

TÜRK OTEL SİTELERİNİN İNGİLİZCE ÇEVİRİSİNDE KULLANILAN YABANCILAŞTIRMA STRATEJİLERİNİN ANALİZİ

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Özet

Turizm, bir ülkeye veya bölgeye turist çekmek için yapılan ekonomik ve kültürel faaliyetlerin tümüdür. Günümüz dünyasında turizm kavramı altında tatil yapmak için birden fazla seçenek bulunmaktadır. En çok tercih edilen seçeneklerden biri de otelde konaklamaktır. Bu nedenle otellerin hem yerli hem de yabancı turistleri çekmek için tanıtım ve reklamlarını çok iyi yapmaları gerekmektedir. Bunu gerçekleştirmenin etkili yolu ise otellerin bir internet sitesi oluşturması ve bu internet sitelerini tercüme etmesidir. İnternet siteleri daha spesifik özelliklere sahip ve daha karmaşık olduğu için çeviri sürecinde bazı stratejiler kullanılır. Bu çalışmanın amacı, Türk otel internet sitelerinin İngilizce çevirisinde kullanılan yabancılaştırma stratejilerinin dağılımını ve kullanımını belirlemektir. Bu amaca ulaşmak için Antalya'da bulunan 35 otel internet sitesi incelenmiş ve Venuti'nin (1995) yabancılaştırma taksonomisi uygulanmıştır. En çok kullanılan yabancılaştırma stratejisi kelimeyi olduğu gibi aktarma, en az kullanılan strateji ise açıklama veya açıklama ile çevirmedir. Konaklama sektörüne ait terimler genellikle alıntı kelimeler olduğu için birebir tercüme edildiğinden veya olduğu gibi aktarıldığından dolayı bu sonuçlar şaşırtıcı değildir. Bu çalışmanın turizm alanındaki çeviri çalışmaları konusunda farkındalık yaratması ve gelecekte kullanılacak internet sitesi çeviri stratejileri konusunda çevirmenlere fikir vermesi beklenmektedir.

Anahtar kelimeler: İnternet sitesi çevirisi, Çeviri stratejileri, Yabancılaştırma, Otel internet siteleri.

AN ANALYSIS OF FOREIGNIZATION STRATEGIES IN THE ENGLISH TRANSLATION OF TURKISH HOTEL WEBSITES

Abstract

Tourism is all the economic and cultural activities carried out to attract tourists to a country or region. In today's world, there are multiple vacation options under the concept of tourism. One of the most preferred options is staying in a hotel. Therefore, hotels need to do their promotion and advertising very well to attract both local and foreign tourists. An effective way to do this is for hotels to create a website and translate these websites. Websites have more specific characteristics and are more complex so some strategies are used in the translation process. The essence of the present study was to figure out the distributions and use of foreignization strategies utilized in the English translation of Turkish hotel websites. To achieve this aim, 35 hotel websites located in Antalya were analyzed and the taxonomy of foreignization suggested by Venuti (1995) was applied. The most used foreignization strategy was transferring the word as it is and the least used strategy was translating with explanation or paraphrasing. Since the terms of the lodging industry are often transferred or translated literally as they are loanwords, these results are not surprising. It is expected that this study will raise awareness of translation studies in the field of tourism and provide insight to translators about the website translation strategies that will be used in the future.

Key words: Website translation, Translation strategies, Foreignization, Hotel websites.

1. INTRODUCTION

Tourism is all the economic and cultural activities carried out to attract tourists to a country or region, as well as trips people make for purposes such as relaxing, entertainment, sightseeing, and discovering new things. Today, tourism is considered one of the largest industries in the world, both in terms of market and economic potential (Kozak et al., 2013). This is because tourism is an economically and socially important activity, which contributes to the economic development of countries. Thanks to tourism, people discover the beauties both in their own country and in other countries, creating a time when they can get away from stress, workload, and daily problems and have a good time. Tourism which began with the existence of humanity has undergone significant changes in its causes, quality, and quantity with the progression of history, and travel activities have become a pleasurable process and experience today thanks to technological advances (Çallı, 2015).

In today's world, there are multiple vacation options under the concept of tourism. Vacation options are basically divided into two domestic and international vacations. In both options, there are more relaxing activities such as camping, swimming in the sea, traveling by caravan, and staying in one place, as well as more cultural activities such as visiting historical sites and visiting museums. However, in general, both in domestic and international vacations, people prefer to stay in hotels, motels, and pensions instead of camping or caravanning, as they prefer relaxation, rest, and comfort.

