

## Translating Adventure Tourism: From Action to Relaxation

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### ABSTRACT

Adventure tourism is one of the fastest growing sectors in the tourism industry and, therefore, one of the most important categories marketed and promoted globally. However, the way adventure tourism is represented and perceived differs markedly from one culture to another. Based on how tourism is conceptualised in a particular culture, themes are carefully selected and exploited in promoting ‘adventure’ tourism. The differences in how tourism is conceptualised across cultures pose a key challenge for translators of tourism promotional materials (TPMs), whose role is to produce an effective translation in the target language and culture. Translating TPMs effectively for different cultures often requires changes and adjustments to be made in order to preserve the most vital aspect of TPMs, that is, their functionality. This paper explores the challenges involved in translating English TPMs into Malay and investigates the extent to which the action theme of adventure employed to lure Anglophone tourists is compatible with Malay culture. Three types of textual analysis are carried out: source text analysis, parallel text analysis and target text analysis. The textual analyses are then complemented by findings derived from focus groups. The findings of the study demonstrate how adventure tourism is conceptualised within the notion of action in the Anglo culture, and how this contrasts with the way it is framed within the notion of relaxation in Malay culture. Based on the findings derived from the textual analyses and focus groups, we conclude by proposing potential strategies for the production of functionally adequate translations, which take into consideration the cultural conceptualisation of the target culture.

**Keywords:** tourism translation; tourism promotional materials; cultural conceptualisation; English-Malay translation; advertising translation; adventure tourism discourse

### INTRODUCTION

Sulaiman’s earlier work on the translation of tourism promotional materials (TPMs) found that tourism and tourist destinations are promoted differently for different markets. For example, the way nature and urban attractions are promoted differ from one market to another. In some markets, nature is promoted within the secular framework of an earthly paradise while in other markets, it is promoted within the framework of divinity (Sulaiman, 2016c). Similarly, while a particular urban tourist icon might be promoted within the framework of hedonism for certain markets, it would be promoted within the framework of familial entertainment for certain other markets (Sulaiman, 2016b). His research also revealed that such differences in promotional strategies are ultimately dictated by the cultural values and conceptualisations of the target audiences. To ensure their effectiveness in the target market, TPMs are carefully designed by copywriters taking into consideration the cultural values and conceptualisations of the target audiences. Despite the differences in how

destinations are conceptualised and therefore promoted in different markets, there seem to be some challenges when translation is used as a tool for cross-cultural promotion. While the creation of TPMs should be guided by their purpose – that is, converting readers to tourists – in translation practice there is a tendency among translators to shift the focus away from the purpose of the translation to the linguistic content of the source text (for further discussion on the challenges involved, see Federici, 2007, p. 111; Katan, 2012, p. 89; Parks, 2014, pp. 1-5; Pierini, 2007, p. 90; Tang-Taye & Standing, 2016, p. 630; Valdeón, 2009, pp. 43-45). Translation practitioners face the risk of being guided entirely by the source text, although it was created for audiences which are likely to have cultural values and conceptualisations different from those of the target text audiences (Sulaiman & Wilson, 2018) (see Sulaiman, 2016a; and Sumberg, 2004 for a discussion of the reasons behind such a phenomenon).

While Sulaiman's earlier work focused on the tourist destination, that is, the physical attributes of the landscapes or spaces in which tourism takes place, this study focuses on the tourist or more precisely tourist performance, which is a key component of the tourist experience. Tourist performance is directly related to tourist activities (Ooi, 2005, p. 51), which in turn can be arranged on a continuum ranging from passive/static activities on one side, to active/dynamic activities on the opposite side (Pizam & Fleischer, 2005, p. 5). Passive and static tourist activities are tourist activities that emphasise seeing and observing such as sightseeing and shopping rather than more active pursuits. Participation in these activities requires 'little or no skills and the spending of very little physical energy' (Pizam & Fleischer, 2005, p. 12). In contrast, active and dynamic tourist activities are activities that emphasise active performance and participation such as sporting activities. These activities often require significant skills and an immense amount of physical energy (Pizam & Fleischer, 2005, p. 12). This continuum suggests that tourists behaviour can also be arranged on a continuum ranging from passive tourists who focus on the visual aspects of tourism such as sightseeing to active tourists whose tourist experience is not only determined by gazing but also performative practices which involve bodily movements and physical activities.

The discourse of adventure tourism provides a valuable platform for the discussion of tourist performance and practices. This particular discourse effectively captures the passive-active and gazing-doing dimensions of tourist performance (Olafsdottir, 2011, p. 7). The notion of adventure is culturally constructed and runs on a continuum from soft to hard adventure activities. One person's adventure might be another's backyard stroll and what might be considered as passive tourism in one culture might be considered the peak of adventure in another (Cater, 2013, p. 9). Therefore, this paper analyses the discourse of adventure tourism in two different cultural contexts and languages, namely English and Malay to examine how tourist experience is framed in relation to the notion of active and passive performative practices to create an appealing destination image. The paper also investigates how differences in cultural values and conceptualisations have a significant impact on translation practices and how adventure experiences can be translated across languages and cultures without jeopardising the ultimate function and purpose of translation.

