Localization as multimodal-cultural translation : a comparative case study

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Localization as Multimodal-Cultural Translation: A Comparative Case Study

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Glossary of Abbreviations

LISA	Localisation Industry Standards Association
L-ST	Linguistic source text
L-TT	Linguistic target text
MDA	Multimodal discourse analysis
SL	Source language
ST	Source text
STB	Singapore Tourism Board
TT	Target text
UNWTO	United Nations World Tourism Organization
V-ST	Visual source text
V-TT	Visual target text

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Abstract

Localization is an important communication tool in promoting tourism and bridging cultures. The present study adopts a cultural-multimodal perspective on the localization of official tourism websites (OTWs), demonstrating how written texts, graphics and the relationship between them may be manipulated to produce informational and promotional content which is appropriate in the local market. Although many interdisciplinary studies concerning the role of languages, cultures and multimedia in tourism discourse have been published to date, it remains arbitrary and under-investigated within Translation and Localization Studies, particularly for the language pair, English-Chinese. Localization of words and images, and the interplay between them, influence how destinations identify and position themselves and tourists. These phenomena are illustrated with examples from two case studies: the English site of *YourSingapore* and its Chinese version, and the Chinese site of *Macao Tourism* and its English version. Peter Newmark's cultural translation methods and Kress and van Leeuwen's visual grammar were combined to conduct a multimodal discourse analysis (MDA). First, the verbal and visual texts in the original sites were categorized by localization strategies. Next, the respective degree of localization executed by both OTW on the linguistic, visual and intersemiotic dimensions were identified and juxtaposed. Findings reflect current applications of localization in the English-Chinese and Chinese-English context. The former localizes content to a greater extent through more drastic changes of linguistic and visual discourse, such as adaptation and replacement; while the other primarily adopts communicative translation of the texts without modifying the images. Further analyses reveal mismatches in discursive features between the original and the localized. This study aims to show the significance of incorporating multimodality and cultural translation into localization and ultimately recommending this unified approach to the current disjointed practice of translation and localization in tourism communication.

A Comparative Case Study

1. Introduction

The relationship between tourism discourse, website localization and cross-cultural translation share the underlying tenet of global communication. One major tool of global communication is a website. Websites play an important role in tourism communication. With recent digitization, the way people gather information for travels has seen a shift from traditional print media, such as newspaper travelogues and guide books, to modern and accessible electronic platforms and online media, such as travel blogs and tourism websites. The advantages of these web resources lie in their speed, global access, and more importantly, the bilingual or multilingual interface. Official tourism websites (OTW) leverage these merits to construct social identities and destination attributes (Dann, 1996; Hallett & Kaplan-Weinger, 2010), reaching out to markets worldwide that carry different cultures and speak different languages.

To achieve effective web communication in these foreign contexts, OTW engage in website localization efforts which involve “translating and adapting content to specific local markets” (Pym, 2011:1). In this regard, Lightman (2007) asserts that cultural appropriateness is vital, adding that translating words is only the first step of web localization which enables tourism authorities to articulate information in the local languages of potential visitors. As web content becomes multi-modal and multi-semiotic, wordsmiths must integrate imagery with textual meanings to produce a culturally-appropriate translation. Apart from verbal text, visual texts composed of photographs and videos should also be considered during the localization process. Understandably, the interpretation of words and images is subjective as languages and visuals possess different cultural roots and ideologies and inculcate different mental models (Feng, 2009). An interesting question then arises: how do OTW exploit localization (and translation) to promote a destination? To understand how website localization (including translation) and tourism discourse are influenced by the interactions between texts and graphics, I conducted a case-study analysis of these phenomena through the English-Chinese context.

Being the world’s lingua franca, English is used most frequently for global communication. More than 50% of the top ten million websites host English content (Q-

Success, 2017), and English internet users amount to slightly fewer than a billion (Miniwatts, 2016). It is not surprising for most OTW to have English versions for tourism promotion. Chinese users rank second after English users and occupy approximately one fifth of the world's population of internet users (Q-Success, 2016). Additionally, UNWTO (2016) reports that China has led outbound travel expenditure for twelve years and is expected to become the top tourist destination by 2020. As such, it would be a reasoned decision for government agencies (usually tourism ministries) to provide travel information in Chinese to attract Chinese tourists, while China would work on translating and localizing its tourism-related sites to handle the influx of potential visitors. Regardless of direction, whether Chinese-to English (CE) or English to Chinese (EC), a foray into current translation-localization practices and tourism marketing involving both languages would enrich the discursive discourse of linguistic and cultural diversity.

Studies on original and translated Tourism English (Gandin, 2015; Kang & Yu, 2011; Pierini, 2009) and CE translations of tourist texts (Kong, 2010; Sun & Tang, 2014) monopolize the literature. Conversely, few researches have focused on Tourism Chinese, with notable contributions from Yang and Ji's (2003) contrastive analysis of original and translated Chinese, Qi's recommendation to build a tourism corpus containing original English and Chinese tourism texts, and CE translations of tourism texts (2014), and Jin's (2006) extensive discussion of CE translation in intercultural tourism. Alarming, there is near-zero written works concerning translated Chinese tourist texts, where the only one reported the building of a tourism corpus made up of original and translated English and Chinese texts (Li and Wang, 2010). The authors also expressed the didactic contribution of the corpus to tourism research and practice.

Most tourism-related translation research looks into strategies (Daghoughi & Hasemian, 2016; He, 2010; Tsai, 2014; Zhang, Lv & Feng, 2013) and problems and challenges (Munoz, 2012; Pierini, 2007; Sulaiman, 2014; Yue, 2013), drawing upon traditional translation theories (e.g. communicative translation, domestication, foreignization) and linguistic theories (e.g. relevance and metaphor). A fair share of research was also devoted to corpus-related approaches (Gaspari, 2015; Rebechi, 2013). Little attention is paid to its relationship with localization, with the exception of Pym (2004) and Capelli (2008).

Technical aspects of web portals aside, localization involves a modification of its semiotic content (e.g. languages, still or moving images, music). Given that texts and graphics coexist as basic and essential features of most websites, it would be logical and advantageous to examine their interrelationship and its impact on translation. In their groundbreaking research into OTW, Hallett and Kaplan-Weinger (2010) applied variations of discourse analysis to examine the correlations between tourism and constructed identities in the context of websites. One suggested method is multimodal discourse analysis (MDA), which is grounded in semiotics. The authors concluded by encouraging inquiry into whether bilingual or multilingual websites present the same identities in different languages.

During the New Millennium, Esselink (2000) proffered the automation of localization, where multilingual databases and computer-assisted technology would lead the production of content. His vision poses a threat to translators, in which their cross-disciplinary expertise spanning language use and culture mediation could be undermined. Yet, almost two decades later, Translation Studies (TS) still has not devoted enough attention to address web localization (Jiménez-Crespo, 2016), one of the most indispensable sectors in the content creation industry. This phenomenon could partly be due to dynamism in language technology and multimedia, unclear definitions of translation and localization, or simply, the inertia to view the two as symbiotic.

This study attempts to expose the gap between theoretical and practical applications of localization and argues that localization be seen as a multimodal-cultural translation in the context of tourism communication. By combining Newmark's (1988) empirical model of translation methods with Kress & van Leeuwen's (2006) visual semiotic approach, the verbal and nonverbal signs on Singapore and Macau's OTW were analyzed from a discursive perspective. The case studies reveal the impact of localization on ideational aspects such as identity, position and interaction in tourism discourse, consequently showing the need to unify TS and web localization not only in tourism but also other culturally-rich industries.

Hereon, localization is defined by the Localisation Industry Standards Association's (LISA) as "taking a product and making it linguistically and culturally appropriate to the target locale where it will be used and sold." Rather than technical components such as site layout and interactivity, this 'product' would only refer to the linguistic and visual texts

found on the two websites. Translation will mean the general rendering of words from English to Chinese and vice versa, while multimodal and multisemiotic will be used interchangeably.

