

STRATEGIES OF OVERCOMING CHALLENGES IN TRAVEL GUIDES TRANSLATION (A CORPUS-BASED STUDY)

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Abstract: The action research is a parallel corpus study that delves into the translation peculiarities of translated English travel guides and a few websites. The corpus is based on Newmark's strategies which endorse the availability of effective analyses. The results of the findings have shown: (a) as a full expression of simplification, one of the translation universals, translated English tourism texts are more concise than their Armenian source texts through the omission of detailed information in listings and culture-specific information in the original ; (b) translated English tourism texts are more formal and detached in tone than that of Armenian original through the frequent adoption of nominalization; (c) translation strategies are of great avail to find out mistranslations and misinterpretations of the tourist texts. The very research instantiated intricacies between the translated English tourism texts and the source text in Armenian by highlighting the thematic and formal features of tourism discourse in translation, which may also become an essential pedagogic platform in translating tourism texts from Armenian into English.

Key words: comparative translation analysis; travel guides; translation peculiarities, translation strategies, corpora study

1. Introduction

International tourism, as one of the biggest and the most hectic industries in the world, greatly influences all aspects of social life, including language and translation. Translation is one of the most significant fields in which mediation is undoubtedly omnipresent and its prominence as a mediation tool between languages and cultures in this day and age should not be neglected. Over the years, the way translation is studied and delivered has been notified and animated by the investigation of corpus study. The robustness of the latter concerning translation is asserted by an empirical perspective it embraces. Corpus study, encompassing source texts and their translated versions, have

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conventionally supplied the most significant data for research. As regards tourism writing, which is a specific register, it differs from general writing and entails peculiar assets such as promoting and selling tourist products and services. Nonetheless, this hybrid genre hadn't been thoroughly discussed and practiced, especially regarding its translation to examine its unique peculiarities. And even though currently, tourism is one of the largest and most popular industries both in Armenia and many parts of the world, the translation of tourism texts fails to suffice in-depth analyses on comparative grounds.

Albeit there are a considerable number of theories on the translation of tourism texts (Gotti 2006: 34; Dann 2012: 59-64) they are mostly assigned to provide guidance based only on their own experience and speculation, without giving ample empirical evidence to acknowledge their standpoints relating the nature of tourism writing. The majority of the aforementioned literature is not appropriate and reliable for addressing and exploring how such translation of tourism texts can be most effective on a real basis. In this vein, Dann (1996: 2) posits that “the language of tourism transmits timeless, magical, euphoric and tautological messages which contain the circular expectations and experiences of tourists and tourism.” However, it is still vague how such translation factually implemented in the tourism industry dwells upon the features embedded in the original tourism text. In this research, we zoom on the translation peculiarities of the tourism discourse and assume as a cornerstone of Newmark's theory (1993: 25).

2. Statement of the Problem

This research thoroughly studies intricacies in tourism text translations. In general, typos can be overlooked if they do not hinder text comprehension or lead the addressee astray. As a result, a faulty translation may be acceptable if it demonstrates the intended meaning. However, it is unacceptable if the incorrect translation significantly affects the meaning. The translator must consider a variety of criteria, including lexical, grammatical, stylistic, and idiomatic considerations. Hence, in the tourism literature, drawbacks and tactics in translating tourism discourse require profound investigations.

3. Methods

To provide a reasonably objective criterion descriptive-qualitative research and embedded case study have been conducted based on Armenian and English travel guides assuming all the shifts and transpositions present in the tourism texts. A total of 20 individual travel guides were collected from Tourist Information offices in Yerevan, Armenia, 10 of which were exposed to analysis. Two tourism websites (<https://egypt.anrivatour.am/>, <https://onewaytour.com/hy/hotels/>) promoting travelling in Egypt and Armenia were also selected to be investigated. The types of brochures differ from fliers to magazine-type brochures. In several travel guides, the translation is included on the same page whilst others possess a separate brochure for various language versions. In collecting the data, the researcher applied three techniques. They are (1) direct observation; (2) comparative analysis carried out on travel guides according to Newmark's strategies which enable to find out various transformations and challenges

of travel guides translations; and (3) interview which aims at exploring the information deeply related to the perception of the translation quality which is presented by total 25 respondents (10 Armenians and 15 foreigners). The selected translation passages are chiefly directed from Armenian into English.