## **CORPUS AND METHODOLOGY**

For the purpose of this study, we analysed the discourse of adventure tourism represented in three different types of texts: source texts (English), target texts (Malay) and parallel texts (Malay). The source and target texts were taken from Tourism Australia's consumer website ([www.australia.com](http://www.australia.com)) which consists of 360 pages of content and has 17 language variants, with the English version (hereafter source text or ST) being the primary platform (Tourism Australia, 2013). Australia.com was selected for the study as it was the only national tourism organisation website of an Anglophone country which had a Malay translation (hereafter

target text or TT) published on the internet at the time of research. The Malay parallel texts (hereafter PTs), which consists of authentic TPMs originally written in Malay by native Malay copywriters, functioned as a set of parallel (Schäffner, 1998) or comparable texts (Mediouni, 2016, p. 121), that is, a set of texts created to fulfil similar promotional roles to the ST, albeit for different cultural contexts. These texts were sourced from tourism brochures, advertisements, promotional websites and articles written originally in Malay for a Malay audience. Although the study does not specify any limit for the number of parallel texts analysed, it must be highlighted that the analysis of parallel texts covered at least the entire editions of two leading Malay tourism magazines namely *Santai* and *Libur* for the years 2011 and 2012 (i.e. 24 editions altogether). For the purpose of this paper, representative excerpts from the analysed corpus have been selected for discussion and illustration.

The study was carried out within the framework of the well-developed functional approach to translation (Pym, 2014, pp. 43-63) and subscribes to the view that a culturally oriented functional approach is crucial in advertising translation. This view argues that the intended function or purpose of the translation can only be realised successfully by taking into account the cultural context of the target audience (Cui, 2009, p. 15; Sulaiman & Wilson, 2018, p. 633). An important cultural aspect which must be dealt with adequately is the notion of cultural conceptualisation (Sharifian, 2011, 2017). How people conceptualise the world is deeply rooted in the culture in which they live and the cultural group to which they belong. For example, Anglo-Australians might conceptualise the dog as ‘man’s best friend’ while in the Malay culture, the dog is generally conceptualised as despicable, weak and evil (Imran Ho-Abdullah, 2011, p. 138). Since different cultures have different conceptualisations, different persuasion themes and strategies are required to influence the performance and reception of the target text. Within such a framework, an in-depth translation-oriented analysis was carried out on the ST to investigate how tourism is represented and how culturally-designed themes and perspectives are used to lure the English reader. Thereafter, the PTs were analysed and compared with the ST to examine how TPMs are created in Malay to persuade Malay readers and how the textual practices of these Malay TPMs correspond to or differ from their English counterparts. More precisely, the PTs demonstrate how different aspects of tourism are conceptualised in Malay culture and how the Malay conceptualisation of the different aspects of tourism is exploited by Malay TPMs to persuade their audience. Subsequently, the functionality of the TT in the target-cultural situation is considered. In this regard, the way the culturally-designed themes and perspectives of the ST were translated into Malay was examined. The TT was also compared against the PTs to see whether it demonstrates features and practices similar to those of the PTs.

The effectiveness of the TT in creating an appealing image for potential Malay tourists was tested on five focus groups comprising in total 37 native Malay speakers (19 males and 18 females), the majority of whom were tourists in Australia at the time. The focus group participants were not only native speakers of Malay, but were also candidates who fit the profile of the average Malaysian Malay likely to have the propensity to travel abroad for a holiday, as identified in the literature: professional, middle-class, 30-40 year old urban Malays (Embong, 2002, p. 113; SATC, 2010, p. 54; Sloane-White, 2007, p. 5; Tourism Australia, 2016). The focus groups were shown the TT and their responses were examined so as to ascertain the effects of the TT on them. The central objective of the focus group method was to complement and validate the findings and assumptions that we derived based on the textual analyses and to uncover additional first-hand cultural insights. Based on the findings derived from the textual analyses and focus groups, we conclude by proposing potential strategies for the production of functionally adequate translations, which take into consideration the cultural conceptualisation of the target culture. These translations have the potential to create the intended effect on the reader.

## FINDINGS AND DISCUSSION

Throughout Tourism Australia's website, the Australian landscape is represented as an 'adventure playground' and tourists are 'adventurous travellers' who are invited to travel to this playground and realise their adventure fantasies. The overall tone of the discourse is grounded in the notion of adventure. The adventure discourse is constructed using a number of key themes, namely action, competence, freedom and independence, authentic strangerhood and risk (Figure 1) that aim at creating a sense of excitement, authenticity, novelty, challenge, freedom, and, above all, fun. Due to space constraints, in this paper we will limit the discussion to the first theme only, that is, the 'action' theme.