The paper unfolds as follows. Section 2 explores existing literature concerning the topics in question. Section 3 describes the methodology. Section 4 presents findings from the case studies and discusses the wider implications of the analysis. Section 5 presents the conclusion, limitations and recommendations.

2. Theoretical Background

2.1 Tourism and Web Translation

From a romantic perspective, the process of tourism parallels the process of translation in the aspects of variety and choice – the former in destinations; the latter in words. From an academic point of view, tourism and translation both offer a site of language, cultural and ideological exchanges to name a few. They also share the features of being enactments of globalization (Thurlow & Jaworski, 2010) as well as being social actions (Dann, 1996). More than the aforementioned, they are interdependent. Tourism necessitates translation, while translation facilitates tourism.

Tourism and translation go hand in hand as the latter facilitates communication among people by negotiating barriers of languages, cultures and ideologies to name a few. The common parties involved in the communicative process are the hosts (i.e. the destination) and the visitors or tourists. Thurlow & Jaworski (2010) aptly described the “host-tourist interactions and identities” (pg. 9) as the essence of this global movement and exchange of people across borders, cultures, languages and spaces, to name a few. This host-tourist interaction does not take place physically at first instance but is preceded by an exchange of information virtually on the Internet. OTW are common communication platforms, where hosts promote and market themselves, and where tourists seek information in order to make decisions. This communicative process results in diverse shaping of travel experiences, interpretation of cultural and spatial meanings, and positioning of self and others.

Baker, Gabrielatos, Khosravini, Krzyzanowski, McEnery and Wodak (2008) claim that language gains power by the use people make of it and by the people who have access to

language means and public fora. Being multilingual and multimedia (Pierini, 2007), OTW fits the description, and it is through them where destinations construct self-images with the aim of attracting and persuading tourists to visit. In Newmark's (1988) words, this rhetoric of tourism can be classified as serving three functions: for hosts to express themselves (expressive), for tourist information to be transmitted (informative), and for influencing tourists to visit (vocative).

In translation, a common challenge is to decide between being faithful to the author or the reader. This issue is magnified in the context of tourism which involves multiple sub-contexts such as culture, cuisine and history, each worthy of separate investigation. He (2010, pg. 7) asserts that "tourist texts should be tourist-oriented, culture-specific, and concept-based" and propose a new approach called neutralizing. in the context of CE tourist texts, which can also be extended to non-verbal texts. Jin (2005) contends that absolute or universal understanding and equivalence simply do not exist. He further asserts that misunderstandings and misreadings are necessary to effect progressive change and encourages the appreciation of commensurability among different cultures and languages. This view shares a similar vein with and could have been founded on the concept of hybrid texts (Schäffner & Adab, 1995).

Through the analyses of consumer responses and parallel texts, Sulaiman (2014) established that culturally appropriate narratives are crucial to the success of tourism promotional discourse. Existing literature on cultural translations places ample focus on quality, strategies and text evaluations at lexical level from the perspectives of traditional translation theories (Daghoughi & Hashemian, 2016; Yang, 2014; Yue 2013; Zhang, Lv & Feng, 2013). Yet, literature concerning the triangulation of existing theories in tourism discourse as well as cultural communication theories is lacking. This phenomenon is particularly prevalent in the English-Chinese context. In spite of that, the discussion on cross-cultural translation issues continues to grow. Ultimately, it is contended that tourism and translation are discursive, expansive and dynamic; that discourses in both tourism and culture are dominantly shaped by the interactions of text and graphic; and that localization instead of traditional translation should exist in tourism discourse (Pym, 2004). Additionally, it is believed that translation studies must move beyond utterances into discursive synthesis. Jiménez-Crespo (2011) has stressed the importance of covering both lexical and overall structures during the localization process.

2.2 Multimodality and Discourse

One may argue that since website translations are generally conceptualized as part of localization, the discussion should include audio-visual components of the websites rather than only focusing on the textual contents. When examining the role of tourism language, it must be noted that this ‘language’ refers to more than words but also images. Images are another media with meaning potential. It is recognized that discourse analysis does not simply concern the study of language. Given the increasingly multisemiotic nature of content, research involving multimodal texts is active.

In the context of tourism discourse, and with van Leeuwen’s (2004) multimodality approach in mind, Hallett and Kaplan-Weinger (2010) investigates how non-textual semiotics contribute to the translation of official destination websites (ODWs), particularly in constructing identities and establishing rhetorical stances of hosts and tourists. The interaction between written texts and images in online media has raised new issues and perspectives in translation studies, giving rise to new approaches in translation. One of which is localization, an increasingly popular strategy combining texts and graphics to promote tourism. Resources such as images, colors, sounds and actions have already been regarded as different types of modes which fulfill the meaning-making. Multimodal discourse refers to two or more modes working together to create meaning for the whole discourse. Hardly any tourism websites present only texts. Most, if not all, utilize multiple modes combined to achieve the communicative intent.

The multimodal discourse analysis (MDA) methodology provides a useful tool for identifying multisemiotic interactions, which informs the localization of content. Investigations premise on this methodology may be another step towards a more complete understanding of the character of translated tourism discourse, which is still a largely unexplored sphere of in both localization and translation studies. Insights imported from multimodal theory are helping translation and interpreting scholars gain new insights into both old and new data (González, 2014). O’Halloran (in press) maintains that:

Multimodal analysis involves the analysis, search and retrieval of semiotic patterns across multimedia data bases to investigate the relations between semiosis, text and context. Such patterns explain the nature of realities which are constructed, the interests served by such constructions, and the nature of alternative constructions. Such patterns reveal individual,

community, cultural and global patterns of meaning making. The historical evolution of social semiosis may also be investigated with the aim of investigating the semiotic landscape and its relations with technology.

2.3 Localization

Kong (2010) claims that there exists the lack of consistency in the adaptation of websites and thus dismisses the use of the conceptual framework of localization to critique how websites represent themselves. To fill this gap, this paper adopts a localization approach to explore the area of multimodal-cultural translation in tourism discourse. A common destination marketing strategy takes advantage of *localization* to address culturally-varied and socio-historically influenced content through the translation and adaptation of both source languages (SL) and non-linguistic site elements to achieve more effective communication in target languages (TL) (Nichols, 2015). This target-oriented focus resonates with seminal translation theories and approaches such as Nida's dynamic equivalence, Vermeer's skopos theory, and Venuti's phenomenal idea of domestication. Another notable contribution which seeks to bridge gaps between languages cultures, albeit with an emphasis on source-focused literal translation, can be found in Newmark's (1988) proposed strategies of cultural translation premised on five domains of foreign-cultural word classification. Websites aim to inform, promote and attract potential visitors, so *localization* seems like an appropriate strategy since it finds its basis in target-oriented communication. Through the adaptation of cultural and technical aspects (Jiménez-Crespo, 2011) aligned with the local market needs and expectations, this strategy is widely seen as an enhanced process of translation which goes beyond textual modification.

Previous research revealed that users prefer sites that depict similar values to their own (Baack and Singh, 2007), while a more recent study refuted that the exposure of opposite cultural values to the target audience leads to a higher willingness to travel (Moura, Gnoth & Deans, 2012). Dominant ideology of the discourses of tourism and much of the tourism discourse scholarship is premised on privileging 'big', expansive, former colonial languages such as English, Portuguese, German and French (Thurlow & Jaworski, 2010). CE studies were mostly conducted by Chinese academics, while EC investigations are almost non-existent. This literature void is addressed in the current research in the context of Singapore and Macau's OTW, looking at EC and CE localization. These case studies would

answer to the call by Hallett and Kaplan-Weinger (2010) to capitalize on the diversity of Asian destinations and study how their OTW incorporate bilingual or multilingual presentation to position and promote themselves.