Hotels need to do their promotion and advertising very well to attract both local and foreign tourists. There are many different methods of advertising and promotion such as brochure distribution, magazine ads, social media ads, influencer marketing, advertising on local radio or television, billboards, SMS, and e-mail marketing. However, now that we live in the internet era, people access the information they want to reach through the internet. Therefore, one of the best ways to promote and advertise in today's digital world is to create a well-designed website and promote it on other websites. Creating a website allows a business, institution, or company to promote its services and products, make marketing activities more effective, increase customer satisfaction, and reach a wider customer base. In this sense, since the tourism sector is a global industry, hotels need to create their websites for both local and foreign tourists, which brings about the translation quality of the hotel websites.

The present study aims to determine the distribution and use of foreignization strategies in English translation of Turkish hotel websites. To achieve this goal, first, the data and research method were determined and the data were collected. Then, the data collected were analyzed and categorized according to the foreignization categories suggested by Venuti (1995). In the next step, the findings obtained from the analysis were explained and discussed with examples. In the last step, a general summary of the study was provided.

1.1 Literature Review

Given the importance of quality content and the technical requirements for the effective functioning of websites, some of the features of “promotional English” become more pronounced, as is evident in the choice and distribution of keywords (Cappelli, 2006). The limited space allowed for advertisements by some portals, for instance, results in increasing lexical and expressive conciseness and in the widespread use of premodification as a form of relative clause reduction (Gotti, 2006). Several verbal techniques typical of promotional tourism discourse to “persuade, lure, woo, and seduce millions of human beings” (Dann, 1996, p. 2) are commonly found, such as abundant use of adjectives and emphatic language (language euphoria); the frequent use of the imperative mood and the formulae of direct address to the reader (ego-targeting); common collocations meant to satisfy the personal and cultural expectations of potential customers and to describe an attraction by resorting to certain

sociolinguistic perspectives (e.g. authenticity, stranger hood, etc.) and topics (keywords) (Cappelli, 2007).

Translation is the act of transferring from one language to another. Through translation, people can find common ground in many areas. Therefore, for hotels to advertise more and reach more customers, they need to show their services to people who speak different languages through translation. The translation is not only in written or printed versions, but also in the forms of website pages, and website translation is popular in the global industry (Purwaningsih & SS, 2015). Undoubtedly, the internet is the main source of information retrieval and a tool enhancing the tourism attractiveness of a destination, which means that while translating hotel websites one should pay great attention to the language content (Korolkova, et al., 2017). The reason for this is website content translation is a type of specialized translation that requires special skills and competencies at various levels (Cappelli, 2007). For this reason, website translation has more specific characteristics compared to other translation products (Purwaningsih & SS, 2015).

Web pages tend to be more complex and more mixed than traditional paper or electronic documents (Santini, 2006). Hence, one of the most important aspects of website translation is to convey information accurately and appropriately to the target culture. For this reason, some strategies should be used when translating in a cultural context. The most popular strategy among these strategies is Lawrence Venuti's "domestication" and "foreignization" strategy. Since hotel websites aim to reach people from many different nations and cultures, these strategies are mostly utilized in translating hotel websites.

Domestication and foreignization are two basic translation strategies providing linguistic and cultural guidance. They are suggested by American translation theorist Venuti. According to Venuti (1995), domestication refers to "an ethnocentric reduction of the foreign text to target-language cultural values, bring the author back home," while foreignization is "an ethnodeliant pressure on those (cultural) values to register the linguistic and cultural difference of the foreign text, sending the reader abroad."

Despite the importance of foreignization strategies in hotel website translations, there remains a paucity of exploring how translators maintain the foreignization strategies. Previous studies have mostly dealt with the localization of website translation (Brandon Cr, 2001; Cyr & Trevor-Smith, 2004; Jiménez-Crespo, 2013; Maroto & De Bortoli, 2001; Sandrini, 2005) and far too little attention has been paid to foreignization strategies in hotel website translation. Given the importance for hotels to prepare their websites in an appropriate way for different cultures and nations, this study investigated foreignization strategies in the translation of hotel websites from Turkish to English. The reason for the choice of foreignization strategy was the fact that Turkish hotels mostly host foreign visitors from all around the world. Therefore, it was assumed that they mostly tend to employ foreignization strategies in the English version of their websites. With this aim in mind, the following research question constitutes the essence of this study:

- What are the distributions of foreignization strategies used in the English translation of Turkish hotel websites?