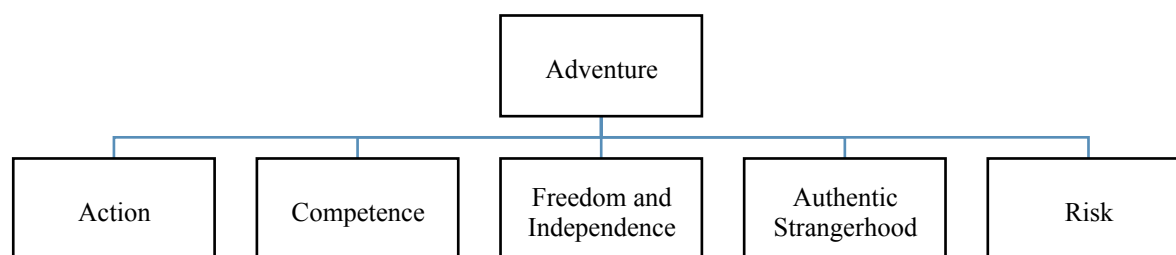


FIGURE 1. Key themes of adventure

### SOURCE TEXT ANALYSIS

The 'action' theme is the most prominent of all themes. It concerns the tourist-in-action rather than staged events and displays. The focus is on tourists engaging with the tourist destination and actively performing and 'doing things' rather than passively gazing at and observing what lies before them. Thus, physical actions and activities constitute the key ingredient for adventure holiday experiences. The verbal texts of the ST are designed in a way to make the readers sense that action-packed, adventure-filled and engaging experiences await them should they choose Australia as a holiday destination. Topics revolve around specific types of physical action to be performed by the tourist. These physical actions or activities are described using key action verbs mostly constructed in the imperative mode so as to express enthusiasm for the suggested tourist activity and increase the effect of action and dynamism already conveyed at the semantic level (for example see ST1).

#### ST1

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[...] **go** mountain biking, horse riding and **scale** the sandstone cliffs.

[...] **hike** to the top of Mount Kosciuszko, our highest peak.

**Swim** in the crystal-clear waters of Bunker Bay, **ride** the crashing surf of Surfers Point [...]

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Source: [www.australia.com](http://www.australia.com) (our emphasis)

The readers are explicitly encouraged or rather 'instructed' to perform these physical actions themselves, with the aim of projecting them virtually into the scene and creating an appealing mental image of them performing the actions. The action theme reflects the current needs and motivations of tourists from Anglophone societies who are embracing 'experiential tourism' which is closely associated with adventure tourism and emphasises 'doing' rather than 'seeing'. These tourists prefer 'active holidays' and therefore active and dynamic tourist activities (Middleton, Fyall & Morgan, 2009, p. 83; Pizam & Jeong, 1996, p. 283).

The fact that Anglophone tourists prefer active holidays, undertaking adventurous activities at the destination, interacting with the natives in local settings, and tasting local

food rather than seeing the Eiffel Tower or the Sydney Opera House (O'Dell, 2005, p. 27) is widely recognised by the travel industry which asserts that 'Western consumers are straying away from destination-based travel to experience-based travel' (Oxford Economics & Amadeus, 2010, p. 29). This development indicates that tourism consumption is moving away from the 'ordinary' sightseeing experience, also known as the 'tourist gaze' (Urry, 1990) to a more adventurous and experiential form of tourism: the 'performance turn' (Ek, Larsen, Hornskov, & Mansfeldt, 2008, p. 125). Seeing the sights is not enough. They 'do not simply want to travel around the world passively *observing* what lies before them' (O'Dell, 2005, p. 27). They want experiences beyond sightseeing. They want to do things. They want to learn about, experience and engage the 'there' they visit (Willson & McIntosh, 2007, p. 75). In short, 'doing' and 'acting' are now more important to them than 'gazing'. In their search for difference, they are now interested in connecting with the destination in a more active and adventurous manner (Tataroglu, 2006, p. 50). Hence, for them, tourism is a process and they are the subjects in 'action' (Crouch, 2004).

The evolution of a Western preference for a more active and dynamic form of tourism is not surprising as activity, in contrast to passivity, has always been a key feature of individualistic societies.<sup>1</sup> Based on such a preference, the ST attempts to create an image of a destination where tourists can fulfil their psychological need to be active and adventurous. The level of physical energy required to perform these physical activities may, nevertheless, vary from one activity to another. These activities can be placed on a spectrum ranging from 'soft' forms of adventure which require less amount of physical energy (e.g., walking) to the 'hard' or extreme forms of activities which require a large amount of physical energy (e.g., rock climbing, mountain biking, kayaking).

The notion of action is further intensified in the ST through the representation of successive 'non-stop' activities particularly those which involve energy and physical strength.

## ST2

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**Swim** in Glen Helen Gorge and **spot** rock wallabies at Simpsons Gap, both in the West MacDonnell Ranges. **Listen** to the Dreamtime legend surrounding the comet crater of Gosse Bluff. **Climb** to the rim of Kings Canyon and **swim** in the tropical pools of the Garden of Eden. **Do** a dawn camel trek around Uluru and **wander** between the steep russet domes of nearby Kata Tjuta. **Journey** through red desert sands, spinifex and mulga forest. **Learn** about the area's Aboriginal history from the Arrernte people who have lived here for 20,000 years. **Immerse** yourself in Aboriginal art and pioneer history in Alice Springs. Don't miss this unforgettable adventure through Australia's ancient centre.

