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TRANSLATING TOURISM PROMOTIONAL TEXTS

Differences between the Finnish source text and its
English translation in the article “Weekend in Tampere”

Faculty of Information Technology and Communication Sciences
BA thesis
June 2023

ABSTRACT

Inka Lukinmaa: Translating tourism promotional texts: Differences between the Finnish source text and its English translation in the article "Weekend in Tampere"

BA thesis

Tampere University

Bachelor's Programme in English Language, Literature and Translation

June 2023

The purpose of this thesis is to present analysis of a Finnish tourism promotional article and its translation and see what kinds of differences arise between the source and the target texts. As there were considerable variation between the texts, the changes that are analyzed in this thesis are limited to ones that have an impact on the contents or the message of the article.

My data is the article "Viikonloppu Tampereella" and its English translation "Weekend in Tampere" which are found on the Visit.Tampere webpage. The purpose of the articles is to promote short vacations in the city. As a method, I did a linguistic analysis of both articles and compared the results by highlighting the differences.

I contextualize my topic with theories of intercultural communication and tourism translation. The research background leans heavily on Sulaiman and Wilson's studies of translation of tourism promotional texts. According to them, the object of tourism promotional texts is to attract tourists by creating a favorable destination image. Sulaiman and Wilson state that tourism translation must take into consideration the cultural differences between the source and target audiences to achieve this goal.

The results show that the English article is not a completely direct translation as there are several kinds of changes which have been categorized as omissions, additions, and replacements which occur from the level of single word choices to entire paragraphs. The most inconsistent element is modifiers, especially adjectives, which have arbitrarily been either kept, omitted, added, or replaced throughout the text. All in all, the English-speaking readers tend to receive less information of the destination compared to the readers of the original source text as there are many paragraphs which are not translated and parts containing information that have been omitted. The additions to the translation most of the time have an explanatory or marketing purpose. The translator has also made changes to personal constructions and expressed agency. The Finnish source text remains mostly distant from the reader and introduces things to see and do on a universal level while the English target text directly addresses the reader throughout the text. The English reader is also given more agency as the translated article is written from the point of view of the reader while the Finnish article emphasizes what Tampere has to offer to the visitor.

Some of the findings suggest that the translator has considered the new target culture and hence made changes to the translation. At the end, however, it is impossible to know whether all the differences were caused by the cultural differences between the source and target audiences, but the results may act as an inspiration to look more closely in the future how tourism texts are translated and changed to fit different cultures.

Keywords: tourism translation, intercultural communication, tourism promotional texts, cultural differences

The originality of this thesis has been checked using the Turnitin OriginalityCheck service.

TIIVISTELMÄ

Inka Lukinmaa: Turismia edistävien tekstien kääntäminen: Erot suomenkielisen lähdetekstin ja sen englanninkielisen käännöksen välillä artikkelissa "Viikonloppu Tampereella"

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Tampereen yliopisto

Englannin kielen, kirjallisuuden ja kääntämisen tutkinto-ohjelma

Kesäkuu 2023

Tämän tutkielman tarkoitus on esittää analyysi suomenkielistä turismia edistävästä artikkelista ja sen englanninkielisestä käännöksestä ja vertailla, millaisia muutoksia käännökseen on tehty. Koska eroavaisuuksia tekstien välillä oli paljon, tutkielmassa käsitellyt muutokset on rajattu sellaisiin, jotka vaikuttavat tekstin sisältöön tai viestiin.

Tutkimuksen materiaali on artikkeli "Viikonloppu Tampereella" ja sen englanninkielinen käännös "Weekend in Tampere", jotka löytyvät Visit.Tampere-nettisivulta. Artikkeleiden tarkoitus on mainostaa lyhyttä viikonloppulomaa kaupungissa. Tein lingvistisen analyysin molemmille artikkeleille ja vertailin niiden tuloksia poimien eroavaisuudet.

Kontekstualisoin aiheeni kulttuurienvälisen viestinnän ja turismikäntämisen teorioilla. Teoreettisena taustana tutkielmassa käytetään Sulaimanin ja Wilsonin tekemiä tutkimuksia turismia edistävien tekstien kääntämisestä. Heidän mukaansa turismia edistävien tekstien tavoite on luoda turismin kohteesta haluttu kuva ja näin houkuttaa turisteja. Sulaimanin ja Wilsonin mukaan turismiin liittyviä tekstejä käännettäessä on otettava kulttuuriset erot huomioon lähde- ja kohdeyleisön välillä tämän tavoitteen saavuttamiseksi.

