certain procedures according to the function of the target text rather than its form.

It is important to recall that the adaptation technique is used when a cultural element from the source text does not exist or makes no sense in the target language, and therefore, it must be replaced by another element that fulfills the same function in the target culture. In this sense, the translation of certain formats, such as dates, may appear to be purely literal and natural, and might not seem to involve adaptation. Nevertheless, following Nord's (1997) functionalist approach, adaptation is not limited to broad cultural elements but can also include adjustments to the linguistic and textual conventions of the target language.

From this perspective, the modification of the date format from Spanish (day + month + year) to English (month + day + year) can be understood as a minor functional adaptation, intended to maintain coherence and naturalness according to the conventional norms of the target culture. This principle can also be seen in the second example, where a change in punctuation conventions occurs: in Spanish, the period (.) is used to separate thousands, while in English the comma (,) is used instead. This adjustment, although formal, also responds to a need for functional and cultural adequacy.

In line with the idea that adaptation seeks to achieve an equivalent and understandable expression in the target language, it is relevant to mention once again the example discussed in the Word Choice section, in which I decided to translate "municipio" as "city" rather than "municipality." This decision was motivated by the geographical and economic nature of

Floridablanca, as well as by the intention of making the text more comprehensible for foreign visitors.

Other examples that illustrate this technique are the fourth and fifth ones. In the fourth example, the term “honeycomb-shape” was used to give tourists a clearer and more specific image of the shape of the tabernacle, while in the last one, “congregation” was chosen instead of “community” to make a more precise reference to the religious group. In both cases, the goal was to produce a similar communicative effect in the target culture, thus ensuring that the translation fulfills its intended function effectively.

**Table 22.**

*Examples extracted from pages 5-7, 8, 11, 5 and 6*

<b>Source Text</b>	<b>Target Text</b>
El 1 de diciembre de 1991	On December 1, 1991
Noviembre 30 de 1993.	November 30, 1993.
un área de 1.200 metros cuadrados	an area of 1,200 square meters
La parroquia Santa María Reina está ubicada en el municipio de Floridablanca	The Santa María Reina Parish is located in the city of Floridablanca
La estructura del sagrario está elaborada en forma de panal	The structure of the tabernacle is built in a honeycomb-shape
... quienes llevan vinculadas a la comunidad más de sesenta años ...	... who have been part of the congregation for more than sixty years ...

## 7. Conclusion

The translation process of Floridablanca's tourist routes made it possible to achieve the main goal of producing an English version that is both accurate and culturally appropriate for the target audience. Throughout the project, several translation techniques were applied, including literal translation, modulation, borrowing, amplification, and adaptation, which were the most prominent and frequently used throughout the text. Each technique used was carefully selected according to the linguistic and communicative needs of each section, ensuring consistency and effectiveness in the final message.

The theoretical foundations provided by authors such as Nida, Vermeer, Reiss, and Nord were essential in guiding translation decisions, as they helped to understand translation as a function-oriented process focused on the expectations of the target audience. Thanks to this functionalist approach, it was possible to achieve a balance between fidelity to the source text and cultural adaptation to the English-speaking tourism context, ensuring that the final version fulfilled both the informative and appellative functions that are fundamental in tourism discourse.

One of the main challenges of this project was the quality of the source text, which contained several linguistic and structural errors. This represented a constant challenge during the translation process, requiring careful intervention that respected the translation brief while preserving the essential meaning of the original.

Finally, this work not only highlights the relevance of the functionalist approach in tourist translation but also seeks to encourage greater academic interest in translating tourism materials

from Floridablanca. It is expected that future studies will continue exploring this field and produce higher-quality translation outcomes that contribute to strengthening Floridablanca's image as a world-class tourism destination.