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Source: [www.australia.com](http://www.australia.com) (our emphasis)

In ST2 for example, the tourist is given a range of activities that are available at the destinations. Tourists can choose to perform all or some of the activities. However, the way these activities are presented in the discourse – through the use of imperative verbs – is indeed interesting. Tourists are 'instructed' to carry out the actions successively in a continuous manner. The tourist is 'instructed' to swim, spot some animals, listen to Aboriginal Dreamtime stories, climb to the rim of Kings Canyon, swim (again in a different location), ride a camel around Uluru, wander around, journey through the desert, learn about aboriginal history, and enjoy Aboriginal art. The way all these actions are arranged consecutively gives the impression of a continuous performance on the part of the tourist with no time wasted, hence creating the ideal 'action-packed' tourist experience sought after. Furthermore, the notion of action implies success and achievement which are also key motivational factors for Anglophone tourists. The feeling that success is the result of one's

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<sup>1</sup> Anglophone societies are often described in the literature as being highly individualistic. Australia, in particular, scored the second highest score behind United States in Hofstede, Hofstede and Minkov's (2010, pp. 95-97) individualism index (IDV).

own physical effort and that one's destiny is largely under one's own control is central to a feeling of autonomy – a fundamental need in individualistic societies.

Ultimately, the action theme used in the construction of tourism discourse in Anglophone media addresses the 'anti-tourist' feelings and attitudes that articulate the denigration of tourist superficiality and passivity in Anglophone societies. Ironically, this action-filled type of discourse is known as the 'anti-tourism discourse', which is aimed at tourists, or rather 'anti-tourists', who do not want to be associated with passive tourism and tourists but prefer to be seen as active and adventurous explorers. The notion of anti-tourism emerged as a result of the proliferation of mass tourism which has been frequently associated with passivity, inauthentic and artificial experiences (staged authenticity); superficiality; lack of respect for, and interest in, encountered places and people. This in turn, engendered a widespread need in the Western world to establish a distance from the 'tourist practice' and re-embrace the lost art of adventurous travel. The anti-tourists' attempt to detach themselves from popular, codified and abused tourist routes is reflected in their emphasis on an alternative travel viewpoint, the adoption of a non-mainstream travel style, and the search for places 'off the beaten tracks' (see Francesconi, 2007, pp. 97-116).

### PARALLEL TEXT ANALYSIS

In our analysis of original Malay TPMs (PTs), we found that a different degree of action is used to create the ideal destination image of tourist experiences for the Malay audience: relaxation rather than action is emphasised. The adventure discourse is designed in such a manner that adventure tourism becomes a 'comfortable' activity rather than a challenging one consistent with the Malay conceptualisation of tourism and of being a tourist (see also Sulaiman & Wilson, 2018, pp. 636-637). This is achieved primarily by focusing on the destination rather than the reader (the potential tourist). Emphasising the destination rather than the reader is achieved by one of two strategies: objectification of the discourse, or subjectification of the discourse (Figure 2).

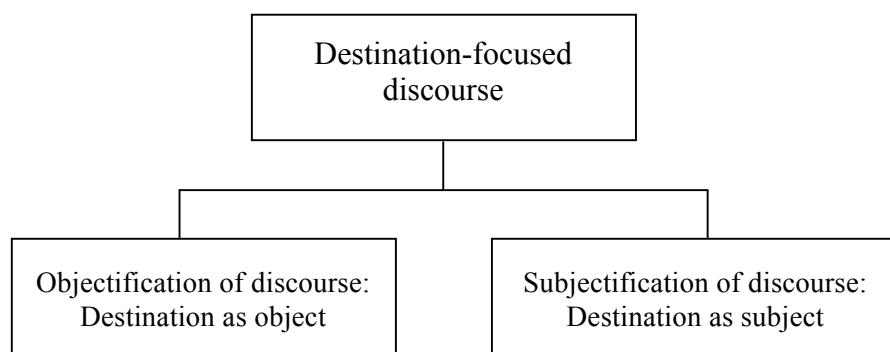


FIGURE 2. Emphasising the visited destination instead of the visitor in Malay TPMs

Objectifying the discourse involves a process called 'debrayage' (Martin & Ringham, 2006, p. 59) or 'shifting out' (the opposite of 'embrayage' or 'shifting in').<sup>2</sup> The result is an

<sup>2</sup> Taken from semiotic metalanguage, 'embrayage' refers to the act of projecting the enunciative presence while 'debrayage' refers to the act of projecting an utterance away from its enunciative source. The moment we start speaking, we shift as it were into a new set of actorial coordinate constructed by our discourse. This 'change of gear' is either embrayage or debrayage. The statement 'Australia offers amazing holiday experiences', for example, marks a debrayage by setting up an action and actor (Australia) different from that of the person who is speaking. The addition 'Explore our natural and cultural

impression of objectivity and the reader does not have a choice but to believe in a series of objective utterances (PT1, PT2).

**PT1**

Dikurnia dengan iklim tropika dan cuaca yang cerah, Tioman adalah tempat yang paling sesuai untuk aktiviti-aktiviti sukan air. (Tourism Malaysia, 2008)

[Blessed with a tropical climate and clear skies, Tioman is the best destination for water sports activities.]

**PT2**

Air lautnya yang suam dengan jarak penglihatan yang jelas (20 hingga 30 meter) menjadikan Tioman destinasi popular untuk mensnorkel dan menyelam. (Tourism Malaysia, 2008)

[Its warm sea waters and clear visibility (ranging from 20 to 30 meters) makes Tioman a popular destination for snorkelling and diving.]