Analyysin tulokset osoittavat, että englanninkielinen artikkeli ei ole täysin suora käännös, sillä siihen on tehty lukuisia erilaisia muutoksia. Muutokset on jaoteltu poistoihin, lisäyksiin ja kovauksiin, ja niitä esiintyy yksittäisten sanavalintojen tasolta kokonaisiin kappaleisiin. Epäjohdonmukaisin asia käännöksessä on määritteiden, erityisesti adjektiivien, käyttäytyminen, sillä ne on säilytetty ennallaan, poistettu tai niitä on lisätty tai korvattu sattumanvaraisesti läpi tekstin. Kaiken kaikkiaan englanninkieliset lukijat saavat vähemmän tietoa kohteesta kuin alkuperäisen lähtötekstin lukijat, koska osa kappaleista on jätetty kääntämättä tai tietoa sisältäviä osia on poistettu käännöksestä. Tekstiin tehdyt lisäykset taas ovat suurelta osin tehty selittämistä tai markkinointia varten. Käännökseen on myös lisätty lukijan puhuttelua, sillä suomenkielinen artikkeli pysyttelee suurelta osin etäällä lukijasta ja kertoo Tampereella koettavasta yleisellä tasolla, kun taas englanninkielinen käännös osoittaa sanansa lukijalle läpi tekstin. Myös toimijuuden ilmaisu vaihtuu käännöksessä, sillä englanninkielisen teksti on kirjoitettu siitä näkökulmasta, mitä lukija voi itse tehdä tai nähdä Tampereella, vaikka alkuperäinen lähdeteksti puolestaan korostaa sitä, mitä Tampere voi tarjota lukijalle.

Osa tuloksista viittaa siihen, että kääntäjä on huomionnut uuden kohdekulttuurin ja sen takia tehnyt muutoksia käännökseen. On kuitenkin mahdoton sanoa, johtuvatko kaikki käännökseen tehdyt muutokset kulttuurillisista eroista lähde- ja kohdeyleisöjen välillä, mutta tulokset voivat inspiroida tutkimaan tulevaisuudessa tarkemmin, miten turismia edistäviä tekstejä käännetään ja muokataan eri kulttuureille sopiviksi.

Avainsanat: turismikäntäminen, kulttuurienväläinen viestintä, turismia edistävät tekstit, kulttuurierot

Tämän julkaisun alkuperäisyys on tarkastettu Turnitin Originality Check -ohjelmalla.

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1 Introduction

Tourism promotional texts are almost always the first place where people begin to seek information and inspiration when planning their travels and finding activities or places to visit in a foreign city or country. Sometimes these texts are even used by local people to find new aspects and things to do in their hometowns. Translating tourism promotional texts is the best way to reach the biggest audience possible worldwide, and they are a useful way to introduce new places and advertise them to influence people to travel to their destinations. The quality and the preciseness of the tourism promotional texts and their translations impact how attractive images they conjure of the destination and how well they work in their target audience, which in turn affects decisions the potential tourists make to either go or not to go.

In this thesis I examine the differences between the tourism promotional article “Viikonloppu Tampereella” and its English counterpart “Weekend in Tampere” which are found on the VisitTampere.fi website. As my method, I did a linguistic analysis of both texts and collected the differences by comparing the results. I present these findings by answering the research question, what kinds of elements are changed in the translation of a tourism promotional article “Weekend in Tampere” compared to its original Finnish source text.

I decided to study this topic because Sulaiman and Wilson (2018, 630) state that the poor quality of texts targeted to promote tourism and attract tourists has been a topic for studies for the last 40 years, but that overall tourism translation as advertisement products has been relatively little studied. Tourism industry has become one of the largest in the world. Therefore, it is important to look at ways in which places and activities are promoted to different cultures and what messages are conveyed of them. Sulaiman and Wilson (2018, 634) have noted that tourism promotional texts are often of poor quality which is caused by directly translating the linguistic matter of the original text, without taking into consideration the cultural and linguistic differences that must occur because of different target languages and audiences of the translations. Thus, as the tourism industry grows, I hope that more attention will be paid on the quality of tourism promotional texts as they are key in attracting foreign visitors. However, due to the limited space of this thesis I will not examine the quality of the translated text “Weekend in Tampere”: I only focus on differences between the two versions of the article mentioned.

Another reason for my study is that it seems relevant to bring this topic into a Finnish context as the aim of Business Finland's Visit Finland strategy 2021–2025 (businessfinland.fi, n.d.) is to promote "Finland's international appeal as a sustainable and desirable destination", aid "businesses, enterprise groups and travel regions grow sustainably on the global marketplace", and "to support advances within the Finnish travel industry." Therefore, it is important to look at what images of Finland are conveyed to foreigners and how Finnish tourism promotional texts are translated to advance and achieve the strategy's goals. My thesis focuses on how Tampere, one of the largest and fastest-growing cities in Finland, is promoted to tourists from other countries and cultures.