2. METHODOLOGY

The present study employs a quantitative method to analyze the foreignization strategies in hotel website translations. Quantitative research design involves data collection procedures that result primarily in numerical data which is then analyzed primarily by statistical methods (Dörnyei, 2007).

2.1 Data Collection

This study aimed to investigate the foreignization strategies in the English translation of the web pages of all-inclusive hotels in Antalya. To create the data, all all-inclusive hotels in Antalya available at Trivago in 2024 were chosen. To ensure the validity of the data, the hotel websites that make up the data were selected from one of the most popular holiday booking websites in the world. Trivago available at <https://www.trivago.com.tr/tr> is a hotel comparison engine for accommodation prices and offers presented by many different online booking sites, and it works with many booking sites around the world, as well as accommodation chains and independent hotels. 369 hotels located in Antalya were found at Trivago. 9 all-inclusive hotels from the Aksu district, 8 from the Muratpaşa district, 7 from the Serik district, 6 from the Manavgat district, 3 from the Konyaaltı district, 2 from the Kemer district were nonrandomly selected and a total amount of 35 hotels in Antalya constituted the data of the present study. The only criteria in determining the hotels are that they are all-inclusive and located in Antalya. The reason for selecting hotels in Antalya is that Antalya is one of the most preferred cities as a holiday destination by both local and foreign tourists.

2.2 Data Analysis

The main concern of the present study was to examine the foreignization strategies and their distributions in all-inclusive hotel website translations. Foreignization is a strategy for maintaining information from a source text that requires purposely violating target language rules to preserve meaning. It is a strategy adopted by translators who aim to preserve the linguistic and cultural characteristics of source text. To categorize the foreignization strategies in the data, the foreignization taxonomy suggested by Venuti (1995) was used. Venuti proposes six sub-categories of foreignization:

- adding notes
- using footnotes
- word for word translation
- transferring the word as it is
- translating with an explanation or paraphrasing
- emphasizing the difference with quotation marks or italics

In the present study, each hotel website was investigated in terms of the use of each category of foreignization strategy. Firstly, by comparing the Turkish and English versions of the hotel websites, the foreignization strategies were found in each of the hotel websites selected and were copied to an Excel file. Then, the instances of the foreignization strategies were categorized based on the foreignization categories suggested by Venuti (1995). The overall distribution of foreignization strategies and their categories were explained in Figures which include frequencies and percentages. For a better understanding of the examples, both English and Turkish screenshots of the website were given.

3. FINDINGS AND DISCUSSION

The ultimate aim of this study was to figure out the distribution of foreignization strategies in hotel website translations. In the foreignization strategy, there are six sub-categories: adding notes, using footnotes, word-for-word translation, transferring the word as it is, translating with explanation or paraphrasing, and emphasizing the difference with quotation marks or italics. However, we did not find the occurrence of every category in the data. A total amount of 103 foreignization strategies from 3 different categories were found in the hotel websites examined.

Figure 1 presents the overall distribution of sub-categories of foreignization strategies found in the analysis of hotel website translations. In total, 39 examples of *transferring the word as it is* were found in the data with a percentage of 39,38 %. The data indicated 38 examples of *word-for-word* translation with a percentage of 38,37 %. Finally, 26 examples of *translating with explanation or paraphrasing* were observed in the data with a percentage of 26,25%. The absence of strategies such as *adding notes, using footnotes, and emphasizing the difference with quotation marks and italics* can be attributed to the incongruence between these strategies and the structural characteristics of hotel websites.