The above excerpts, for example, provide the reader with an objective account of what is available at the destination. They provide a positive evaluative description of the destination in terms of its beauty, uniqueness, attractiveness, facilities as well as the activities (including adventurous activities) which can be performed by the tourist. Hence, unlike the ST where the reader is the focus of attention and is projected into the discourse as a 'tourist-in-action' through imperative verbs (s/he is told to see, listen, taste, walk, swim, dive, climb, ride, fly), the reader of the PTs assumes a less active, more passive role by simply gazing at the positive attributes and attractive qualities of the destination, including the activities available. The reader is not directly 'instructed' to perform the activities. On the contrary, the reader is informed about the types of activities which can be performed and s/he is left to decide whether s/he wants to participate or not. In this sense, the destination becomes the focus of attention and assumes a more active role than the reader. The activities are related directly to the destination instead of the reader by describing the destination as an ideal place for such activities.

The second strategy used in the PTs to highlight the destination instead of the reader is to subjectify the discourse. However, the way the discourse is subjectified in the PTs differs from how it is subjectified in Tourism Australia's English website. Instead of constructing an image of the reader 'you' performing the activities, what is constructed is an image of the destination which performs its role of fulfilling the requirements of a satisfactory vacation. The 'destination' is the leading actor and main performer. 'Destinations' await the arrival of tourists (PT3) and offer activities to them (PT4). Hence, the focus is on what the destination has to offer and not on what the tourist should do. In other words, the reader plays the role of a less active, more passive tourist who 'expects everything to be done to him and for him' (Boorstin, 1987/1992, p. 85).

**PT3**

Turut menanti para pelancong ialah aktiviti menyelam dan menguji ketahanan mental menaiki kereta kabel yang menghubungkan Teluk Burau dengan Gunung Mat Chinchang sepanjang 2.2 kilometer. (Nurul Husna Mat Rus, 2011, p. 3)

[Also awaiting tourists are diving activities and the mental challenging activity of riding a 2.2 kilometre line cable car which connects Teluk Burau and Gunung Mat Chinchang.]

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history' on the other hand indicates an embayage by making the presence of the actual speaker felt within the newly constructed setup through the use of the imperative and pronoun 'our'.

**PT4**

Tioman menawarkan pelbagai tarikan untuk penyelam dari semua peringkat tahap. (Tourism Malaysia, 2008)

[Tioman offers various attractions for divers of all levels.]

The passive voice is also used to increase a sense of relaxation and reduce the level of action. Using the passive voice, avoids relating the activities directly to the reader (PT5).

**PT5**

Pelbagai jenis aktiviti seperti snorkel dan jet ski boleh dicuba. (Libur, 2011a, p. 28)

[Various types of activities such as snorkelling and jet skiing can be tried out.]

The PTs create a distance between the reader and physical actions by relating the activities to tourists in general and not the reader in particular. Such third person referencing is also used to address the reader indirectly as part of the Malay politeness and appropriate use of language (PT6, PT7).

**PT6**

Untuk lawatan dekat, para pelancong boleh menyewa basikal atau motor dengan kadar harga yang berpatutan. (Tourism Malaysia, 2008)

[For short distance visits, tourists can rent bicycles or motorcycles at reasonable rates.]

**PT7**

Bagi mereka yang gemar memanjat batu pula, Tekek, Mukut dan Juara adalah ideal untuk aktiviti memanjat. Bagi pendaki yang berpengalaman, bolehlah pergi mendaki Gunung Nenek Semukut [...] (Tourism Malaysia, 2008)

[For those who love rock climbing, Tekek, Mukut and Juara are the ideal places for climbing activities. For experienced mountaineers, they can climb Mount Nenek Semukut...]

PT6 and PT7 exemplify the use of another important strategy, that is, the use of 'boleh' which is equivalent to the English modal verb 'may'/'can' to show possibility and opportunity but not compulsion. The use of 'boleh' is a key stylistic feature of Malay TPMs and is used to mitigate directness. Its use dilutes the intensity created by imperative action verbs used to entice Anglophone readers. Furthermore, in order to emphasise relaxation instead of energy and action, the PTs also focus on the end result of performing the activities and not on the activities themselves (PT8, PT9).

**PT8**

Meredah rimba adalah cara yang paling sesuai untuk menikmati pemandangan dan bunyi-bunyian dari hutan sambil menghirup udara yang dingin lagi nyaman. (Tourism Malaysia, 2008)

[Jungle trekking is the best way to enjoy the sceneries and sounds of the forest while enjoying cool fresh air.]

**PT9**

Untuk sampai ke menara ini, pengunjung perlu melalui trek hutan yang memakan masa kira-kira 45 minit. Memenatkan, tetapi hasilnya 'lumayan' kerana anda pasti terpujau melihatkan keindahan Banjaran Titiwangsa serta pulau-pulau kecil di sekitar Hutan Belum – Tasik Temenggor. (Libur, 2011b)

[To reach this tower, visitors must go through a jungle track which will take about 45 minutes. Exhausting, but the end result is rewarding because you will for sure be mesmerised seeing the beauty of Titiwangsa ranges and the small islands around the Belum Forest.]



Notice in the PTs above that the physical activity is over-shadowed by the description of the pleasure and joy derived from carrying out such an activity. In PT8, although the first part of the sentence (jungle trekking) may imply an inordinate amount of physical activity, this is outweighed by the notion of relaxation and tranquillity implied in the remaining part of the sentence. Similarly, in PT9, the pleasure and excitement are described as not lying in performing the physical activity itself but in what comes after: gazing at astonishing views. Although there is a sense of compulsion (must go), the focus is on the payoff which comes as a result of the ‘hard work’ performed.