As for personal reasons, I love linguistics, so this thesis is a great way for me to combine translation and linguistics studies together. I also work in an international hotel company at the moment, and I hope to work in the field of tourism in the future, hence examining tourism translation is a timely topic for me that will also help me in my future career.

2 Intercultural communication and tourism translation

In this chapter I define two key concepts for my study: intercultural communication and tourism translation. I also present some previous research on the topics globally and in Finland.

2.1 Intercultural communication

In this chapter I present the concept of intercultural communication and discuss how translation and tourism industry are intertwined with it. Kecskes (2020, 139, 141) defines intercultural communication as "the communication between two or more distinct cultures" that "refers to interactions between speakers who have different first languages [and] communicate in a common language." Tourism is inherently an industry where much intercultural communication occurs as individuals or groups travel to foreign places where people from different linguistic and cultural backgrounds come to together and interact. Jack et al. (2002, 535) point out that intercultural and multilingual communication occurs between many different parties in the tourism industry as it provides a ground for "encounters between tourists/guests and locals/hosts, amongst tourists, and amongst employees working in the multinational/multicultural global tourism industry."

One way to enable intercultural communication is translation. House (2020, 173) states that translation and interpreting “can be defined as interlingual and intercultural processes or products of mediation facilitating intercultural communication between individuals or groups who do not share, or do not choose to share, the same language(s).” Thus, translation opens a way to intercultural communication by “overcoming linguistic and cultural barriers” (ibid.). Translation, hence, is a key factor in every stage of the tourism industry with purposes ranging from trying to persuade people to travel to a destination to aiding communication in the destinations.

2.2 Tourism translation

After discussing tourism and translation having a central position in intercultural communication, I advance to discussing their combination: translation practises in the tourism industry. Sulaiman and Wilson have studied tourism translation extensively from different perspectives. (e.g., 2018, 2021). They define (2021, Section 2) tourism promotional texts as “predominantly persuasive” and state that they generally follow a marketing formula. According to them (2018, 634) the objective of tourism promotional texts is to attract tourist by creating “a desirable destination image”, which varies across cultures (ibid., 635). Therefore, the same method of marketing might not produce similar connotations in different cultures which reduces the marketing effectiveness (ibid., 635). Thus, “in order to produce translations that function effectively in their target cultural environments, the cultural system in which the audience is located must be considered” (2021, Section 3). To achieve conjuring a favourable destination image, Sulaiman and Wilson (2018, 635, 637) propose a cultural conceptual model of translation, where the translator pays attention to the informal level of culture, which affects how people in that culture conceptualize experiences, and regenerates the destination image to attract the new target audience. This way the source text acts only as a guide for the translator as the purpose of the target text is not to produce the exact same linguistic content or meaning of words of the original text but to make the text fit the new target culture (ibid., 634).

There are also many studies on translating advertisements or promotional materials in general. For example, Torresi’s (2020) book *Translating promotional and advertising texts* consists of various chapters, which discuss different genres of translations of promotional texts as well as the professional side of it. She (2020, i) states that the objective of translation of advertising

texts and promotional materials is “preserving their persuasive purpose” and that achieving this objective “often requires in-depth cultural adaptation and, on occasion, thorough rewriting.”

In the Finnish context, for example, Kumpuniemi (2017) has studied in her master’s thesis the translation activities and foreign language communication of Lapland’s different travel-related companies such as skiing resorts, restaurants, and accommodation providers. She also analysed the role of a professional translator in Lapland’s tourism scene. She found that over 50% of the customers are foreign in half of Lapland’s travel-related companies and thus the need for translations is high in many different languages. The texts that are most often translated in the companies are internet pages, travel programmes, and brochures and other advertising materials. However, Kumpuniemi points out that most of the time the translations are made by employees of the companies who speak the target language and that approximately only third of the companies use professional translators which shows that the role of professional translation is not significant in Lapland’s tourism scene.

Antti-Poika (2009), on her part, has written a master’s thesis about the translation process of Helsinki Visitor’s Guide, and part of her analysis focuses on some of the translation solutions found regarding omissions and additions that were made to the translated versions. The results of her study show that translating the Visitor’s guide is a complicated and time-consuming process which has many different stages and several parties involved in a tight communication. Antti-Poika notes that translators’ professionalism is a valuable asset in the process not only for language and text productions skills but also for the knowledge of the source and target cultures. This cultural knowledge allows translators, for example, to make explanatory additions and omit information that would be unnecessary for the foreign readers.