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9. Annexes

Annex A. Matrix of a Corpus of Parallel and Non-Parallel texts

15	Tourism Classification	Translator Role and Intercultural Translations.	<a href="https://dialnet.unirioja.es/servlet/articulo?codigo=6707822">https://dialnet.unirioja.es/servlet/articulo?codigo=6707822</a>	Cultural Representation Through Translation: an Insider-Outsider Perspective on the Translation of Tourism Promotional Discourse	Argoni, Mirella	2018	The purpose of this paper is to set the main role of the touristic translator the task of translating the foreign into discourse, so as to produce a sense of otherness that will be recognised as different from the familiar, defining also this process as extremely delicate, as it undergoes sophisticated stages of linguistic and intercultural transformations.
16	Translation Quality	Cultural words	<a href="https://jitr.academypublication.com/index.php/jitr/article/view/5565">https://jitr.academypublication.com/index.php/jitr/article/view/5565</a>	Examining Cultural Words Translation in Tourism Texts: A Systematic Review	Chen, Shiyue et al.	2023	The purpose of this paper is to examine studies on cultural words translation in tourism texts to comprehend the literature and explore future research tendencies.

Link for the Matrix:

<https://docs.google.com/spreadsheets/d/1ZHvbECggveORxmlMxxKA9WFyuv5wWNav/edit?usp=sharing&oid=116551664128631698658&rtpof=true&sd=true>

## Annex B. Glossary of Tourist Field

- *Agrotourism:*
- **Aprovechamiento del tiempo libre:** Es el uso constructivo que el ser humano hace de él, en beneficio de su enriquecimiento personal y del disfrute de la vida en forma individual o colectiva. Tiene como funciones básicas el descanso, la diversión, el complemento de la formación, la socialización, la creatividad, el desarrollo personal, la liberación en el trabajo y la recuperación psicobiológica. (Plan decenal de deporte 2009- 2019)
  - *Leisure Time Utilization:*
- **Área urbana:** Área conformada por conjuntos de edificaciones y estructuras contiguas agrupadas en manzanas, las cuales están delimitadas por calles y carreras. En general cuenta con la prestación de servicios esenciales tales como acueducto, alcantarillado, energía eléctrica, hospitales, colegios, entre otros (DANE).
  - *Urban area:*
- **Área rural:** Área caracterizada por la disposición dispersa de viviendas y explotaciones agropecuarias existentes en ella. No cuenta con el trazado o nomenclatura de calles, carreteras, avenidas y demás (DANE).
  - *Countryside:*
- B**
- **Bienes:** Los bienes son objetos físicos producidos para los que existe una demanda, sobre los que se pueden establecer derechos de propiedad y que pueden transferirse de una unidad institucional a otra mediante transacciones realizadas en los mercados (OMT, 2020)
  - *goods:*
- C**
- **Cadena de valor del turismo:** La cadena de valor del turismo es una secuencia de

Link for the Glossary:

<https://docs.google.com/document/d/1sezLwKTKNuuxkhiaHvwUGy9qHLg3n6yaKI1a7HzEQt0/edit?usp=sharing>

Annex C. Color Coding Table to Analyze Source Text Errors

Type of error	Color
Capitalization (Mayusculización)	Orange
Accent mark (Acentuación)	Green
Typographical errors (Errores tipográficos)	Purple
Punctuation marks (Signos de puntuación)	Blue
Agreement and syntax (Concordancia y sintaxis)	Pink

Annex D. Color Coding Use in the Source Text

**4. CASA PARAGÜITAS**

La Casa Paragüitas, ubicada en Paragüitas Lote 3 del casco antiguo está compuesta en su cimentación por piedra colocada, muros en tapia pisada, paredes de bareque, estructura de cubierta en madera con teja de barro. Todos los materiales y técnica constructiva pertenecen a la tradición de la arquitectura de la colonización. Fue construida en el año 1.983, pero su arborización una extensa vegetación, fauna silvestre y flora y es atravesada por una corriente de agua que la hace más atractiva por paisaje que datan de muchos años atrás donde predominan los arboles distintivos del Municipio como lo son los Caracolés y en lo que tiene que ver con el aspecto cultural, estos terrenos estuvieron sembrados con caña de azúcar y yuca, posteriormente sembraron tabaco. Actualmente, funciona como una sede cultural, y varias de las actividades que se hacían en la casa de la cultura piedra del sol, han sido trasladadas a este sitio.