#### TARGET TEXT ANALYSIS

In our TT analysis of Tourism Australia’s Malay website, we found that there were hardly any attempts to meet the needs, requirements and preferences of Malay tourists with respect to the activity vs. passivity dimension. Due to the literal approach adopted, very limited changes were made with regard to the action theme. In other words, the concept of adventure used to entice Anglophone tourists was ‘recycled’ and presented ‘as is’ to Malay tourists albeit in a different linguistic sign system. For example, the intensity of action is reproduced in the TT through the replication of imperative action verbs and the re-presentation of these imperatives in a successive manner (TT1: visit Australia’s highest ski fields → hike to the top of Mount Kosciuszko → experience Aboriginal culture → go past the Great Alpine Road → ride a bicycle → explore caves → raft → kayak → ride a four wheel drive vehicle → ride a horse).

#### TT1

Source Text (ST)	Target Text (TT)	Back-Translation (BT)
<p><b>Explore the Australian Alps</b> Straddling New South Wales, Victoria and the Australian Capital Territory, the Alps has uniquely Australian alpine vistas and year round opportunities for outdoor adventure. <b>Hit</b> Australia’s highest ski fields or <b>hike</b> to the top of Mount Kosciuszko, our highest peak. <b>Immerse</b> yourself in Aboriginal history in Namagdi National Park. <b>Drive</b> the Great Alpine Road past historic villages, wildflower-coated plains, trout-filled streams and rugged gorges. Or <b>go</b> cycling, caving, rafting, kayaking, four wheel driving and horse riding.</p>	<p><b>Terokai Banjaran Alp Australia</b> Banjaran Alp yang menawarkan pemandangan alpine yang unik dan peluang aktiviti pengembaraan lasak di luar, mencelapaki New South Wales, Victoria dan Wilayah Ibu Negara Australia. <b>Kunjungi</b> lapangan ski tertinggi di Australia atau <b>kembara</b> berjalan kaki ke puncak Gunung Kosciuszko, puncak tertinggi kami. <b>Hayati</b> sejarah Orang Asli di Taman Negara Namagdi. <b>Lewati</b> perkampungan bersejarah, dataran yang diliputi bunga-bunga liar, anak-anak sungai yang dipenuhi ikan trout dan gaung yang berceranggah apabila anda memandu di atas Great Alpine Road. Atau <b>tunggang</b> basikal, <b>teroka</b> gua, <b>berakit</b>, <b>berkayak</b>, <b>naiki</b> kenderaan pacuan empat roda dan <b>menunggang</b> kuda.</p>	<p><b>Explore the Australian Alps</b> The Alps which offers uniquely Australian alpine vistas and opportunities for outdoor adventure activities straddles New South Wales, Victoria and the Australian Capital Territory. <b>Visit</b> Australia’s highest ski fields or <b>hike</b> to the top of Mount Kosciuszko, our highest peak. <b>Immerse</b> yourself in Aboriginal history in Namagdi National Park. <b>Go</b> past historic villages, wildflower-coated plains, trout-filled streams and rugged gorges when you drive on the Great Alpine Road. Or <b>ride</b> a bicycle, <b>explore</b> caves, <b>raft</b>, <b>kayak</b>, <b>ride</b> a four wheel drive vehicle and <b>ride</b> a horse.</p>

ST taken from: [www.australia.com](http://www.australia.com) (emphasis in body copy ours)

TT taken from: [www.australia.com/my](http://www.australia.com/my) (emphasis in body copy ours)

The use of the imperatives in the TT projects the reader into the discourse as a ‘tourist-in-action’. The intensity of action is even higher in the TT where the single imperative verb ‘go’ which precedes the ‘ing’ form nouns (cycling, caving, rafting, kayaking, four wheel driving and horse riding) is translated into six imperative verbs in Malay (ride a bicycle, explore caves, raft, kayak, ride a four-wheel drive vehicle, and ride a horse). Thus,

the TT creates a ‘high-level activity’ atmosphere which might be too overwhelming or even intimidating for Malay tourists. When the TT in TT1 was tested on the focus groups, some of the responses were that it is ‘too strong and adventurous’ and that it is ‘not family-friendly’. Similarly, the Malay translation (TT) of the following action-themed headline was also tested on the focus groups.

**TT2**

Source Text (ST)	Target Text (TT)	Back-Translation (BT)
Pedal to paradise in the Blue Mountains	Mengayuh menuju ke syurga di Blue Mountains	Pedal heading to paradise in the Blue Mountains

ST taken from: [www.australia.com](http://www.australia.com) (our emphasis)

TT taken from: [www.australia.com/my](http://www.australia.com/my) (our emphasis)