3 Data and method

This chapter is reserved for presenting the data and the method used in the thesis.

3.1 Data

The data of this thesis are two tourism promotional articles: the original article in Finnish “Viikonloppu Tampereella” and its translated English version “Weekend in Tampere”, which have been published and are openly available on the Visit Tampere website. Visittampere.fi is

the official tourism website of the Tampere region. Visit Tampere Oy is a subsidiary of Business Tampere, owned by the municipalities of the Tampere urban area and it is mainly financed by the city of Tampere. Visit Tampere has an ongoing Tampere Region Tourism Strategy 2022–2025 whose “mission is to raise international awareness of the Tampere region and help developing tourism companies and communities grow” (Business tampere.com, n.d.). The articles chosen are part of a collection of articles on the website that promote different aspects, activities, or even seasons of Tampere and its surrounding areas. I have saved these articles on my computer and analysed them as they appeared on the website on 7.2.2023.

The objective of the articles is to promote a short vacation in Tampere by describing what to do and see during a few days in the city. The articles are divided into subsections which introduce different aspects of Tampere such as culture, events, restaurants, or saunas. The articles are advertisements; hence I wanted to see what changes have been made to the translation to make it effective for the new target audience. I presumed that some variation occurs between the two articles, mostly perhaps on a linguistic level as they are written in two different languages that inherently express things differently. The results from the study made by Sulaiman (Sulaiman and Wilson, 2018) suggest that there could be other kinds of differences. The study compares Australia’s tourism promotional text targeted to anglophones and its two Malaysian counterparts, one of which is a direct translation while the other has been translated by using the cultural conceptualisation model. This study shows that the directly translated text did not produce an attractive destination image in the target audience, while the other had a positive reaction from the Malaysian focus groups. Thus, the results suggest that tourism promotional texts should not be translated directly but in a way that they fit the new target audience. Therefore, I also expected that the two articles analysed in this thesis would differ in other ways, for example, that they will convey slightly different information or put emphasis on different aspects of the vacation, as they are directed at different target audiences and cultures.

According to statistics provided by Statistics Finland (Tilastokeskus, n.d), in the 2010s approximately 225 000 foreigners had an overnight stay in Tampere every year, excluding the pandemic years. This amount is little over 15% of all travellers staying in Tampere. Even though 2022 still followed the pandemics numbers as having significantly fewer travellers than other years during the 2010s, the number of foreign tourists still increased by 149% from the previous year, which indicates that similar growth can be predicted for the following years. In

light of these statistics, the articles can be expected to be targeted to mostly domestic travellers as they are the large majority of people having overnight stays in Tampere. However, 15% is a significant minority and as the aim of Visit Tampere's tourism strategy is to promote Tampere's international appeal (BusinessTampere.com), it is interesting to see in what ways the translation has taken the different backgrounds of foreign travellers into account.

3.2 Method

The method used in this thesis is a linguistic analysis. I have highlighted and collected parts from the texts that differ between the two versions. I have categorised my findings to omissions, additions, and replacements. I present the results of my analysis in the next section of the thesis starting from the level of single word choices and moving up to the discussion of repetitive phenomena and the level of entire paragraphs that differ. There are, of course, other kinds of changes in the translation such as structural, but I will not discuss these as they do not have a real impact on the contents or the message of the texts. It is good to note, however, that in some examples which I will use to highlight my findings the constructions of the sentences might differ greatly, but we will focus solely on the differences in the categories chosen for the study.

4 Differences between the source and the target texts

This chapter is focused on the presentation and discussion of the results of the analysis. Firstly, I examine differences regarding single words and expressions. Then, I move on to discuss changes of larger concepts such as changes of informational level, narrativity, addressing the reader and expressing agency. In the final subchapter, I examine longer parts of the text, usually entire paragraphs, that are only expressed in one language version of the article.

4.1 Differences in word choices

This chapter is reserved for examining differences on a level of single words or expressions. level. Firstly, I discuss modifiers as they have the most changes between the original and the translation. Then, I discuss changes in other words classes.

4.1.1 Changes of modifiers

The most inconsistent concept throughout the translation is modifiers as they are frequently omitted, added, or replaced with other modifiers. For example, the expressions “*upea* Tampereen Tuomiokirkko”, “*klassikko* Pyynikin näkötorni” and “*etenkin* kesäisin suosittu ajanviettopaikka” are translated without the adjectives *upea* ‘magnificent’ and *klassikko* ‘classic’, and the adverb *etenkin* ‘especially’. What is interesting to note, though, is that there seems to be no pattern to this kind of omission of modifying elements as sometimes a modifier has been added in places where it does not occur in the original version.