Several issues resulting from the delimitation of localization and translation, subordinating the latter's operationalization have been raised (Pym, 2011), specifically in multimodal-cultural contexts. One exemplary context is tourism discourse, and Hogg, Liao and O'Gorman (2014) have proposed for tourism research to consult translation theories. This is further supported by Sulaiman (2016) who argued that clarifying the fallacies of translation practices held by commissioners of tourism materials would enhance cross-cultural tourism promotion as well as exalt the role of translators. The objective of this study is to take this further by outlining an attempt to integrate localization with TS by establishing that both processes are underpinned by shared commonalities in established theories of structuralism and equivalence, and emerging disciplines of intertextuality and MDA.

The present study attempts to add to this strand of research by investigating the ways in which hosts, that is, local people, are represented in promotional tourism discourse. In contrast to previous studies that focused mostly on translating cultural items, this study moves to the level of tourism discourse on the web. This context has been chosen for various reasons. Firstly, tourism is one of the fastest growing global service industry (UNWTO, 2016). Secondly, OTW websites reveal how the authorities – symbolism of power – construct narratives and representations of their identities which seek to appeal to 'the Other'. (Hallett & Kaplan-Weinger, 2010). Translation is a communicative means (Newmark, 1988) utilized by tourism discourse to transmit information, advertise/promote/persuade participants to take a social action (Dann, 1996).

The adoption of rigorous translation and localization theory within tourism research has the potential to deepen knowledge of the tourism experience itself as well as offer practical contributions to its operationalization.

3. Methodology - Case Studies

This section will elaborate on how the case studies were critiqued. Section 3.1 explains why the case studies were selected. Section 3.2 outlines the gathering and processing of data. Section 3.3 details the analysis approaches.

3.1 Sampling

Set in an English-Chinese context, the OTW of Singapore and Macau were singled out due to absolute certainty of the translation direction: YourSingapore (www.yoursingapore.com/en.html) launched by Singapore Tourism Board (STB) was translated from English to Simplified Chinese; and Macao Tourism (zh.macaotourism.gov.mo/index.php) launched by Macao Government Tourism Office (MGTO) was translated from Traditional Chinese to English. These cases provided noteworthy samples for the study of localization impact on tourism discourse. OTW acted as a useful genre as they are ubiquitous, communicative and crafted with a good mix of verbal and visual rhetoric.

By virtue of their colonial pasts and multilingual background, Singapore and Macau make striking and representative samples to conduct an interlingual and intercultural evaluation. Other similarities between the two destinations include their substantial investment in information and communications technology (ICT) education (Fan and Ho, 2012), large migrant numbers (UNDP, 2016), majority of Chinese ethnics and legalized casino gambling (Wu & Chen, 2015). These aspects make points of departure for further discussions in later sections.

The aforementioned aside, the source language (SL) of their OTW scored as the deciding factor. While the multiracial community of Singapore speaks Chinese, Malay, Tamil and other dialects, the main working language in written form is Standard English; whereas Macau uses Traditional Chinese and Portuguese for official writings, with Cantonese being spoken widely. It can therefore be deduced that the English version of YourSingapore, also the global site, is the source; while the Traditional Chinese website of Macao Tourism is the origin.¹ After verification, the Traditional Chinese and Simplified Chinese sites are found

¹ It was stated on the following official web pages that the English version is a translation provided for reference only. Traditional Chinese versions take precedence.

to be identical in content, only different in Chinese-character sets. In this paper, the Simplified Chinese data set was used.

Once a British colony and also Chinese-based, Hong Kong shares historical and cultural similarities with Singapore and Macau. However, the English website could not be validated as the source. As such, it was not considered. Beautiful China (cn.travelchina.gov.cn), the OTW of Mainland China, would have provided invaluable sources for an interesting inquiry into localization practices as it offers four languages – Chinese, English, Japanese and Korean. However, at the time of research, only the English version was accessible. Thus, a comparison could not be carried out. Similarly, the China National Tourist Office (CNTO) website “China Like Never Before” (<http://www.cnto.org/#>) is only available in English. Hosted in New York, its target audience is clearly English-speaking (likely, the Americans). Notwithstanding the richness of research materials on the China National Tourism Administration site (www.cnta.gov.cn/) and its links to OTW of all provinces, the sheer number and complexity of localization aspects warrant a research study of its own.

Clearly-defined SL would be a prerequisite for contrastive analyses, especially when traditional translation perspectives centered on the transfer of content from source to target are applied. Nonetheless, it is acknowledged that for OTWs which serves informational and commercial purposes, the content creation process transcends conventional and unequivocal rules. Possible scenarios include the use of multiple translators and localization specialists and indeterminate source texts (ST). A common example would be texts produced in language A (e.g. Arabic), translated to B (e.g. English), and the B-version is disseminated for further translations into other languages. Such concerns have been dismissed on the grounds of intertextuality and hybridization (Farahzad 2009; Schäffner & Adab, 1995).

Lastly, although analyses involving language variations (e.g. original versus translated Tourism English, original versus localized texts) were recognized to be useful for website localization and cultural translation (Jiménez-Crespo, 2011; Kang & Yu, 2011), it exceeded the scope of this study and were not taken into consideration.

3.2 Data Collection

To extract all linked pages from each of these OTW, free Google Chrome extensions Link Grabber and Link Klipper were utilized. Grabber removed broken and duplicate links then displayed them in a new browser tab; whereas Klipper generated a text document (.txt) containing all links which matched the regular expression (regex) specified. In this case, the regex was ‘yoursingapore’ and ‘macaotourism’. Both sets of links were transferred to an Excel sheet for data cleansing and selection. Parallel texts and their complementary images found on the final list of selected links (Appendix 1 and 2) then qualified for classification and analysis.

In order to ensure comparability, the data set only included texts which function as promotional materials and excluded texts related to instructions or practical information like visa and customs, transportation, tickets, accommodation, and links to external sites such as TripAdvisor or corporates sites of events and hotels. A general overview of the data selected for analysis is presented in Table 1. The identity and stance of host destinations were reflected in their slogans; communication strategy revealed the degree of localization; navigation menus acted as the gateway to specialized, cultural content where most data were obtained.

All parallel texts (Singapore: EC, Macau: CE) corresponding to the features in Table 1 were collected from the OTW between January and February 2017 and copied manually into another Excel sheet for tabulation, comparison and analysis. Both OTW display a thematic multimodal layout. Information ranging from content under headers and navigation bars to pictures accompanying articles was captured in their original entirety for sign-posting and analytical purposes. All examples discussed in Section 4 exist or existed originally on the sites and linked pages of these sites.

The data set might be small but sufficient to uphold a venture into the synthesis of a TS approach with that of multimodality, and its subsequent application to the analysis of tourism communication, which is characterized by a cultural-critical, multisemiotic nature.

Features	Singapore	Macau*
		http://zh.macaotourism.gov.mo/

	http://www.yoursingapore.com/en.html	index.php
Slogan	Your Singapore	Experience Macao - Your Own Style
Communication Strategy	Multilingual: English (global, Australian, India, Malaysia, Philippines), Simplified Chinese, German, Bahasa Indonesia, Korean, Japanese, Vietnamese, Thai	Multilingual: Traditional and Simplified Chinese, Portuguese, English, Bahasa Malaysia, Bahasa Indonesia, Korean, Japanese, French, Italian, German, Spanish, Russian, Arabic, Thai
Navigation Menu (Homepage)	See & Do Shop Eat & Drink Festivals & Events	Plan your trip Sightseeing Shows & Entertainment Shopping Dining Out Events & Festivities

Table 1. General Features of Data Set

3.3 Analytical Approach

As this paper links tourism discourse, website localization and cross-cultural translation - all of which exhibits a multisemiotic nature - it is constructive to consider how this commonality was manipulated to achieve effective communication. The theoretical frameworks for an analysis of this nature are grounded in Newmark's (1988) *A Textbook of Translation* and Kress and van Leeuwen's (1996) *Reading Images: The Grammar of Visual Design*.