Participants of the focus groups found the TT unappealing. They claimed that the TT sounds ‘too energy consuming and physically exhausting’, making Blue Mountains seem inaccessible and visiting it a ‘difficult task to achieve’. They further explained that when they travel abroad as tourists, they want a relaxed holiday, not an adventurous one. The image evoked by the TT, according to them, is an exhausted tourist covered in sweat. They also highlighted the fact that cycling is time consuming and that they have limited time which they would prefer to spend by visiting as many iconic places as possible. Some focus group participants even expressed their dislike of the idea of pedalling, relating it to the past, underdevelopment, inconvenience and hardship. To them, the idea of pedalling, particularly up and down a mountain, contradicts their vision and conceptualisation of a relaxing and comfortable holiday for which they have paid a lot of money. Another reason for their dislike of the idea of pedalling is that it contradicts modernity. They pointed out that they have just left the pedalling era behind them – referring to the recent ‘less advanced times’ of their childhood in which the bicycle was one of the main modes of transportation for Malays, particularly in the countryside. This, statement might indicate that one of the main attractions sought after by Malay tourists abroad is modernity and advancement, i.e. the sophisticated future, which is somehow in contrast with what many Anglophone tourists seek: the ‘authentic’ simple past (MacCannell, 1973, p. 3). Furthermore, the focus groups expressed that they are more interested in the destination rather than the activities. Hence, they suggested that the beauty of Blue Mountains should be highlighted instead of the sport activities which could be considered a secondary attraction.

**FUNCTIONALLY ADEQUATE TRANSLATION**

Based on the TT and PT analyses as well as the focus group responses, it can be concluded that the TT is functionally inadequate for its target audience, particularly due to the fact that it fails to take into account the differences in how adventure and tourist activities are conceptualised, manipulated and promoted across the Anglo-Malay divide. This finding does not, however, suggest that the adventure themes cannot be used in the production of Malay TPMs. Instead, it suggests that whatever theme is used, it should be manipulated (Hermans, 1985/2014, p. 11) in a way that the end result would be something that corresponds to the Malay conceptualisation of being a tourist so as to attract the interest of the TT audience. In this relation, translating the adventure discourse for a Malay audience would require adventure activities and experiences to be ‘repackaged’ in a way that emphasises comfort instead of challenges, gazing instead of performing, possibility and opportunity instead of compulsion, and above all relaxation instead of energy and action. For example, the level of action, adventure and challenge inherent in the ST must be toned down to accommodate for Malay needs, preferences and expectations. The PT analysis has provided some useful

strategies which can be considered by translators. In what follows we shall illustrate how some of these strategies can be applied to produce functionally adequate translations of the ST.

**FT1**

Source Text (ST)	Functionally Adequate Translation (FT)	Back-Translation (BT)
<p><b>Explore the Australian Alps</b>                      Straddling New South Wales, Victoria and the Australian Capital Territory, the Alps has uniquely Australian alpine vistas and year round opportunities for outdoor adventure. Hit Australia’s highest ski fields or hike to the top of Mount Kosciuszko, our highest peak. Immerse yourself in Aboriginal history in Namagdi National Park. Drive the Great Alpine Road past historic villages, wildflower-coated plains, trout-filled streams and rugged gorges. Or go cycling, caving, rafting, kayaking, four wheel driving and horse riding.</p>	<p><b>Terokai Banjaran Alps Australia</b>                      Banjaran Alps yang merentangi wilayah New South Wales, Victoria dan Australian Capital Territory menawarkan pemandangan alpine Australia yang unik serta aktiviti rekreasi yang menarik sepanjang tahun. Di sini, pelancong berpeluang mengunjungi lapangan ski tertinggi di Australia dan mendaki puncak Mount Kosciuszko, puncak tertinggi di Australia. Pelancong juga boleh melawat Taman Negara Namagdi untuk menghayati sejarah Orang Asli Australia. Perjalanan di sepanjang Great Alpine Road pula akan membawa pelancong melalui pekan-pekan bersejarah, dataran yang dilitupi bunga-bunga liar, sungai-sungai yang dipenuhi ikan trout dan pemandangan yang mengasyikkan. Destinasi ini juga merupakan tempat yang ideal bagi pelbagai aktiviti menarik seperti berbasikal, menerokai gua, berakit, berkayak, menunggang kuda dan menaiki kenderaan pacuan empat roda.</p>	<p><b>Explore the Australian Alps Ranges</b>                      The Alps ranges which straddle the states of New South Wales, Victoria and the Australian Capital Territory offer a uniquely Australian alpine vistas and exciting recreational activities all year round. Here tourists have the opportunity to visit the highest ski fields in Australia and hike to the top of Mount Kosciuszko, the highest peak in Australia. Tourists can also visit Namagdi National Park to experience the history of the Aboriginal people of Australia. Meanwhile, the journey along the Great Alpine Road will take tourists past historic villages, wildflower-coated plains, trout-filled streams and fascinating landscapes. This destination is also an ideal place for various interesting activities such as cycling, exploring caves, rafting, kayaking, horse riding and riding four wheel drive vehicles.</p>

ST taken from: [www.australia.com](http://www.australia.com)