- (1) FI: Tammerkoskea voi ihailla
EN: You can admire the powerful Tammerkoski rapids
- (2) FI: Tampereen ikoninen nähtävyys
EN: One of Tampere’s most iconic attraction [sic]

In example 1, the adjective *powerful* has been added before the noun even though Tammerkoski does not have any modifiers in the original text. Even more modifiers have been added to example 2 as *iconic* has been made superlative and a construction *one of something* has been added to signify that there are more iconic attractions in Tampere than just this one.

As there were many omissions and additions regarding the use of adjectives there are also a number of changes. Either the translation has a different adjective than the original or it is in a different place.

- (3) FI: Hyvien liikenneyhteyksien takia
EN: wide traffic communications
- (4) FI: tasokasta lounasta ja illallista.
EN: lunch or fancy dinner
- (5) FI: suosittu ajanviettopaikka
EN: favourite spot.

In example 3, the adjective *hyvä* ‘good’ has been translated as *wide* which might be better suitable to describe the state of traffic communication as it has a more precise meaning than *good* which in turn is a very general adjective. In example 4, *tasokas* modifies both lunch and dinner in Finnish, but in the translation, *fancy* has been moved to only modify dinner. Every time the adjective *suosittu* ‘popular’ occurs in the article, it has been translated as *favourite*, as can be seen in example 5. This changes the fortitude of the expression as favourite implies that is it the best place to hang out.

4.1.2 Changes in other word classes and expressions

Most differences occur with modifiers, but there are also changes in other word classes such as in verbs and nouns:

- (6) FI: Tampereen ikoninen nähtävyys ja maamerkki on Näsinneulan näkötorni.
EN: One of Tampere's most iconic attraction [sic] has to be the Näsinneula Observation Tower.
- (7) FI: voi aamiaisen nauttia ulkona
EN: you can also enjoy your brunch outside

Here again these kinds of changes have an influence on the degree of the expressions, as in example 6, the Finnish sentence simply states the fact that Näsinneula is an iconic attraction, while the English one almost argues that it has to be so. In example 7, *aamiainen* 'breakfast' is translated as *brunch* which is in general considered to be fancier than breakfast. It might also be more common to go out to have brunch than breakfast as an activity in the city.

One interesting notion is that when the Finnish article expresses, for example, convenience or easiness, it has usually been translated in the English version from the point of view of accessibility. For example, when talking about Näsinneula, the Finnish text explains how convenient it is to stop by there with kids while visiting Särkänniemi because it is situated in the same area. The English version, however, conveys a slightly different message of how Näsinneula is accessible to people with kids:

- (8) FI: Näsinneula sijaitsee Särkänniemen huvipuiston alueella ja sinne on helppo poiketa myös lasten kanssa.
EN: Näsinneula is located in the Särkänniemi Amusement Park area so it is easily accessible also with children.

The sheer number of differences in word choices contradicts Sulaiman and Wilson's (2018, 634) findings that "there is a tendency among translation practitioners to shift the focus away from the purpose of the translation to the linguistic content of the ST [source text]." In this case, it is clear that the translator has not directly translated the linguistic content but rather used the source text as a guideline as there are so many instances of words that are either omitted, added or replaced, which seem to happen arbitrarily.

4.2 Changes in repetitive phenomena

In this chapter, I discuss the differences of broader aspects and concepts that are repeated throughout the text. In 4.2.1 I examine different kinds of omissions and additions of information

and see how that changes the level of information that the readers of the translation receive compared to the Finnish-speaking readers. In 4.2.2 I focus on narrativity of the texts and addition of storytelling elements to the translation. The subchapter 4.2.3 presents differences in personal constructions of the text. Lastly in this section, I examine the changes in expressed agency in 4.2.4.

4.2.1 Omission and addition of information

One big change for the readers of the translation is the information they receive as there are parts of the text that have been omitted. Similarly, sometimes the information that did not appear in the original is added to the translation. Hence, sometimes informational level of the translation is lower and sometimes higher than that of the source text. Here are a few examples where information or parts of it have been omitted:

- (9) FI: kaupunki, jota on kuitenkin helppo tutkia jalkaisin, pyörällä tai hypätä vaikka ratikan kyytiin.
EN: the main city centre is easily accessible by foot.
- (10) FI: Musiikin ystävälle suosittelemme Tampere Filharmonian konserttia tai tutustumista Tampere-talon, palkitun G Livelabin, Tullikamarin ja Olympia-korttelin laajaan ohjelmatarjontaan.
EN: For music enthusiasts we recommend concert performed by Tampere Philharmonic or something from the diverse selection of Tampere Hall or Tullikamari.