3.3.1 Analysis of Linguistic and Visual Texts

Pierini's (2007, para. 17) proposed strategies guided the classification of the degree of linguistic and visual transfer from source to target. The four levels derived were:

Level 1: Verbal signs are translated without any adaptation; non-verbal ones are left unmodified (1)

Level 2: Verbal signs are completely rewritten; non-verbal ones are left unmodified (2)

Level 3: Verbal and/or non-verbal signs of the source are modified slightly (e.g. Chinese faces for China market, Indian family for Indian market) (3)

Level 4: Both verbal and non-verbal signs are adapted (4)

To determine the degree of linguistic transfer from source to target, one of Newmark's most influential contributions were employed to identify strategies used in the

two case studies. Apart from deriving eight main types of translation methods, Newmark (1988) also proposed numerous procedures such as compensation, paraphrase and additions to translate culture-specific concepts. In his opinion, methods apply to whole texts whereas procedures are used at sentential, phrasal and word levels. As the analysis situated itself in the context of tourism discourse where destinations promote themselves or are promoted through holistic content and modalities, the methodical instead of procedural categories were adopted. The eight types are as follows (Newmark, 1988, p. 8):

1. *Word-for-word translation*: in which the SL word order is preserved and the words translated singly by their most common meanings, out of context.
2. *Literal translation*: in which the SL grammatical constructions are converted to their nearest TL equivalents, but the lexical words are again translated singly, out of context.
3. *Faithful translation*: it attempts to produce the precise contextual meaning of the original within the constraints of the TL grammatical structures.
4. *Semantic translation*: which differs from 'faithful translation' only in as far as it must take more account of the aesthetic value of the SL text.
5. *Adaptation*: which is the freest form of translation, and is used mainly for plays (comedies) and poetry; the themes, characters, plots are usually preserved, the SL culture is converted to the TL culture and the text is rewritten.
6. *Free translation*: it produces the TL text without the style, form, or content of the original.
7. *Idiomatic translation*: it reproduces the 'message' of the original but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original.
8. *Communicative translation*: it attempts to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership (p. 45-47).

Knowledge of visual transfer was further enriched by semiotics. In *The Grammar of Visual Design*, Kress and van Leeuwen (2006) referenced Halliday's ideational, interpersonal and textual metafunctions to formulate three dimensions of meaning - representational, interactive, compositional – in their approach to visual communication. Driven by the

authors' judicious interpretation, this study applied the representational dimension on the case studies to discuss:

1. Ideational transfer: the study of ideational aspects focused on identities and positioning of host destinations and visiting tourists. Hosts would portray their desired selves based on their assumptions of tourists' expectations. Through the scrutiny of word and image composition, observations can be made of how these two modes interact with each other to construct meanings and form structures of representation. These structures can either be "narrative, presenting unfolding actions and events, processes of change, transitory spatial arrangements, or conceptual, representing participants in terms of their more generalized and more or less stable and timeless essence, in terms of class, or structure or meaning (Kress & van Leeuwen, 2006, p. 79)."
2. Interlingual transfer: the study of interlingual aspects focused on the linguistic and cultural shifts from EC and CE and whether tourism discourse was altered when written and pictorial composition was retained or changed.

3.3.2 Multimodal Discourse Analysis (MDA)

Tourism discourse is seldom delineated in verbal or visual messages alone (Dann, 1996). Rather, both elements work in tandem to create meaning, especially so in web communication. Following this, Hallett & Kaplan-Weinger (2010) advocate a multimodal approach in the analysis of discursive formation and identity construction which are prevalent in OTW. Underpinned by Cattrysse's (2001) proposal, this exploratory study attempted to propound the concept of web localization as a multimodal cultural translation process.

In this paper, MDA was further developed to examine the extent of discourse transfer when the two semiotic modes (visual and linguistics) of the websites are being translated or localized. Two dimensions have been derived (Fig. 1 and 2).

Figure 1. Dimensions of Multimodal Discourse Analysis (MDA)

This structure allows for analysis to take place in three distinct dimensions: linguistic, visual and inter-semiotic (Fig. 1) – which were addressed by Newmark’s translation methods, visual semiotics and comparisons respectively. Two-fold comparison between the linguistic texts of the source and target (L-ST and L-TT) and the visual texts of the source and target (V-ST and V-TT) allows the data to be interrogated for degree of localization within text or graphic.

By comparing SG-EN and SG-CN-t, and MO-CN and MO-EN-t, the level of localization was determined with reference to the guidelines in 3.3.1. These levels were marked according to a ranking of (1) to (4). Following that, the similarity or difference in the level of localization between SG-CN-t and MO-EN-t was elicited (solid black arrow in Fig. 2).

These two dimensions of analysis showed how the interplay between linguistic and visual texts as well as the source cultures influenced localization applications.

first-stage
comparison

Figure 2. Dimensions of Comparative Analysis

4. Findings and Discussion

With a cultural-multimodal strand embedded in the analytical framework, a closer look at the contents will advance the understanding of how localization operates in tourism discourse on official web portals. Within the parameters of selected themes characteristic of YourSingapore and Macao Tourism (Table 1 under Section 3.2), current trends in localization were identified. It should be noted that this investigation does not seek to conduct a quality review. Rather, it is an exploration of the factors influencing how and why the content was produced as such.

4.1 Degree of Localization

The degree of localization depends on the size of target market and how different target languages and cultures are in comparison to the source (Pym, 2004). Pierini (2007) adds that websites are manifold, thus localization may differ in degree - from full (non-verbal signs unchanged), to partial (summary) to modified (revision or re-creation).

UNWTO (2016) reports China, the United States and the United Kingdom as top-spenders in global tourism, pointing to the magnitude of English- and Chinese-speaking outbound travellers. Many scholars and commentators recognise the linguistic and cultural diversity between them. Since both qualify as big locales deserving of huge investment in localization, and both satisfy linguistic and cultural complexity requiring greater resources in localization, the degree of localization is expected to be high. Analyses performed showed that Singapore's OTW localized its content to a greater extent than Macau's. This will be illustrated with some examples in Figures 3 and 4.

Figure 3. Testimonials by recognizable spokespersons, YourSingapore

The concept of testimonies was applied on both the source and target culture. Strictly speaking, there is no L-ST and V-ST or L-TT and V-TT however. Both verbal and non-verbal elements were fully modified or adapted (i.e. Level 4). A recognizable celebrity in each of her respective locale lends support to promoting Singapore. In this case, the promotional discourse in SG-EN has been transferred to SG-CN-t. Yet, this was not consistent across other regional sites. Indian and Korean personalities were featured, but the versions for Japan and Thailand for example, omitted this section. This suggests that STB prioritizes tourists from China. Also, it could mean more Chinese visitors consult the OTW, and therefore the degree of localization is higher.

Zooming in on textual discourse, SG-EN describes Singapore with words like "there isn't anywhere else on Earth," "progressive island," "gateway to South East Asia," "dynamic mix of cultures, ideas and histories," "essence of modern Asia" and "expect to be surprised, confused, and, charmed." Singapore is extolled as an intriguing locale of excellence, diversity, strategic location, intelligence and modernity – all core traits of an advanced society. On the other hand, SG-CN-t emphasized the spirit of exploration and discovery and a soul-stirring journey (“新有灵犀” 之旅, “从心发现” 一份惊喜与感动). There appears to be a mismatch between the original and localized in the discursive aspect. Such findings provide insights into the receiver's culture. In this example, it is assumed that the status of a destination appeal to the English audience, while a heart-warming travel experience attracts the Chinese audience. This demonstrated the importance of cultural understanding in the localization process.