4. Strategies of Translating Travel Guides

From the standpoint of translation, the most adopted strategies for translating tourism discourse vary in diverse language pairs and depend greatly on the target language. Translators apply various methods or strategies to transfer the core of the original text. For translating texts from one culture into another it is vital to choose appropriate translation procedures, namely domestication and foreignization. Domestication aims at making the text acknowledged and thus bringing the foreign culture closer to that of the readers in the target culture, whilst foreignization intends bringing closer the reader to the foreign culture and make him or her feel the linguistic and cultural diversity. It gives rise to a translation practice in which features of the foreign are preserved as much as possible within the translated text. In any translation framework, the initial selection between which procedures to acknowledge, either a domesticating or a foreignizing one, may impact the whole translation process, leading either to a TT that is easily recognizable and thus accessible to the target readership or to a text that continuously prompts target readers of cultural diversity (Zare-Behtash 2009). In this study, Newmark's classification is implemented as the framework to analyze the translation strategies used in travel guides.

The subsequent translation methods for comparison are:

- *transcription/ transliteration* – graphical rendering of either form or sound of the term;
- *calque* – literal translation of a term;
- *transference* – retaining terms in their source form without any adaptation;
- *gloss* translation – explanatory remarks, often in the form of footnotes
- *functional* equivalent – any previously existing in TL term denoting the same or similar concept;
- *neutralizing* – translation using general lexis;
- *zero* translation – term omission;
- *addition* – adding a term in TT instead of the general lexical unit from the ST.

4.1. Selected Categories of Specialized Tourist Texts

To assess the degree of specialization of diverse types of tourist texts a total of 60 tourist texts were studied, Armenian texts as the source text and English texts as the target ones. The selected texts comprise three essential types (20 texts in each type): They are as follows:

- *description* (tourist texts, descriptions of a destination, a sight, type of holiday, involving destination description, e.g. countries, areas, regions; vacation descriptions, e.g. beach vacation, sightseeing holiday; tour description,)
- *information* (tourist texts, general information on facilities, appliances and services used and offered, embracing hotel descriptions, cruise ship descriptions, excursion itinerary, terms and conditions of service, visa and documents information, etc.)
- *professional communication* (tourist texts, tend to communicate information between tourism professionals, including price lists, application forms, reservation systems, ticketing terms and conditions, booking manuals, etc.)

5. Data Analysis

The selected patterns under consideration will clearly pinpoint the effectiveness of incorporated translation strategies and the challenges encountered. The parallel Armenian and English tourism text corpora were applied through CATMA 3.0 software.

Sample 1-Description type of text

Source Language:

Երևան - Գառնի - Գեղարդ - Երևան

Նախաճաշ հյուրանոցում: Կայցելենք մեր տարածաշրջանի միակ հեթանոսական տաճարը: Տաճարը հելլենիստական շրջանի ճարտարապետությանը բնորոշ պերիպտեր տիպի կառույց է [պերիպտեր չորս կողմից պունաշարերով եզերված աղոթասրահ]: Կանգնած է բարձր պատվանդանի վրա, որի գլխավոր մուտքի առաջ ունի ինն աստիճանից բաղկացած քարե սանդուղք: Եռանկյուն ճակտոնը [հյուսիսային ճակատ] եզերված է ատամնաշարի և բուսական ու երկրաչափական քանդակների հարուստ համադրությամբ: Երկթեք տանիքը ծածկված է բազալտե սալիկներով՝ միացված արձձով ամրացված գամերով: Տաճարի այցելությունից հետո միասին կճաշենք գյուղացիներից մեկի տանը: Այնուհետև կայցելենք ժայռափոր Գեղարդավանք: Վանական համալիրը կառուցվել է վաղ միջնադարում՝ մի վայրում, որը նախաքրիստոնեական շրջանում եղել է որպես սրբատեղի: Այն հայտնի էր որպես «Այրիվանք»: Մեկ այլ՝ «Գեղարդավանք» անվանումը պատճառաբանվում է նրանով, որ այնտեղ 500 տարի պահվում էր սուրբ Գեղարդը՝ այն նվիրական նիզակը, որով Գողգոթայում հռոմեացի հարյուրապետը խոցել է խաչված Քրիստոսի կողը: Գեղարդավանքում կհանդիպենք տեղի քահանային: Հետդարձի ճանապարհին կունենանք կանգառ Չարենցի կամարի մոտ, որտեղից հրաշալի տեսարան է բացվում դեպի Արարատ լեռը: (One-way-tour brochure)