In example 9, other forms of transportation than walking are not mentioned in the translation, as opposed to the original which also mentions biking and taking the tram. In example 10, two out of five places that offer music-related events in Tampere have been omitted from the translation. In these parts, the translation has an informational gap as crucial information is omitted.

On the other hand, information is also added to the translation. These additions are often done to give an explanation to the reader or to be more explicit, rather than really providing supplementary information of Tampere that Finnish readers do not receive.

- (11) FI: Tampereelta ja sen lähialueilta löytyy useampi panimo, joissa järjestetään panimokierroksia tai oluiden maistelua.
EN: You can find multiple breweries in Tampere and Tampere region and most of them arrange brewery tours to explain their story and stages behind the finished products.
- (12) FI: esimerkiksi ravintola Periscopen näköalaterassia tai hotelli Tornin Moro Sky Baria.
EN: from Restaurant Periscope's outside terrace or from Moro Skybar, which is located in Solo Sokos Hotel Torni.

In example 11, while the beer-tasting option is omitted from the English version, the translator has added an explanation of what a brewery tour entails. In example 12, the English version states more explicitly the location of the Moro Skybar and uses the whole brand name of the hotel. While these additions do give more information, they have more of an explanatory purpose. Antti-Poika (2009, 54) points out in her thesis that readers might have different levels of knowledge about the travel destination depending on their cultural background. That is why it is important for the translator to be aware of these differences and sometimes include explanations to the translation which would not be necessary for the original target audience (ibid.). Famous places of Tampere, like Hotel Torni, are probably well known for Finnish visitors, but might need extra description to foreign travellers.

There are also cases where information that is descriptive rather than informative is either omitted or added.

- (13) FI: kesäisin suosittu ajanviettopaikka, jonne ystäväporukat kokoontuvat piknikille.
EN: one locals' [sic] favorite spot in the city during summertime.
- (14) FI: Pyynikin näkötorni munkkeineen ja vehreine maisemineen.
EN: Pyynikki Observation Tower and the fresh doughnuts

In example 13, the part about friend groups having a picnic at Koskipuisto is omitted from the translation and in example 14, it is the verdant views from Pyynikki Observation Tower that are not mentioned. These kinds of expressions in the Finnish version have more of a marketing point than informational value as they add positive connotations of green nature or friend groups having fun, to the promoted places, which aims to make them sound more appealing. Similarly, sometimes information is added to further promote places and events of Tampere, such as in example 15 below where the translation has an added description of the boutiques' offerings.

- (15) FI: Paikalliseen tamperelaistunnelmaan pääset sisään parhaiten Tallipihan suloisissa putiikeissa tai...
EN: The best local atmosphere can be found in the Tallipiha Stable Yards, where lovely boutiques offer their best products or...

These kinds of omissions or additions happen arbitrarily, and they do not affect the message of the text since the sentences still provide the same base information and promote the same places in Tampere. However, these do affect the promotional aspect of the text since sometimes the Finnish version makes the places livelier and more desirable to visit, and sometimes the English version further promotes the places on a level that the Finnish text does not.

4.2.2 Addition of storytelling

Even though both articles have narrativity because they are trying to promote a weekend at Tampere by describing it as a whole experience, the English version has more storytelling-elements than the original. Thus, certain elements have been added to the text to achieve this.

- (16) When the sun is getting down is the perfect time to head out to city center to find interesting events

This sentence does not appear at all in the original article which just straightforwardly states that:

- (17) Tampere on tapahtumien kaupunki. (Tampere is a city of events [my translation])

The Finnish article is informative, while the translation is trying to set a scene by painting a lively picture of the course of events of the weekend. In the following example 18, the translator has added a phrase *nothing beats*, which makes the text more persuasive as it appeals to the feelings of the reader making it feel like there could not be anything better than brunch in the morning.

- (18) EN: Nothing beats starting the next morning with a brunch table full of treats.
FI: Seuraava aamu valkenee Tampereella herkkuja notkuvan brunssipöydän ääressä

Tsai (2020) found that story-based advertisement is more likely to increase the customer's intent to purchase. One of the reasons suggested was that storytelling is an easy way to impact feelings (ibid., 9). As the Finnish article does not have these extra elements, the English version can be thought to be more promotional: it tries to portray a complete package of an enjoyable weekend that the reader can easily follow and imagine.