Nonetheless, it could be argued that a content revision or re-creation may not be necessary, [other reasons for non-translations] as the spokespeople's actual words could be transcribed. Hence, it does not concern translation or localization. This exposes the presence of confounding variables in practical applications, which include the unknown tourist text commissioners, the possibility of multiple text producers, and indeterminacy of the ST.

Figure 4. Testimonials by recognizable spokespersons, Macao Tourism

The phenomenon of multiple text producers is more blatant in Macau's OTW, as observed in the same verbal technique of testimony popular in tourism promotion. Testimonials come from different text producers, i.e. bloggers. An analysis of the blog articles FN revealed efforts expended to standardise the discourse. Three themes dominated the descriptions of Macau: unity of old and new East and West (結合中西方特色, 新舊元素); multicultural 多元; dynamic (每一次不一樣). When contrasted with content found in other MO-CN texts on the OTW, it showed an intralingual match in discourse. The destination appeal is attributed to its rich heritage and diversity in people, culture and food. That said, it was more important to note the quantity of bloggers featured. The greater number of Chinese blogs implied that the majority of tourists were local Macanese or other Chinese ethnics.

Other than an adaptation strategy (i.e. Level 4) seen in this sub-header (Blogs), the rest of the content paid more attention to the linguistic transfer from MO-CN to MO-EN-t, reflecting the generous adoption of a full translation where non-verbal elements are left

unchanged (i.e. Level 1). Even content on linked sites (Calendar of Events, Newsletter, Business Tourism) hosted separately exhibited a consistent use of this strategy. However, these three web pages were only available in four languages: Traditional Chinese, Simplified Chinese, Portuguese and English. From this communication strategy, it can be deduced that the target audiences are mainly local tourists. This observation resonates with the one made about the blogs. It can be said that English audience is not the main target, and therefore the extent of localization is relatively low.

In fact, it was noticed that both the localized sites, SG-CN-t and MO-EN-t, retained the general appearance of the SG-EN and MO-CN. In other words, it can be concluded that the concept of localization had been restricted to slight modifications of words and images (i.e. Level 3) for both OTW. Despite this similarity, they have labelled the localized sites differently. Both endorsed a multilingual communication strategy, but SG-EN tags each version with a country label, while the MO-CN differentiates each site by language. This suggests that each destination holds different interpretations of localization, exposing a lack of consistency in practical applications of this concept.

Abovementioned findings may appear arbitrary, but they all point to one fact: the lack of coherence and order in existing practices where there is no standardization of interlingual, intercultural and interdisciplinary knowledge in tourism communication. There is a melee of theories guiding localization including the role of commissioners (Lefevere, 1992); function of texts (Nord, 1997); linguistic and cultural distance between source and target (Newmark, 1991; Nida, 2001; Nord, 2001; Venuti, 1995) etc. Yet, not one can adequately ascertain and measure the degree of localization. Its complexity in reality prevents these theoretical frameworks from ensuring consistency throughout the discourse of tourism. This discrepancy between theory and practice can be addressed by recognising the need to coalesce overlapping fields into one connected whole, at least in the context of tourism.

4.2 Identity and Stance

The tourism campaign slogan (Examples 1 and 2) is symbolic of how a destination positions itself. Both Singapore and Macau seek to appeal to visitors by creating the impression of a welcoming home, offering unique and unbridled experiences tailored exclusively for them. It suggests that any and every encounter one finds there is suitable for

anyone and everyone. However, despite sharing a similar campaign directive, the different identity and position each destination has adopted is evident in their self-introduction (Examples 3 and 4).

Example 1

ST	TT	Approach
<p>YourSingapore</p>	<p>YourSingapore 我行由我 新加坡</p>	<p>L-TT: Communicative</p> <p>V-TT: Partial modification</p>

Short as it is, a slogan encompasses the stance and quintessence of the destination and its website. These slogans were analysed on both lexical and discourse levels.

As Example 1 shows, on the textual level, L-TT contains the L-ST and an idiomatic translation which meets the purpose of localization. On the lexical level, Newmark (1988) termed this translation procedure ‘couplet’, which refers to the combination of two procedures. In this case, the two procedures are lexical borrowing and modulation. Retaining “YourSingapore” in English is crucial - almost mandatory - for two reasons. Firstly, Singapore’s OTW adopts a dialogic discourse on its page, with STB or OTW being the sender and the information seeker being the receiver. The sender is telling the receiver this is ‘your’ Singapore, implying the endowment of freedom and control upon the tourists in managing their own travel. Secondly, despite having four working languages [FN4](#), Singapore uses English for its global site, indicating the weight of this language. Although L-ST uses the second-person possessive ‘your’ and L-TT uses the first-person possessive ‘my’ (‘我’), the underlying message of empowering visitors to ‘do as they wish’ is still conveyed in L-TT.

In the V-TT of Example 1, the L-TT ‘我行由我 新加坡’ appears to the right, i.e. the area reserved for new information. To its left, in the centre, the L-ST written in white on a colourful background contrasts strongly with the L-TT, which does not stand out as much because of its similar shade to the shape of Singapore. The left is reserved for given information, thus implying that Singapore gravitates toward projecting an English identity to tourists.

The intersemiotic analysis seems to show a slight disagreement between the text and graphic. The L-TT which literally translates to ‘My Journey, My Way’ carries a more possessive tone. However, the V-TT has been marginalized. In general, this is a Level 3 strategy. This observation suggests a lack of assimilation of translation into localization. Another interesting point to note is, the localized site for China was the only one with a localized logo, again hinting that the host destination holds Chinese visitors in higher regard.

Example 2

ST	TT	Approach
感受澳门 无限式	EXPERIENCE MACAO Your Own Style	L-TT: Semantic V-TT: Partial modification

Example 2, also utilising a Level 3 strategy, presented a rather complicated case due to the fact that the V-ST and V-TT are image representations of the L-ST and L-TT. There is a notable resemblance between L-ST and L-TT, especially in the second line. L-TT used three words ‘Your Own Style’ to mirror the three Chinese characters in L-ST 无限式 [without limits]. In this case, a semantic translation with aesthetics consideration was chosen over a communicative translation, such as *Your Style* or *Your Way* which only contains two words. The V-TT is an example of “a classificational’ image, an image in which a number of different objects or people are arranged symmetrically and given the same size, the same orientation to the horizontal and vertical axis, and so on, so as to signify that, somehow they belong to the same category” (van Leeuwen, 2014, p.283-284). In the V-TT, a parallel between the action, destination and tourist is drawn. In Kress and van Leeuwen’s (2006) words, an ideational transfer has taken place, and here, a conceptual structure of representation was formed. In V-TT, the same orientation and almost similar size of the three lines showed that the host has placed the tourist on par with itself. It can be further inferred that the host is allowing the tourist to take charge. That said, it should be noted that such are subjective realities depicted by the author. Other interpretations are possible.

On the discourse level, the MO-CN frames the destination as one which offers an emotive journey with no limits (无限式), while the MO-EN-t uses a possessive case to convey self-direction ('Your Own'), thus positioning the tourist as someone who is in control and can make personal decisions. Although the discourse in the localized version does not match that of the original, there is resonance between L-TT and V-TT. Strauss & Feiz (2014) asserts that choice of words reveal the originator's perceptions and intent, the originator's interpretation of the receiver's perceptions. Following this, different words would guide others to perceive differently. In Example 2, it was made apparent that MO-CN and MO-EN-t have different views. In other words, tourists reading MO-CN would be given a different impression from tourists reading MO-EN-t.

This example maintains that the interconnectedness between texts, visuals and discourse cannot be neglected, and thus, the argument of situating localization within a cultural-multimodal framework is reiterated. Field professionals must be aware of this multidimensional, multidirectional nature of localization.