Գիշերակաց: Երևան

Yerevan - Garni - Geghard - Yerevan

Breakfast in the hotel. Tour to Garni, the only pagan temple left in Armenia. It is a blend of Greco-Roman and Armenian styles built by King Trdat I in the first century A.D. and dedicated it to the God of Sun. Then we will keep our way to Geghard. Geghard monastery

[13th century] carved out of the adjacent mountain and initially called Ayrivank [the Monastery of the Cave] is included in the World Heritage Site. Due to the fact that the famous spear, with which the Roman soldier wounded Jesus, was kept here for 500 years, the monastery was called Geghardavank [the Monastery of the Spear]. Here we will have a meeting with the priest. On the way back to Yerevan we will have a stop near memorial arch made in honor of a prominent Armenian writer Yeghishe Charents can be seen. A magnificent view of Ararat and Armenia opens from the arch.
Overnight: Yerevan

In the analysis of the source text translation strategy (elimination of redundant information while preserving emotiveness and expressiveness of the text) is realized by applying several translation techniques. Noteworthy is the fact that considerable attention is given both to syntax, because it is the structure of the sentence that illustrates the translator's professional proficiency in grammatical transformations, the ability to use them appropriately and reasonably, following the norms of the target language and functional equivalents. Furthermore, this is quite acceptable since conveying most of the words descriptive and functional equivalents of their own would most likely unnecessarily increase the amount of text in translation, thus possibly decreasing attraction. On the other hand, the translator translated the word combination *ւեր տարածաշրջան* as *Armenia* using a culture-neutral word. There exists an omission of a whole paragraph about the Temple of Garni, the sentences referring to the outer description and history of Garni are not translated into English. Moreover, another omission of a sentence, which contains very important information is unavailable too. The sentence “*Տաճարի այցելությունից հետո միասին կճաշենք գյուղացիներից մեկի տանը.*” is omitted. It is a very fundamental part in the tour description, to some tourists it can be very tempting and admiring, to others it can be a reason not to take this tour. So the omission of such an important fact was not relevant. The translator has also applied the methods of gloss translation and transliteration while translating the proper names *Գեղարդավանք* [the Monastery of the Spear] and *Այրիվանք* [the Monastery of the Cave]. There is also an addition in the translation. The translator has added some information about Yeghishe Charents, to clarify the point to whom the arch is dedicated. And another mistake made by the translator is the omission of the word *լեռը* in the following sentence- “*Հետդարձի ճանապարհին կունենանք կանգառ Չարենցի կամարի մոտ, որտեղից հրաշալի տեսարան է բացվում դեպի Արարատ լեռը:*” It is translated into English as “*a magnificent view of Ararat and Armenia opens from the arch.*” In this connection, it should be stated that this translation might give rise to ambiguity for the target language reader.