The functionally adequate translation in FT1 begins by assigning the role of ‘the performer’ to the destination. The destination is described as ‘offering’ unique panoramas. In subsequent sentences, the notion of action and performance is toned down by shifting the focus from the reader to tourists in general. Thus, instead of projecting the reader into the discourse as an active performer, the physical activities are distanced from the reader by relating them to tourists in general (tourists have the opportunity to visit, tourists can also visit). The notion of ‘possibility’ and ‘opportunity’ is also used to tone down the action-filled imperatives. This notion is reflected in the explicit use of the word ‘berpeluang’ (have the opportunity to) in ‘pelancong berpeluang’ (tourists have the opportunity to) and the word ‘boleh’ (can/may) in ‘pelancong juga boleh’ (tourists can also). In the second half of the FT, instead of ‘instructing’ the readers to drive (like in the ST), they are told that the journey will take tourists through historic villages, etc. Thus, the FT shifts the idea of performance from the reader to the destination. It is the journey that will perform for the reader. It will ‘take’ tourists to magnificent places. The end-line of the ST, which is extremely active, is handled with utmost care in order to reduce the intensity of physical actions, and competence-related intimidation whilst preserving all the activities listed. This is achieved by effecting a total shift of focus from the reader to the destination (unlike the previous shifts from the reader to tourists in general). The activities are related directly to the destination by presenting it as an

‘ideal place’ for such activities. This shift of focus creates an image of a destination where the option of performing is open and flexible. The reader can simply be a spectator and gaze at others performing these activities with an option of joining in if s/he so desires.

Although the term ‘adventure’ in FT1 could be literally translated to ‘kembara’ or ‘pengembaraan’, the Malay word ‘rekreasi’ (recreational) is chosen (chunking-up strategy). This is because unlike ‘adventure’ which covers both soft and hard forms of adventure, the word ‘kembara’ is mostly associated with hard adventure. In the TT of the website, ‘outdoor adventure’ was translated as ‘pengembaraan lasak’ (extreme adventure) which may not appeal to the average Malay tourists to Australia. Furthermore, the term ‘rugged gorges’, which was literally translated as ‘gaung berceranggah’, is chunked-up to ‘pemandangan yang mengasyikkan’ (fascinating panoramas) in line with the Malay preference for tamed nature (Sulaiman, 2013, p. 157). When the FT example was tested on the focus groups, they unanimously agreed that it had a positive effect on them (unlike the TT in TT1). They were attracted by the presentation of the activities claiming that it sounds ‘persuasive’, ‘softer’, ‘relaxing’, ‘simpler’, ‘friendlier’, and ‘flexible’. More importantly, they claimed that the FT managed to ‘evoke their imagination’ in a way that the TT could not.

Along the same lines, the functionally adequate translation in FT2 below shifts the focus of the headline from adventure to scenery, from the reader to the destination, and from performing to gazing (lateral chunking). When the focus groups were asked to choose between the two translations of the headline (TT and FT), the members of focus groups all concurred that the FT is by far more attractive and appealing compared to the TT. One of the main reasons for their choice is the absence of the notion of tourist performance and the presence of the notion of scenic beauty.

#### FT2

Source Text (ST)	Target Text (TT)	Functionally Adequate Translation (FT)
Pedal to paradise in the Blue Mountains	Mengayuh menuju ke syurga di Blue Mountains [Pedal heading to paradise in the Blue Mountains]	Hayati keindahan alam semulajadi di Blue Mountains [Experience the beauty of nature at the Blue Mountains]

ST taken from: [www.australia.com](http://www.australia.com)

TT taken from: [www.australia.com/my](http://www.australia.com/my)

It is also worth noting that the ST lacks focus on the ‘ice category’ of physical activities. While winter and snow may not be a key attraction for Anglophone tourists who live in climates with four seasons, they are extremely attractive for Malay tourists who live in a tropical climate. According to the focus groups, one of the main reasons why Malay tourists travel to Australia is to experience snow. Therefore, the ‘ice category’ could be capitalised to present interesting familial adventure activities. This could be achieved through negotiation between the translator and the translation commissioner. For example, the translator, based on his/her negotiation with the commissioner could omit some of the less attractive activities in favour of the more attractive snow-related activities (compensation / lateral chunking strategy). Similarly, since shopping is one of the priorities for Malay tourists, this strategy could also be used to emphasise more on the shopping activity in order to enhance the persuasiveness of the translation.

## CONCLUSION

The evolution of Anglophone tourists from sightseeing tourists to post-sightseeing tourists means that the discourse used to persuade them has also evolved from traditional mass-tourism discourse to 'anti-tourism discourse'. Malay tourists, on the other hand, are still persuaded using the mass-tourism discourse. In translating TPMs, the differences that exist between the audience of the ST and the TT play a decisive role in producing a functionally adequate translation. In our case, the audience of the ST (Anglophone tourists) are considered individualist, post-sightseeing tourists who value action and want to perform at the destination. The audience of the TT (Malays), on the other hand are collectivistic sightseeing tourists who value comfort and relaxation and want the destination to perform for them. These differences are the key factors which determine how each audience is to be persuaded. Hence when translating an anti-tourism discourse for a Malay audience, one of the most useful strategies is to tone down the individualistic anti-tourism discourse by taking into consideration the current preferences of Malay tourists and their cultural characteristics. Otherwise, the touristic experiences on offer may be disregarded by Malay tourists, who have their own, different conceptualisation of an appealing holiday. Therefore, instead of creating a destination image which competes against what the Malay tourist expects, it would be more effective to create a destination image based on what they want to notice. While this study focuses only on one theme (i.e. action) and one language combination (i.e. English-Malay), future research could explore how other themes of the adventure discourse are conceptualised, manipulated and promoted in and across other languages and cultures.

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