Example 3

Mode	ST	TT
Verbal	<p>Welcome to YourSingapore.com!</p> <p>More than just a labour of love, YourSingapore.com promises to be an exciting journey of discovery for the modern traveller; by delivering the best stories and suggestions that inspire and help you get to know our city a little bit better – <u>your way</u>.</p> <p>Hear it from those who know best</p> <p>Explore the breadth and depth of Singapore via a rich selection of editorials and a refreshing variety of recommendations from our <u>globally renowned</u> and <u>trusted</u> content partners such as TimeOut and TripAdvisor.</p> <p>For added flavour, <u>why not</u> see (and taste) our city through <u>local</u> perspectives</p>	<p>欢迎到访 YourSingapore.com!</p> <p>YourSingapore.com 不仅仅是出于兴趣爱好所建的网站; 我们通过这个平台, 与您分享<u>最动人</u>的故事、提供<u>最新奇有趣</u>的建议, 让您以自己<u>最舒适</u>的方式, 更贴近我们的城市, 获得不一样的启发与体会。</p> <p>YourSingapore.com 网站让每一位现代旅者开展一段振奋人心的发现之旅。</p> <p>听听<u>旅游专家</u>怎么说</p> <p>我们与<u>享誉全球</u>的旅游业内权威网站如 TimeOut 和 TripAdvisor 结为合作伙伴, 借着这些网站所编选的丰富内容与种种令人耳目一新的推荐, 让您从深度和广度全面探索新加坡。</p> <p>想更添风味吗? <u>何不</u>换个角度, <u>从新</u></p>

	and palates? <u>Singaporeans</u> are the soul of our new site, and we've reached out to many of them to share their stories, their favourite hangouts and their take on this island which we call home.	加坡人的视角和味觉，来品味这座城市？新加坡人民是我们新网站的灵魂。我们广邀许许多多 <u>土生土长的新加坡人</u> ，请他们分享各自的故事、喜欢去的地方，以及把这座小岛城市视为 <u>家园</u> 的感悟。
Visual

Example 4

Mode	ST	TT
Verbal	<p>關於我們 澳門特別行政區政府旅遊局職能簡介</p> <p>澳門特別行政區政府旅遊局組織架構圖配合澳門特別行政區建設澳門成為「世界旅遊休閒中心」的發展定位，澳門特別行政區政府旅遊局作為公共部門，專門負責分析、協助制訂並推行澳門特別行政區的旅遊政策，致力為澳門建立優質的旅遊形象。</p> <p>旅遊局不單與本地業界合作，向各主要及新興旅遊市場推廣澳門的旅遊產品與服務，並致力評估、開拓及發展具潛力的市場，令來澳的客源更趨多元化。現時全球各地共設有十二個旅遊局駐外代表以及三所澳門特別行政區駐外辦事處，旅遊局可按照各地市場的不同需要，訂定合適的推廣計劃及活動。</p>	<p>About Us Main Responsibilities of Macao Government Tourism Office</p> <p>Macao Government Tourist Office Organisation Chart In accordance with Macao Special Administrative Region (Macao SAR) Government's strategy of positioning and developing Macao as a World Centre of Tourism and Leisure, Macao Government Tourism Office (MGTO) serves as the public entity responsible for implementing, analyzing and assisting in formulating the tourism policies of the Macao SAR to enhance Macao's reputation as a quality destination.</p> <p>Together with local trade, MGTO promotes Macao's tourism products and services not only in the leading and emerging tourism markets but also evaluates and seeks to develop potential markets to attract diverse visitor sources for Macao. To achieve this effectively, there are 12 MGTO Representatives and 3 MSAR Delegations around the world that tailor make promotion schemes and activities for each market's needs.</p> <p>The Office works hard to strengthen its</p>

	<p>旅遊局竭力與海外旅遊業界加強聯繫，並與地區及國際旅遊組織交流聯絡，以促進澳門的旅遊業發展。</p> <p>本地方面，旅遊局以優化旅遊產品及推動其多元發展為己任，並致力宣傳、籌辦及協辦大型旅遊活動和盛事。</p> <p>作為澳門旅遊業界的監察部門，旅遊局透過各項工作，確保業界嚴格按照法律規定運作，包括向本地旅遊業界的實體發出牌照並監管其活動及場所，確保澳門旅遊業界以誠信待客及具有良好的服務質素。</p> <p>旅遊局致力為旅遊業界的服務質素定下標準，並與培訓機構及旅遊單位合作，協力為本地業界人士提供更多培訓機會，尤以旅遊服務業、餐飲業及商務旅遊業為主，藉此提高相關行業的服務質素，持續優化本地旅遊業。</p>	<p>connections with overseas travel trade as well as regional and international tourism organizations to achieve Macao tourism development.</p> <p>Locally, MGTO plays an important role in fostering the improvement and diversification of tourism products as well as promoting, coordinating or facilitating a variety of tourism projects and mega events.</p> <p>As the supervising entity for the Macao tourism industry, MGTO ensures the sector's operations are under legal framework by licensing and inspecting the establishments, venues and activities to ensure quality and integrity for the tourism industry.</p> <p>The Office also persists in setting up quality standards and fostering training opportunities for local sectors especially in hospitality, catering and business tourism areas through collaboration with training institutes and tourism entities so as to upgrade service quality and ensure sustainable improvement.</p>
Visual		

Examples 3 and 4 illustrate the identities assumed by the host destinations. YourSingapore identifies itself as the OTW and communicates with the tourists as a personified virtual entity; whereas Macao Tourism introduces itself as the tourism office, adopting a formal and authoritative style. In Example 3, the discourse assumes the form of a dialogue, interspersed by various speech acts (highlighted in gray) including an exclamatory greeting (‘Welcome to...’), an imperative (‘Hear it from...’), and a rhetorical question (‘...why not...?’). On the contrary, Example 4 provides information in a declarative style, which is unconventional in the language of tourism. In spite of that, the discourse in MO-CN

could be leveraging this official tone to assure visitors of Macau's credibility and pursuit of excellence. This finding coincides with general web language conventions. English websites tend to be interpersonal, seeking to entice visitors and humanizing the destination; whereas Chinese websites often adopt an authoritative tone, with the aim of providing fair standards and clear procedures and portraying a professional image (Hogg, Liao & O'Gorm, 2014).

In both instances, communicative translation was adopted for the transfer from L-ST to L-TT, and most discourse markers were adequately localized. However, YourSingapore only translated the L-ST but did not modify the V-TT despite the fact that the V-ST displayed English faces. The application of localization was not consistent for the text and graphic, but it was more likely to be a conscious move rather than a mistake. The web page "About Us" received much fewer views compared to other more informative and vocative content. On the other hand, Macao Tourism translated the L-ST and changed the V-TT. This could be explained by the word-based nature of the image. In view of the slight modifications of both L-ST and V-TT, MO-EN-t is classified as Level 2 localization.

Mismatch between V-ST and V-TT is another form of inconsistency in addition to that between discursive features in original and localized versions. As Pym (2004) rightly observes, segmentation between localization and translation is prevalent, and that a dialogue across their supposed differences and respective virtues ought to be addressed on a more general frame of text transfer. In this regard, the proposed multidimensional analysis modelled in Figures 1 and 2 would prove to improve the efficiencies of localization, particularly for tourist texts.

4.3 Interference

4.3.1 Traces of Colonial Past

One reason for studying Singapore and Macau's OTW is that both destinations have a distinctive colonial past. The case analysis showed how its historicity manifested in the original and the localized versions, while the comparison enhanced understanding of how their historic appeal was transferred between texts. Example 5 provided salient evidence of Singapore's extensive appeal to historicity in its self-positioning as a British colony in its OTW.