Sample 2-Information

Ժամանում - Քաղաքային շրջայց - Էջմիածնի Մայր Տաճար - Զվարթնոց - Երևան Վաղ առավոտյան դիմավորում օդանավակայանում և տեղափոխում հյուրանոց: Կարճատև հանգստից և նախաճաշից հետո կսկսենք այսօրվա տուրը: Նախ կայցելենք Մատենադարան, որտեղ պահվում են մոտ 18.000 ձեռագիր մատյաններ, որոնք համարվում են ՅՈՒՆԵՍԿՕ-ի ժառանգություն: Թանգարան այցելությունից հետո կքայլենք դեպի Հրապարակ: Ճանապարհին կանգ

կառնենք Կասկադ համալիրի մոտ, որտեղից գեղեցիկ տեսարան է բացվում դեպի Արարատ լեռը: Այնուհետև կուղևորվենք դեպի Էջմիածնի Մայր Տաճար: Եկեղեցին կառուցվել է չորրորդ դարի սկզբին՝ 301-303 թվականներին՝ քրիստոնեությունը որպես պետական կրոն ընդունելուց հետո, Հայաստանի հովանավոր սուրբ Գրիգոր Լուսավորչի կողմից: Կառուցվել է նախապես գոյություն ունեցող տաճարի տեղում՝ խորհրդանշելով հեթանոսությունից քրիստոնեության անցումը: Ներկայիս կառույցի հիմնական մասը կառուցել Կահան Մամիկոնյանը 483/4 թվականներին՝ պարսկական ներխուժման ժամանակ խիստ վնասվելուց հետո: Կառուցումից մինչև հինգերորդ դարի երկրորդ կեսը տաճարը Ամենայն Հայոց Կաթողիկոսների նստավայրն էր: Այստեղ կհանդիպենո հոգևորականի հետ: Այցից հետո կվերադառնանք Երևան, ճանապարհին կանգ կառնենք Զվարթնոցի Տաճարի մոտ: Երեկոյան ողջույնի ընթրիք՝ հայկական ազգագրական երգեր և պարեր: (One-way-tour brochure) Գիշերակաց: Երևան

Arrival - Yerevan city tour - Etchmiadzin Mother Cathedral - Zvartnots Cathedral - Yerevan

Transfer from the airport to the hotel. Breakfast in the hotel. Observing city tour in the capital of Armenia. During the city tour you will get acquainted with the main streets and the main buildings of Yerevan, will visit the depository of the manuscripts, Matenadaran, where 18000 pieces of works are kept. These works are included into UNESCO World Heritage. Tour to Etchmiadzin, during which we will visit the Mother Cathedral, will have a meeting with the priest. Tour to Zvartnots Cathedral, which is a 7th-century cathedral. Now in ruins, it is located at the edge of Etchmiadzin. Cathedral and Churches of Etchmiadzin and the Archaeological Site of Zvartnots are included in the UNESCO World Heritage List. Back to Yerevan. In the evening we will have welcome dinner in a traditional Armenian restaurant with national songs and dances.

Overnight: Yerevan

While analyzing the translation of these two texts we came across lots of additions, omissions and different transpositions. Firstly, the proper name *Զվարթնոց* is translated into English as *Zvartnots Cathedral*. The translator has made this addition intentionally to make clear to the target language reader that Zvartnots is a cathedral. It is also worth mentioning that some omissions made in the process of translation- *վաղ առավոտյան, կարճատև հանգիստ* and so on, are meant not to miss some crucial information. In this connection the translator applied the method of *compensation*, that is to say, he/she compensated for the loss of meaning in one sentence from the other one. The translator has also omitted some proper names such as *Կասկադ համալիր, Հրապարակ* and instead supplemented the phrase *main streets and buildings*, presumably taking into consideration that these words would be unknown and incomprehensible to foreigners. A few sentences related to Etchmiadzin Mother Cathedral's history and Vahan Mamikonyan are also omitted, perhaps the translator found them too meticulously depicted, afterwards extra information about Zvartnots Cathedral was noted to make the image more vivid. Studying the translation it becomes obvious that the method of transposition of sentences is implemented as well. The nominal sentence *Երեկոյան*

ողջույնի ընթրիք՝ հայկական ազգագրական երգեր և պարեր: is translated into a full declarative sentence- “*In the evening we will have welcome dinner in a traditional Armenian restaurant with national songs and dances.*” There is also an addition of the phrase *Armenian traditional restaurant* to make the atmosphere of the anticipated dinner more evident. Overall, it can be deduced that in contrast to addition and transliteration usage, which are available throughout the translation procedure, the omission is the prevailing strategy in the aforementioned translation, and what regards the equivalence it is preserved on the text level.