## Annex E. Color Coding Table with Translation Techniques

<b>Technique</b>	<b>Color</b>
Literal translation (Traducción literal)	Orange
Modulation (Modulación)	Light Orange
Amplification (Amplificación)	Grey
Borrowing (Préstamo)	Light Red
Adaptation (Adaptación)	Yellow
Reduction (Reducción)	Blue
Established equivalent (Equivalente)	Light Green
Transposition (Transposición)	Light Purple
Calque (Calco)	Pink
Compensation (Compensación)	Cyan
Generalization (Generalización)	Red

## Annex F. Color Coding Use in the Translation Process

**4. CASA PARAGÜITAS**

La Casa Paragüitas, ubicada en Paragüitas Lote 3 del casco antiguo está compuesta en su cimentación por piedra colocada, muros en tapia pisada, paredes de bareque, estructura de cubierta en madera con teja de barro. Todos los materiales y técnica constructiva pertenecen a la tradición de la arquitectura de la colonización. Fue construida en el año 1.983, pero su arborización una extensa vegetación, fauna silvestre y flora y es atravesada por una corriente de agua que la hace más atractiva por paisaje que datan de muchos años atrás donde predominan los árboles distintivos del Municipio como lo son los Caracolís y en lo que tiene que ver con el aspecto cultural, estos terrenos estuvieron sembrados con caña de azúcar y yuca, posteriormente sembraron tabaco. Actualmente, funciona como una sede cultural, y varias de las actividades que se hacían en la casa de la cultura piedra del sol, han sido trasladadas a este sitio.

**CASA PARAGÜITAS: CULTURAL CENTER AND MUSEUM**

Casa paragüitas: cultural center and museum was built in 1983 and is located in Paragüitas Lot 3 in the old town of the city. Its foundations are built of stones, its walls made of rammed earth and wattle and daub, and its roofs are made of wooden structures with clay tiles. All materials and construction techniques belong to the tradition of colonial architecture. Its trees and extensive vegetation, wildlife and flora are crossed by a stream of water that makes them more attractive as a landscape. The distinctive tree of the city is the Caracolí. In terms of cultural products, these lands were once planted with sugarcane and cassava, and then with tobacco. Currently, Casa paragüitas functions as a cultural center and holds most of the activities that before were carried out in the other site (Piedra del sol: Cultural Center and library).

Link for the Color Coding and Translations Techniques usage in the translation process:

[https://docs.google.com/document/d/1rx3OVLKafvgfB\\_XPsqBrycGkxf9670\\_PUdQWtCjYTKc/edit?usp=sharing](https://docs.google.com/document/d/1rx3OVLKafvgfB_XPsqBrycGkxf9670_PUdQWtCjYTKc/edit?usp=sharing)

Annex G. Comments and Journal in Google Drive Document

 **Jose Andrés Carrillo Rojas**  
22:14 30 mar

Parece ser una técnica de adaptación o equivalencia.

 **Jose Andrés Carrillo Rojas**  
22:41 30 mar

Tomado como una parte que puede comprender una "municipality" que es la traducción literal de "municipio"

 **Jose Andrés Carrillo Rojas**  
22:15 30 mar

Esta técnica puede ser adaptación o modulación para decirlo de una mejor manera. El "is emerging" está dando la función de desarrollo que esperamos, en vez de decir "se perfila".(modulación)

 **Jose Andrés Carrillo Rojas**  
16:33 24 abr

Transposición al cambiar el orden sintáctico.

 **Jose Andrés Carrillo Rojas**  
19:56 27 abr

Aunque es una traducción literal, este formato puede ser tomado como una adaptación, ya que en Español se usa un formato "día + mes + año" mientras que en Inglés es "mes + día, + año".