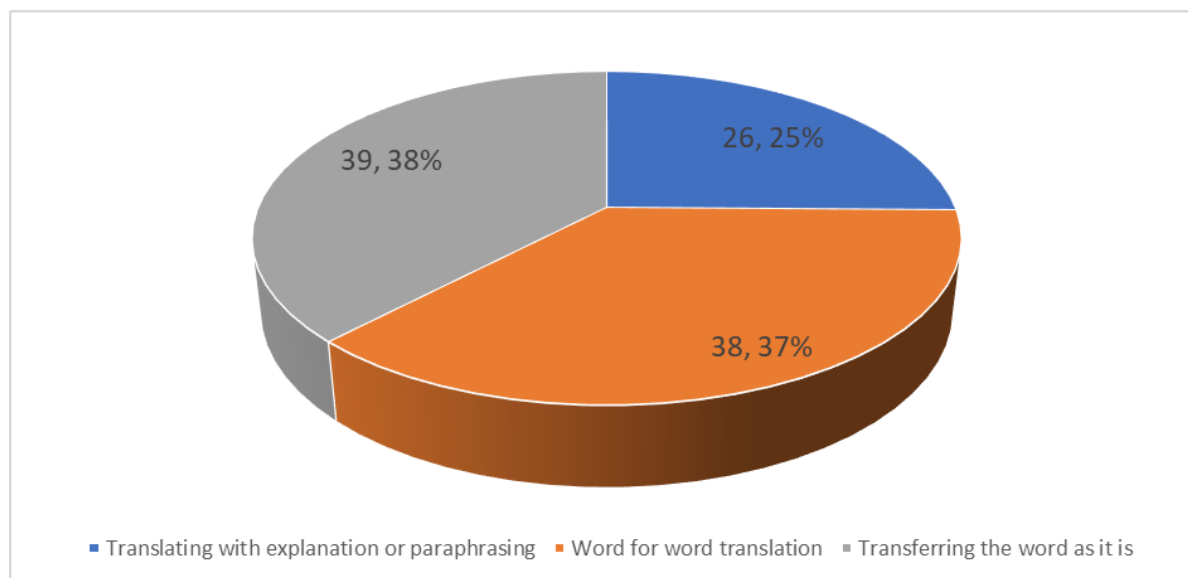


Figure 1. Percentages of the foreignization strategies

These results are in accord with recent studies. Arman (2023) studied domestication and foreignization strategies in two animated movies, *Coco* and *Encanto* using the translation model of Vinay and Darbelnet (1995). Regarding the foreignization strategies, the *borrowing* strategy in the model of Vinay and Darbelnet (1995), which is similar to the subcategory of *transferring the word as it is* in Venuti's (1995) foreignization strategy, was most used in the translation of the movie. The second most used strategy was *literal translation* which corresponds to the subcategory of *word-for-word* translation strategy. Gündoğdu (2022) studied domestication and foreignization strategies in the translation of the *Hitchhiker's Guide to the Galaxy*. She used the the translation model of Newmark (1988) and also found that the most used strategies were *literal translation* and *borrowing* which corresponds to the subcategory of *transferring the word as it is* and *word-for-word translation* strategy. Başhan (2022) studied domestication and foreignization strategies in children's movies and Obeidat (2019) examined these strategies in Awlad Haratina's novel. In line with our findings, Başhan (2022) and Obeidat (2019) found that the most used strategy was *preservation* which corresponds to the *word-for-word* translation strategy.

The most obvious finding to emerge from the analysis is that *transferring the word as it is strategy* was the most used strategy when translating hotel websites, as most of the terms in the lodging industry and hotel websites have been borrowed from another language into Turkish. As Yan and Deng (2009) stated, "loanwords" have become an integral part of almost every language and have contributed greatly to the clarification and richness of native languages. This is due to factors such as the rapid advancement of science and technology and the increase in international communication. Especially with the universal acceptance of the internet, the interaction between different languages has increased even more. This has facilitated the transfer of terms from one language to other languages. Especially in the lodging

industry, with the development of international tourism, the use of terms from different cultures has become widespread and these terms are frequently encountered in Turkish texts.

The second most commonly used strategy was the *word-for-word* translation strategy. It was not surprising for this strategy to have nearly the same percentage and frequency as the most commonly used first strategy. Because, within the scope of this study, although words are often transferred in the lodging sector and on hotel web pages, many other words and word groups from Turkish to English have exact equivalents in English that cannot be translated from Turkish to English using the transferring the word as it is strategy. Therefore, the word-for-word translation strategy was used to express words or word groups that could not be transferred from Turkish to English using the transferring the word as it is strategy without losing their meaning in the target language. As Venuti (1995) points out, in cases where there are more linguistic and cultural differences in foreign texts, translators often use an approach similar to transferring the word as it is strategy. They aim to express the meaning of the source text in a way that is appropriate to the target text, taking into account linguistic, cultural, or contextual differences. This strategy may have been preferred, especially when faced with expressions that cannot be directly transferred or are culturally sensitive, such as those used on hotel websites.

The least used foreignization strategy was *translating with explanation or paraphrasing*. As mentioned above, the terms of the lodging industry were often transferred or translated literally as they are loanwords. According to the findings obtained from the analysis, the reason for the lower usage of the translating with this strategy is also related to this. In this strategy, the word is translated by paraphrasing or explaining the meaning of the word instead of providing the direct equivalent of the word or translating the word as it is. The aim here was to convey the intended meaning to the target language, which often leads to different translations of words. Translating with explanation was generally used for cultural elements, and since there were not many cultural elements found on hotel websites, this strategy was not frequently employed.