Sample 3-Professional communication

Որպես Air Cairo ավիաընկերության պաշտոնական ներկայացուցիչ Հայաստանում՝ Անռիվա-Տուրը տարիներ շարունակ կազմակերպում է ճանաչողական այցելություններ տուրիստական ոլորտի մասնագետների համար դեպի Եգիպտոս: Մենք կարևորում ենք, որպեսզի մեր ենթագործակալները լավաճանոթ լինեն Եգիպտոսի ուղղությանն ու հանգստավայրերին, տիրապետեն հյուրանոցների հնարավորություններին, էքսկուրսիոն ծրագրերին: Սա կարևոր է, որպեսզի տուր-մենեջերը կարողանա ճիշտ և գրագետ առաջարկ ներկայացնել Եգիպտոսում հանգստանալ ցանկացող զբոսաշրջիկին: Մեկ շաբաթվա ընթացքում տուր-մենեջերներն այցելեցին գրեթե 3 տասնյակ հյուրանոցներ, մասնակցեցին տարբեր էքսկուրսիոն ծրագրերի՝ բացահայտելով Եգիպտոսում հանգստի բոլոր առավելությունները: (<https://egypt.anrivatour.am/index.php?m=medianfamOne&pid=16>)

As the official representative of Air Cairo in Armenia, Anriva-Tour periodically organizes FAM tours for tour managers to Egypt. We pay attention to ensuring that our partners are well prepared and know all about Egypt - hotels, excursion programs. It is important for a tour manager to be able to offer the right and competent offer for a tourist who wants to rest in Egypt. During the week, tour managers visited about three dozens of hotels, participated in various excursion programs, learning about all the benefits of a holiday in Egypt.

Comparing SL translation with the TL it becomes evident that the translator neglected the phrase “տարիներ շարունակ” and transferred it into “periodically” whilst the Armenian translation pinpoints years and frequency. In the second sentence, we witness the implementation of omission strategy such as “Եգիպտոսի ուղղությանն ու հանգստավայրերին, հյուրանոցների հնարավորություններին” which are not available in the English version. In the third and fourth sentences, functional equivalents are omnipresent, which are direct indicators of relevant translation.

	Transcription/transliteration	Calque	Transference	Gloss translation	Functional equivalent	Neutralizing	Zero translation	Addition
1st type, descriptions	10,2%	8%	2,5%	12,9%	33,9%	5,5%	14%	13,9%
2nd type, information	15,4%	5%	1,3%	9,7%	10,8%	2,5%	41,3%	15%

3 rd type, professional communication	8,9%	6.2%	8%	5,7%	26.8%	5,2%	25%	14.2%
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Table 1: The results of the data analyses are depicted in the table above.

6. Data Analysis of Corpus-based Study

The data analysis of our action research has shown that in the first type of tourist text the prevailing strategy is functional equivalence whilst calque and transference hold the lowest rate. The translation of the second type of text illustrated a high percentage of zero translation in the target text, whereas the third type of text highlights the prevalence of zero translation and functional equivalent approaches. As a matter of fact, gloss translation occurred less frequently in the information and professional communication types of texts, perhaps, due to their verbosity. Typically though, gloss translation is more frequently utilized in the description type of target texts in which the texts offer necessary tourist information, thus requiring more explanatory details. Furthermore, transliteration and gloss translation are usually implemented while translating proper names, geographical names, nicknames, and so on. The translator applies the methods of addition and descriptive translation in the translation of culture-specific words and phrases i.e realia. The comparative analysis has also indicated that the original text is always larger than the translated one, due to the language features of the Armenian language (in comparison with English Armenian has longer words) and some omissions.