Example 5

Mode	ST	TT
Verbal	<p><u>Local tastes</u> you can bring home</p> <p>Visitors from all over the world wax lyrical about local Singaporean dishes such as the famous Chili Crab, Nasi Lemak (rice cooked with coconut milk) or one of Singapore's best known dishes, Hainanese Chicken Rice. Even <u>celebrity chefs such as Anthony Bourdain and Gordon Ramsay</u> have given their stamps of approval to Singapore's cuisine.</p> <p>If you are racking your brains over how to bring home a taste of Singapore to share with loved ones back home, be sure to check out <u>The Cookie Museum's selection of cookies with a local twist</u>. The elegant packaging makes it perfect for gifting, and you never have to worry about complaints of bringing home a boring gift.</p> <p>Why not complement your tin of cookies with sachets of tea from <u>The Gryphon Tea Company</u>? They carry three ranges of <u>artisan teas</u> that are only available here, so you can be sure to wow your tea-lover friends with unique flavours, including White Ginger Lily, Pearl of the Orient and Contessa Grey. These experimental teas are inspired by exotic Asian ingredients, and have won accolades from international bodies such as <u>the Great Taste Award (UK)</u> and the Monde Selection (Belgium).</p>	<p>把新加坡的味道带回家</p> <p>新加坡本地美食广受世界各地游客青睐，如远近闻名的辣椒螃蟹、椰浆饭（Nasi Lemak，用椰奶烹煮的米饭），以及新加坡最受欢迎的海南鸡饭。<u>连明星大厨如 Anthony Bourdain 和 Gordon Ramsay</u> 也对新加坡料理称赞不已。</p> <p>正在伤脑筋如何将新加坡的独特味道带回家与亲友分享吗？不妨到饼干博物馆(The Cookie Museum) 走一趟，寻找富有本土独特风味的饼干。饼干包装精致，最适合作为馈赠佳品，您完全不用担心亲朋好友会抱怨您送了一份无聊的伴手礼。</p> <p>您还可以从 <u>Gryphon Tea 公司</u> 购买些袋装茶来配搭您的饼干。这家公司出售三种不同的<u>功夫茶</u>，包括白姜花茶、东方珍珠绿茶和伯爵夫人红茶，而且这三种茶只有在这里才能买到，所以带上这些茶您一定会以独特的风味给爱好品茶的朋友带来惊喜。这些茶受具有异国情调的亚洲茶成分的启发经试验研制而成，并受到了<u>国际机构如英国超级美味奖 (Great Taste Award)</u> 和比利时“世界品质评鉴大会” (Monde Selection) 的赞誉。</p>
Visual

Despite its discourse move to recommend ‘local tastes you can bring home’, Example 5 features imagery of Singapore’s British colonial past excessively. British-based mentions

include Gordon Ramsay, a British celebrity chef, British's high society culture of pairing cookies with tea, and the Great Taste Award, a British epicurean award. These features were faithfully transferred from L-ST to L-TT. In the L-TT, corresponding English references of the features were inserted, indicating that the originator (of OTW, of SG-CN-t, and/or of L-TT) believed the English terms are more universal and easily comprehensible. Nonetheless, local elements (e.g. varieties of local dishes, 'cookies with a local twist' and tea infused with Asian ingredients) were still weaved into the fabric of the discourse. These matched the discourse move and were also translated faithfully. However, an attempt to execute a different translation procedure was detected in the tea description. A communicative procedure was used to translate 'artisan teas' as 功夫茶 [kungfu tea] FN5. These are conceptually different terms. However, as quality assessment falls out of the scope of this study, its accuracy will not be commented on. Rather, the lack of consistency should be noted (Kong, 2010). The discourse of L-ST is consistently characterized by British references, but the use of a Chinese cultural equivalent in L-TT resulted in a disrupted discourse. FN5 https://en.wikipedia.org/wiki/Gongfu_tea_ceremony

Moving on to the V-ST and V-TT (which are the same in this example), the two most visually salient entities (the two local dishes) are linked by a 'vector', an oblique line (here formed by the slanted placements). The identical sizes and quantities signify equivalence between the two, implying that neither one is more symbolic than the other. These two entities also form a vector with the cookies in front of them, where the former appears to be looking down on the latter. This vector indicates a reactional process in which the local dishes act as the reactor while the English cookies play the role of phenomenon. From this observation, it can be emulated that Singapore (represented by the local dishes) is reacting to British influences (represented by the cookies). MDA elicited the discourse move in the V-ST/TT, and a link could be established between linguistic and visual texts. In Example 5, the overall discursive features of the visual and the verbal matched. As Hallett and Kaplan-Weinger (2010) exhort, such observations drawn upon explicit and replicable methods of analysis are highly valuable in conducting critical analyses which aim to reveal shared values, ideologies and identities.

4.3.2 Underlying Assumptions

Data analyzed for this paper were all delivered in a communicative context, characterized by intercultural exchanges between hosts and tourists. As Kong remarked (2012), textual contents are loaded with historical and socio-cultural references and discourse features responsible for construing images and values the originators seek to convey to the readers. In referring to receivers from the other culture, the originators build on the knowledge of the receivers who are assumed to be able to comprehend and appreciate the references made. The originator also indicates his or her knowledge of the content presented. In this way, the recognition effect can be used to establish common ground between the originator and the target audience. Intercultural references thus contribute to establishing or reinforcing mutuality and empathy (Schäffner, 2012).

Implications extrapolated from Examples 6 and 7 will be discussed together.

Example 6

Mode	ST	TT
Verbal	UK Traveller, “The architecture is superb, the people are pleasant and varied, the history and diversity of the Island is rich. For example, it’s a little known fact that during World War II the loss of the ‘Battle of Singapore’ to the Japanese was then described by our great leader Winston Churchill as the ‘worst disaster’ and ‘largest capitulation’ in British military history. If you didn’t know that, imagine what else you don’t know about this proud island nation. Take my word for it - get off the plane and spend a week there.”	英国旅客：“建筑非常壮观，人们和蔼可亲而且多姿多彩，这座小岛拥有丰富的历史和多元面貌。比如，很少有人知道，在第二次世界大战期间，我们伟大的领袖丘吉尔 (Winston Churchill) 曾经形容：在“新加坡战役”中败给日本，是英国军事史上“最严重的灾难”，也是“最大规模的投降”。如果您不知道这些，不妨想象一下，这个自豪的岛国还有多少不为人知的故事。相信我的话，下飞机，好好在这里待上一周吧。”
Visual

Example 7

Mode	ST	TT
Verbal	<p>澳門在大街小巷中都可以找到很多手信商店及食肆。澳門有很多必買的小吃和手信，包括風靡香港及台灣的「葡式蛋撻」和「豬扒包」，確實吸引不少遊客和傳媒慕名而至。大三巴街、亞美打利庇盧大馬路(即新馬路)、福隆新街、清平直街和氹仔官也街，聚集了許多充滿澳門風味的地道小吃，如馳名的杏仁餅、花生糖、牛肉乾等，有些還即時製造，保證新鮮美味，是饋贈親友的最佳禮品。</p>	<p>Some ‘must-try’ items are found on street stalls, with Pastéis de Nata (Portuguese egg tarts) and ‘pork chop buns’ established favourites of Hong Kong and Taiwanese visitors.</p> <p>Rua de S. Paulo, Avenida de Almeida Ribeiro (popularly-known as ‘San Ma Lo’), Rua da Felicidade, Travessa do Auto Novo near Senado Square and Rua do Cunha in Taipa Village are the places to find local snacks, packed with shops selling Macao delicacies like almond cakes, egg rolls, peanut candies, roasted sliced meat and many other local specialties. Some of the snacks are cooked right in front of you – and all make excellent gifts for your nearest and dearest.</p>
Visual

OTW provide vast information on destinations catered to the personal needs and wants of tourists. This information has been carefully put together guided by social researches and market surveys of a tourist’s desired and expected holiday experience, with the aim of promoting and persuading. It follows that assumptions made in the source rhetoric would be transferred to the target.