4.2.3 Changes in personal constructions

In this chapter, I discuss how addressing the reader varies between the texts. Most of the Finnish article remains distant from the reader and uses impersonal constructions such as passive when making recommendations or guiding the reader. The translation, however, directly addresses the readers throughout the text.

- (19) FI: Tammerkoskea voi ihailla
EN: You can admire
(20) FI: kannattaa kokeilla
EN: You can try

In examples 19 and 20, the expressions that are in a passive voice in Finnish, are translated with an active voice using the second personal pronoun. Also, in some cases a genitive pronoun is added.

- (21) FI: voi aamiaisen nauttia
EN: You can enjoy your brunch
- (22) FI: Heti majapaikkaan kirjautumisen jälkeen
EN: After checking in to your accommodation

This makes the English version sound more personal, as if it was written just for the reader while the Finnish texts makes recommendations of what to do and see at a more universal level. This is in line with Sulaiman and Wilson's (2021, Section 3) findings that English tourism promotional texts tend to address the reader directly. As mentioned, according to them (2018, 637), it is a necessity for the translator to be aware of this informal level of culture. This way the focus of the reader stays in the content and does not shift to paying attention to linguistic level of the text as it would seem weird if it did not adhere to normal markers of the genre.

While there are parts where the Finnish text also addresses the reader there tends to be a change in the mode of address in the translation. The Finnish article is more direct and uses imperatives or assertive statements. These are often translated with the verb *can* which expresses more freedom of choice on the part of the reader.

- (23) FI: Lue lisää
EN: You can read more

Here the English one leaves the option to the reader to read more if they wish to do so, while the original is quite straightforwardly ordering the reader to do so. This could stem from cultural differences of politeness. According to Kielitoimiston ohjepankki of the Institute for the languages of Finland (www.kielitoimistonohjepankki.fi, n.d.) the imperative form in Finnish is used in many types of introductory texts and is considered to be neutrally polite. However, the results from study by Yu (2011, 395) show that "[i]n English, indirectness and politeness correlate very significantly" which could impact the translator to avoid using direct orders in order to sound more polite.

4.3.4 Changes in expressed agency

One last difference between the articles dealt in this chapter is the agency that is portrayed throughout the texts. The Finnish text tends to employ the agency on Tampere and what the

city has to offer to the visitor, while the translated text shifts the agency to the reader and expresses things from the perspective of what they can do and find in Tampere.

- (24) Kaupungin laaturavintolat tarjoavat erinomaista ruokaa
- (25) Urheilun ystäville Tampere tarjoaa nähtävää...

In examples 24 and 25, the focus is on Tampere or its restaurants which offer their services to the visitors. These sentences are expressed from the reader's point of view in the translation as follows:

- (26) In Tampere you'll find restaurants which serve excellent food
- (27) Sport lovers can see matches in...

This phenomenon might be due to cultural differences as the translator might have made these changes because they are aware how people conceptualize the concept of vacation and conceive the destination image differently in source and target cultures. The study of Sulaiman and Wilson (2018) noted that the slogan "Pedal to Paradise" on an Australia's tourism website worked well for English-speaking audiences as the Western anglophonic culture conceptualises a vacation as a dynamic exploration where the tourist is an active participant. This slogan was directly translated to Malaysian to attract potential Malaysian customers, but it was not effective for them, because in Malaysian culture a vacation is viewed as being about comfort and relaxation. This theory could also be applied here as English-speaking tourists might look for active experiences and exploration of a new country and city, which could be reflected in them also having agency in the tourism promotional text. Domestic travellers, in turn, might look for a more relaxing weekend which has everything ready for them without having to do much effort themselves.

4.3 Parts expressed in only one langue version

In this chapter I focus on longer parts, usually entire paragraphs that are completely different between the two versions. In some cases, a paragraph of the Finnish text is not translated at all, or it has been replaced with totally different content in the English one. Sometimes parts have also been added to the English version without them existing in the original.

The very first section of the articles introduces Tampere generally. At the end of this section, the Finnish version recommends the Tampere.Finland -app for mobile phones, where tourists can find timetables of public transport, VisitTampere tips, and discounts for places in the centre.

The English version, however, does not mention this app but instead talks about using the public transportation of Tampere with kids, and how easy it is to use Nysse -busses and trams.

Similarly, in the “Events” section of the articles, the original text ends with a paragraph of more details about Tampere’s theatre scene, and it has an additional link to another article which provides even more information on the theatres of Tampere. This part has not been translated into English. Instead, the translation has a few sentences about child-friendly events. The English text also guides the reader back to the events calendar, which was introduced at the beginning of this section in both texts and guides how to sort and find child-friendly events there. Thus, instead of providing additional sources and more information on theatres in Tampere like the original, the translation focuses on experiences with children. One reason for the omission of the theatre-focused paragraph might be a language barrier as most of the plays are in Finnish and hence difficult to understand for foreign travellers. But as the Visit.Tampere app can be accessed in English, it seems unjustified to not translate that part.