7. Quality Assessment of Tourist Term Translation

The issue of quality evaluation is rather vague since there are no universally acknowledged criteria to assess the quality of translation. As a matter of fact, the type of the text, genre, source text and target language conventions are to be taken into account firstly for the target reader is considered to be the driving force for the translation decision-making process and a performer as the decision-coordinating factor. In regard to this point, Cabré points out that “conciseness, accuracy and adequacy are the most relevant criteria” (2010: 361) to evaluate specialized discourse. Neglecting the delicate nature of translation appropriateness on the text level we tend to assess the mistakes on a word level. For this purpose, we applied to combined approaches brought up by Newmark and Kelly (1993: 23; 1997: 45) who justifiably divide mistakes into the following categories.

- *Mistranslations* (grave mistakes, leading to the breakdown in communication)
- *Misinterpretations* (relatively easy mistakes, triggering the lessening of communicative effect)
- *Non-translations* (context-dependent/ can be either grave or easy)

Mistranslations of tourism terms can impede substantial breakdown in communication. According to our research, it is detected that conceptual problems or lack of linguistic competence can become triggers of these mistakes.

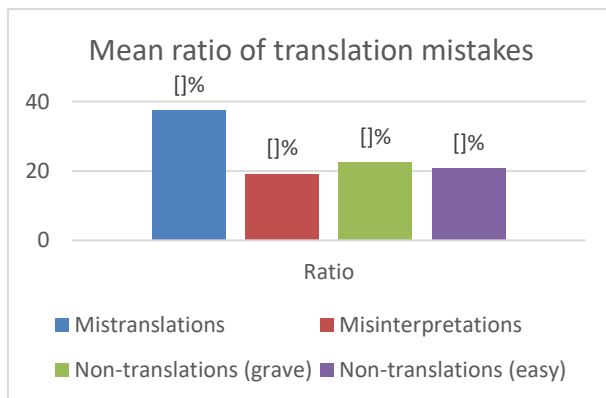
What regards misinterpretations they decrease the communicative effect of the source term because of either conceptual deficiency or shortage of knowledge whilst the third category can generate both the communication breakdown and lessen the communicative effect.

	Source text	Target text
Mistranslation, grave	պատվանդամ	Mountain
	հարյուրապետ	Soldier
	լավածանոթ լինեն	Offer
Misinterpretation, easy	Տարիներ շարունակ	periodically
	Ընտրիք	Traditional Armenian restaurant
Nontranslation, grave	Էքսկուրսիա	magnificent places
	ներխուժում	Attack
Nontranslation, easy	Խաչված Քրիստոս	Jesus
	բացահայտել	Learn
	Տեղական քահանա	Priest

Table 2 introduces several cases of translation mistakes encountered in tourist texts. The target text column shows the English term.

According to the table, we can assume that few translation mistakes are spotted in the analyzed tourist text. The illustrated patterns of mistranslations are considered grave because of conceptual non-equivalence. The word “պատվանդան” can hardly be replaced by mountain or likewise, soldier always stands for զինվոր, not հարյուրապետ. Nevertheless, non-translation of Խաչված Քրիստոս, տեղական քահանա are regarded as easy since they lessen the communicative effect mistake. In contrast to non-translation of the terms, magnificent places and attack are deemed as grave mistakes, since the target text fails to explain the meaning of excursion which cannot necessarily be related to magnificent places or attack, which is quite different from ներխուժում-invasion.

What concerns misinterpretation of the term տարիներ շարունակ as periodically and ընտրիք as traditional Armenian dinner give rise to the misleading information in the target text. The reader would get implicit information that the restaurant provides only traditional Armenian food whereas the source text term implicates mostly the inclusion of dinner. Therefore, the mean ratio of translation mistakes is as follows:



The aforementioned data analysis did not show the correlation between the patterns of proper translation and mistakes. This topic is reserved for further research.