Now that we have examined the overall distributions of foreignization categories, it would be better to illustrate the most common foreignization strategies found in the analysis. The term *DJ* in the source text is the abbreviation of the “disk jockey” and is a loan word borrowed from English into Turkish. Hence, in the translation process, it was translated as *DJ* the strategy of *transferring the word as it is* was employed to maintain the authenticity of the borrowed term. Similarly, the term *SPA* (Sanus Per Aquam) is a loan word that originated from Latin and was integrated into Turkish. As a result, to maintain the authenticity of the borrowed term, the strategy of *transferring the word as it is* was used during the translation and it was translated as *SPA* in the hotel websites analyzed.

Word-for-word translation, as a foreignization strategy, entails the utilization of exact equivalents for words or word groups that pose challenges in their direct transfer from the source language to the target language due to cultural, linguistic, or contextual differences. In a website, the expression *Hadrian Kapısı*, the name of a historical building in Antalya was translated as *Hadrian Gate*. Since *Hadrian* is a proper name, the strategy of word-for-word was utilized here. *Banyo/kozmetik ürünleri* was translated as *toiletries*, which was another example of this strategy.

Translating with explanation or paraphrasing was prevalent in our case. The term *şark köşesi* in the source text refers to a special area in a house or room decorated with traditional Turkish furniture. Since this term is an element of Turkish culture, it was translated as *traditional Turkish seating areas* for the target audience to understand. In another example, the phrase *misafirlerimizin konforu ve rahatı için* was paraphrased as *make yourself at home* in a hotel website.

The present study aimed to figure out the foreignization strategies in hotel website translations. The foreignization strategy has six sub-categories, however, the study detected 3

different categories in the present data. As seen in Fig. 1, the strategy that has the highest percentage and is most commonly found in the previous studies is *transferring the word as it is* since most of the terms in the lodging industry and hotel web pages have been borrowed from another language into Turkish. However, many other terms and phrases that cannot be translated from Turkish to English using the strategy of *transferring the word as it is* also need to be translated into the target language without losing their meaning. Hence, to convey these terms without losing their meaning, the *word-for-word* translation strategy, which has been the second most preferred strategy in previous studies, comes into prominence after *transferring the word as it is* strategy, and the translation is carried out using their exact equivalents in the target language. The last strategy detected in the data is *translating with explanation or paraphrasing* which has the lowest percentage and is least found in the analysis. The reason for this is that this strategy includes adding explanations or rephrasing text during translation, and it can lead to translation errors, which can create inconsistency on the website. In addition, the lodging industry often uses standard terms and phrases and concentrates on producing content quickly but the *translating with explanation or paraphrasing* strategy can lengthen the process. Additionally, the other 3 categories were not detected since the structure of hotel websites is not compatible with these 3 strategies.

4. CONCLUSION

The present study was designed to determine the distribution and use of foreignization strategies in English translations of Turkish hotel websites. The data of the study consisted of all all-inclusive hotels in Antalya, Turkey listed on Trivago 2024. The analysis showed that *transferring the word as it is* strategy was the first strategy used in hotel website translations, the *word-for-word* translation strategy was the second strategy, and the least used strategy was *translating with explanation or paraphrasing*. Some foreignization strategies such as *adding notes, using footnotes, and emphasizing the difference with quotation marks and italics* were not detected since the structure of hotel websites is not compatible with these strategies.

The findings of this study have significant implications for translation and interpreting students in terms of hotel website translation since each genre has its translation style. Different strategies are used in the translation of hotel websites, one of these genres. The translation of hotel websites is not only limited to the accurate transfer of words; it also requires cultural and linguistic adaptations. Therefore, the strategies used in the translation of hotel websites are an important issue that translation and interpreting students should be aware of. Including these strategies and knowledge in the curriculum of translation and interpreting departments will increase students' competence in this field. Thus, students will be better prepared and equipped for the translation jobs they will encounter in their professional lives after graduation.

In conclusion, the study analyzed the foreignization strategies in hotel website translation. In light of the findings, it is possible to say that the most used strategy in hotel website translations was *transferring the word as it is*, and the least used strategy was *translating with explanation or paraphrasing*. However, this result is only valid for this study and cannot be generalized. Therefore, this constitutes an important issue for future research. Considerably more comprehensive work will need to be done to understand the foreignization strategies used in hotel website translations. Thus, the study should be repeated using more hotel website translations. In addition, the question of whether foreignization or domestication is preferred on hotel website translations remains to be answered. Finally, the examination of expert suggestions about translation strategies used in hotel websites may be another concern of future studies.

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