The following chapter about restaurants and cafes repeats this pattern: while the Finnish version recommends specific restaurants for the reader, the English version focuses on child-friendly restaurants. However, when the Finnish text mentions activities for children, as it recommends a picnic in the Pikku Kakkonen playground, this part has not been translated. This might be because Pikku Kakkonen is not a familiar show outside of Finland or because the translation has already previously recommended child-friendly ways to eat in Tampere.

All in all, it can be concluded that the English-speaking visitors are expected to be traveling with children more often than domestic visitors as the English text makes sure to include information on child-friendly ways to spend the weekend. The English-speaking readers also receive less information than their Finnish counterparts as the original article has paragraphs of the Tampere.Finland app or the theatre scene which are not translated. In addition to these, throughout the texts the Finnish version also gives additional links to webpages or articles that provide more information on specific places such as saunas or restaurants in Tampere. While the translation sometimes provides the same links, in some cases these recommendations have been omitted completely or replaced with other information that does not exist in the original. For example, in the “Sauna” section, while the Finnish text introduces a few public saunas to visit and provides links to their pages, the English text simply tells the reader that they can go swimming in a lake like locals. Thus, Finnish readers get more information, more additional

sources, and more in-depth recommendations of things to do and see in Tampere than English readers throughout the article.

As can be seen, there is variation between the translation and the original from single word choices to entire paragraphs. The results contradict Sulaiman and Wilson's (2018, 634) findings that tourism promotional texts are often translated directly and reproducing the source text's linguistic content is used as a goal of the translation, instead of trying to create a new working destination image to the target audience. It is clear from the number of differences found that this article has not been translated that way. It breaks away from the general conventions of the tourism translation genre and takes a step towards the suggested way of translating tourism promotional texts which takes into consideration the different cultural backgrounds and informational levels of the readers.

5 Conclusion

I analysed differences between two tourism promotional texts, the original Finnish source text "Viikonloppu Tampereella" and its translated English version "Weekend in Tampere". I assumed that there would be changes to the translation because previous research shows that tourism promotional texts should be translated to fit the new target audience, therefore keeping in mind the cultural differences, or the translation would fail its purpose to attract new tourists.

There were so many differences between the text that I had to choose which kind of elements my analysis would focus on. I chose to incorporate the most interesting finding that clearly affected the contents or the message of the article. The changes were either omissions, additions, or replacements, and I discussed these changes in three different levels: level of words and expressions, level of repetitive phenomena, and the level of entire paragraphs.

There were many changes in single words, especially modifiers, as sometimes they were omitted, added, or replaced, or their place or degree was changed. Some paragraphs of the Finnish article were not translated at all, or they were replaced with other information usually about child-friendly aspects of the activities promoted. On top of not translating all paragraphs of the text, some parts containing information were also omitted from the translation. Thus, the English-speaking readers do not receive the same level of information on Tampere as the readers of the source text. Additions that were made to the translation have either explanatory or marketing purpose. The translator has added more narrativity to the article to better promote

the short stay in the city. Other additions make the text more explicit by explaining or describing in detail the aspects or the places that would be familiar to Finnish readers. The results show that the source text is mostly impersonal and does not address the reader more than a few times while the target text is more personal and has a direct communication with the reader throughout the article. The English-speaking reader also has more agency, as the text expresses the course of the weekend from their perspective. The Finnish original instead describes what the city, its attraction and restaurant etc. have to offer to the visitor.

Tourism promotional texts and their translations are inherently intercultural communication because source texts targeted to one culture are regenerated to another lingual and cultural groups. As cultures conceptualize experiences differently, it is important for the translator to be aware of the informal levels of culture to be able to produce an effective translation and to fill the purpose of the text in creating a favourable destination image. Hence, some of the differences found between the articles can be thought to be caused by cultural differences. For example, making the article more personal and polite as English tourism promotional texts usually directly address the readers, and in English using direct imperatives is often avoided for politeness. Also, in general, English-speaking tourists desire a vacation in which they are an active participant, which could translate as them being the agent in the English version of the article. While no definite conclusions can be made whether all the differences found are caused by cultural differences, the results could still prove to be useful in studying what kinds of elements are usually changed in tourism translation and they might inspire more research as there is much more to discover about linguistic and substantial differences between tourism promotional source texts and their translations.

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