8. Results and Discussions

To understand how productive the translation of tourism texts is and to what extent the equivalence is preserved, we have conducted qualitative research through interviews based on Kelly's (1997:30) translation mistakes theory. The focus groups involved in this action research comprised 10 Armenians and 15 foreigners from different countries. In this section, we attempt to explore to what extent the participants get the picture of the selected texts from the brochure of "One Way Tour," and what translation challenges might trigger comprehension of both Armenian and English tourist texts which had been delivered beforehand. The selected material for the focus groups is attached below.

9. Patterns

ONE WAY TOUR company invites you to enjoy Armenian beautiful nature and get acquainted with its flora and fauna via non difficult and pleasant hikings. During this [group tours in Armenia](#) you will get acquainted with the Armenian nature and historical monuments, will enjoy the beauty of the largest fresh water lake in Armenia, will walk in the forests of "[Armenian Switzerland](#)." And that's not all. During the tours we will visit "[Tonacuyc](#)" National Theatre, where we will get acquainted with Armenian food and ceremonies. If you are interested in ancient culture, national cuisine, nature and hiking, then this tour package is for you

Garni - Geghard - Yerevan

After breakfast in the hotel we will drive to Geghard Monastery. On the way we will have a stop near Charents' Arch. One part of Geghard Monastery is carved in the cliff. It is included into the list of UNESCO Heritage. We will take part in the baking of, [lavash](#) in Armenian [tonir](#). Our next stop will be Garni pagan temple. We will start our

walking from the temple to the Symphony of the Stones, which is located in Azat gorge. Back to Yerevan.

Yeghegnadzor - Tsakhats Kar - Smbataberd – Yeghegnadzor

After breakfast in the hotel we will take our way to Tsakhats Kar Monastery. The monastery was constructed in the 10th century. Tsakhats Kar was a medieval educational center, where painting was taught. Then we will keep our way to Smbataberd fortress which has high and wide walls built with huge stones and mixture from clay. The fortress is protected with deep gorges of Artabuni and Yeghegis. Dinner and overnight in Yeghegnadzor.

Sevan -Dilijan - Jukhtak - Matosavank – Alaverdi

After breakfast we will take our way to Dilijan. Dilijan is a small spa city which is also known as Armenian Switzerland. After the city tour we will keep the way to Monastery Jukhtak. It is mentioned as Petros' Monastery and Gisheravank Monastery in the stone scripts. It consists of two separate churches [here comes the meaning of the monastery- “jukht vank” - "two churches"]. Then we will walk to Matosavank. The church was constructed in 1205. Then we will take our way to Alaverdi. The dinner and the overnight in Alaverdi.

Name, Surname	Country	Age	Gender	Perception of the text[%]
Alana Hoornsman	The Netherlands	22	Female	75
Alexander Avila	Mexico	23	Male	80
Alsu Mukhametova	Turkmenistan	25	Female	95
Antea Goolsby	Croatia	22	Female	80
Beshoy Khairy	Egypt	21	Male	70
Birte Barkow	Germany	27	Female	90
Christin Gogche	Austria	25	Male	75
Sebastian Markos	Spain	24	Male	85
Natalia Peshkova	Russia	23	Female	75
Ekaterina Khlebnikova	Russia	27	Female	90
Dan Sintri	Poland	23	Male	80
Chris Dee	Germany	29	Male	85
Svetlanna Sergeevna	Russia	26	Female	80
Mariusz Kus	Poland	20	Male	73
Iris Weng	Taiwan	22	Female	70
Average	---	24	---	82

Table 3 introduces the perception of focus group of foreigners.

Name, Surname	Country	Age	Gender	Perception of the text[%]
Hovhannisyan Gor	Armenia	36	Male	95
Meliqyan Tatev	Armenia	29	Female	100
Vardumyan Lilit	Armenia	38	Female	97
Gevorgyan Tuxik	Armenia	60	Female	100
Hovhannisyan Gegham	Armenia	34	Male	99

Petrosyan Gohar	Armenia	61	Female	98
Ayvazyan Mariam	Armenia	19	Female	100
Mayilyan Edmon	Armenia	21	Male	99
Bulghadaryan Artyom	Armenia	20	Male	100
Kochinyan Gayane	Armenia	40	Female	97
Average	---	36	---	98

Table 4 presents the perception of focus group of Armenians.

As the results of Table 3 have shown the average perception of the text among target language readers is 82%, and the perception of the same text among SL readers is 98% [Table2]. It is quite obvious that in the process of translation of this tourism text 16% of information is not preserved and certainly, some misinterpretations are available too. While commenting on the text most of them mentioned that some words especially proper nouns such as *Tsakhats Kar*, *Yeghegis*, *Yeghegnadzor* and so on, were rather impossible for them to read and they did not understand whether it was a city, village, church, monastery or another place. They have also separated several words and expressions that were incomprehensible and sounded strange and could not be depicted in any way. Among these words and expressions are *Armenian Switzerland*, *Tonacuyc*, *Charent's Arch*, *Symphony of the Stones*, *Armenian Vatkan*, and so on. Furthermore, almost all of them mentioned particularly two words- *lavash* (lavash is Armenian national bread, soft, thin unleavened flatbread, which is baked in a special tonir) and *Armenian tonir* (*tonir is an underground "oven" made of clay which is used for making different dishes and baking bread*), which sounded weird for them. These aforementioned words are culture-specific words, in other words, realia, and are very complicated to translate into other languages. Frequently while translating realia translators apply two different methods- transliteration and gloss translation, but in this case, the translator applied only the method of transliteration without any reasoning, and therefore, it impeded some misunderstandings among TL readers. They have also pointed out some obvious spelling mistakes (MonastAry, cliff, fortres), which provide evidence of amateur work, lack of knowledge or attention. It is certainly true that these errors do not violate the understanding of the text, but they negatively affect the consumer's expectations. Anyway taking into account that 84% of information was preserved, we can deduce that the translator, clearly understanding the task and having a well-formed operational competence, was able to create a text that will function accordingly to attract new customers.

10. Conclusion

The current study has led us to deduce that Newmark's strategies were the most effective means to analyze translation challenges of both SL and TL due to which the translators omit, change, and reformulate certain parts of the ST to fit the target context. Consequently, the translators incorporate various strategies in an attempt to decrease the gap between the SC and the TC to escape message distortion. Based on the research of the analysis of the travel guides and their translations we can infer that:

- the differences between the Armenian and English versions of guides are obvious, the terminology implemented in Armenian travel guides is distinctive and culture-bound,
- most of the errors found in the translation are connected with the translation of culture-specific words, which are just transliterated without any descriptive or gloss translation.
- the most frequently applied methods and strategies in translating tourism texts are omission, addition, transliteration, gloss translation, and descriptive translation.
- results of a parallel corpus-based analysis have shown that both omission and addition are broadly used strategies in all the travel guides under consideration.

To wrap things up, it should be stated that translation of tourism texts is of great difficulty because of its specialized vocabulary and various cultural references, thus the translator of travel guides should have profound and skilled translating competencies and be aware of all possible translating strategies and techniques.

11. Limitations of the Research

This study was confined to a relatively small sample of brochures and it only focused on brochures and a few websites translated from Armenian into English. On the other hand, the size of the corpus is still relatively small. This may make for the illustration of the findings, for we have reason to ask: Will quantitative information accumulated to a certain level affect the qualitative outcome? Therefore, it is believed that future studies with expanded corpus size and enhanced material sources can initiate results that are more groundbreaking and of better validity.

12. Recommendations

This action research can be informative for Tourism organizations and website proprietors in order to focus more profoundly on the content of their translations to make sure that the translated texts are perceivable and persuasive enough for their audiences from various parts of the world with diverse cultures and backgrounds.

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