Examples 6 and 7 reflect the many assumptions made of the target audience and their cultural capital and taste (Bourdieu, 1984), especially so in the latter. It is assumed that those who consult the OTWs have received and acquired adequate education and general knowledge, implicitly suggesting that they come from a certain social class. An assumption like this influences both the L-ST and L-TT, much more for the later as it determines the localization approach to adopt. Application of MDA identifies further efforts at identity construction through selection and inclusion of particular narratives and photographs. Such delimitation of content is certainly manifestation of the OTW’s linguistic and cultural ideologies.

The two extracts manifest their originators' preoccupation with the host and tourist's ability to comprehend other languages and the assumptions which come along with it. Presumptions are made of the tourists' background ('capital') to have localized the L-TT in this manner. By situating information on a website, it is already assumed that users are educated, tech-savvy, possess a certain level of world knowledge and has expectations.

Just as the inclusion of original Portuguese street names (grey highlights) in Example 7 indexes foreignness, it also assumes comprehension on the part of the reader, elevating their social status. Both English discourses (SG-EN and MO-EN-t) seems to be directed to people from higher economic classes, the same ones who can afford accessing, interacting and buying these and other products as symbols of successful consumer identities (Thurlow & Jaworski, 2010). Variations in interpretation of meanings are predicated on knowledge, and hence power (Foucault, 1995). In this case, the linguistic ideology of Singapore and Macau tourism is linked with cultural capital (Bourdieu, 1991) through the implication that the tourists are of a certain social class endowed with extensive knowledge of English or Portuguese.

These observations defy Newmark's segregation of functions into expressive, informative and vocative. The examples are all of these at the same time, forming a hybrid text (Schäffner & Adab, 1995). Such forays into code-crossing throughout the OTW demonstrate another aspect of shared understandings of language and culture, echoing He's (2010) proposition of utilizing a middle-ground strategy rather than being source- or target-oriented.

4.4 Summary

The case analyses of Singapore and Macau's OTW found its ground in current research on website localization and visual semiotics as it contributes to the growing body of translation in specialized genre. As people navigate the websites, they construct for the destinations and for themselves a familiar yet foreign identity. Examining the role of translation and localization through constructed identities of destinations prompts researchers and practitioners to expand their expertise in terms of subject-matter knowledge and cultural awareness.

Examples also provided evidence that the transfer of textual components often do not match the transfer of discursive components, suggesting that textual and discursive elements should be analyzed and localized as a whole instead of separately. Otherwise, in the instance of identity construction, destinations would come across as inconsistent and confusing, or even unwelcoming.

Oversimplifying the transfer process by restricting it to a lexical level would hinder it from being elevated to a higher level where translators could enjoy more power in negotiating cultural knowledge, belief systems, socio-historical customs and so on. From the inferences, findings and observations above, it is clearly visible that the localization at discourse level should be advocated, and both words and images should be taken into consideration.

5. Conclusion

The study seeks to raise questions and to encourage discussion on the integration of translation studies and visual communication with current localization practices (which refers to web translation of textual and visual content in this paper) in the context of English-Chinese OTW. Drawing upon Newmark's translation methods, Kress and van Leeuwen's visual semiotics, and MDA, this comparative case analysis of YourSingapore and Macao Tourism demonstrated the importance of critiquing localization in culture and multimodality, particularly in OTW which impress social identities and positions on host destinations (source) and visitors (target) through multimedia. Besides moving cultural translation from a literal to multimodal dimension, tourism communication has also been enriched by the introduction of translation theories and MDA into its fabric. The study of cultural transfer of verbal and non-verbal elements in localization sees a shift toward the generative potential of MDA as a catalyst for the emergence of new syncretic semiotic configurations in web communication concerning tourism promotion. Finally, disciplinary implications of this development was teased out, discussing how insights imported from multimodal theory can help translators and localization experts derive new meanings from old data and inform, or even integrate, potential collaborative relationships between them.

5.1 Findings and Implications

Considering that limited data was examined, reflecting only a partial reality of localization, five points emerged from the parallel and comparable analyses of the two case studies:

1. Both OTW constructed similar identities in their original and localized versions. The most frequent strategy is to translate linguistic texts without any adaptation and retaining the same visuals (Pierini, 2007). Following that, it signals a more faithful approach to source language and culture in the context of OTW.
2. English-based YourSingapore exhibited a higher degree of localization than Chinese-based Macao Tourism in both modes, suggesting that current Western-centric practices of localization might not be appropriate for the Chinese practitioners.
3. Euphoria characterizes the language of tourism (Dann, 1996), and Chinese appeared more euphoric than the English, with the convention of using superlatives (e.g. the best, the finest, the top). Also, the Chinese discourse in tourism promotion showed a preference for spiritual and emotional journeys (process-oriented); whereas the English highlighted the intellectual and aesthetics (outcome-oriented). Complementing Figueiredo & Pasquetti's (2016) study, English tourism discourse was found to prefer an interpersonal approach.
4. It might be impractical and insufficient to discuss localization with traditional cultural translation theories which overemphasizes a determinate linguistic and cultural source and target. Localization should be regarded as an intertextual practice (Schäffner, 2012; Schäffner & Adab, 1995).
5. Last of all, the integrated approach of translation, localization and MDA frameworks exposed the lack of consistency in text transfers, thus establishing the need to unify these perspectives to achieve more effective communication in the tourism context.

From a functionalist perspective, there is an apparent struggle determining whether linguistic and visual texts should serve the source or the target. If the texts are to inform, it should serve the source (i.e. host destinations). To promote, it should serve the target (i.e. tourists). From a communicative point of view, the target becomes the focus, where content is expected to be acceptable and comprehensible by the receivers. However, in reality, a major gap exists between theory and practice. There seems to be a specialized language of tourism,

whether in original or localized texts. Instead of localizing at a textual level, it is recommended to do so at discourse-level, especially in light of a tourism jargon and localization norms.

5.2 Contributions of Research

Apart from cultural and global underpinnings, website localization, cultural translation and tourism discourse are also critical in nature. Besides showing the interplay between texts and graphics, between original and localized content, MDA is also constructive in relation to critical discourse analysis which aims to study the maintenance and legitimation of inequality, injustice and oppression through semiotics (Hallett & Kaplan-Weinger, 2010; van Leeuwen, 2014). Tourism discourses legitimize inequality and stereotypes through the use of contrasts to present and promote activities, sights and the like. The power of such representations lies precisely in the fact that their ideological meanings can be so easily denied by arguments such as ‘this is how rhetoric devices work’ or ‘freedom of choice’. For this reason, researchers and field professionals should now prioritize discursive investigations in TS since it is observed that discourse is being transferred rather faithfully from one language and culture to another.

The multidisciplinary approach of this study also provided readers with exciting new insights into the cross-linguistic and cross-cultural practice of localization - a field of rapidly growing international importance. It encourages the view of localization as social action and intercultural communication, as a phenomenon of intertextual discourse, in the context of tourism. This motivation can be applied to other multidisciplinary industries as well.

5.3 Limitations and Suggestions for Future Research

Due to the exploratory nature of the study as well as time and space limitations, only two OTW were investigated. However, this study could pave the way for future investigations on localization involving more websites covering different languages and cultural domains. Additionally, an inquiry on the sub-field of localization for local tourists can be conducted, where future research can explore the phenomenon of discourse transfer among localized texts for the people of Macau, Hong Kong, Mainland China, and Taiwan. Another limitation occurs in the lack of attention on the effects of localization. If it is viewed as a social action, evaluating the communicative effectiveness of localized texts and the

quality of website user experience would be insightful. The audiences' responses will be fed back into the process. Next, the involvement of multiple of writers and editors in practice makes it difficult to map how individual identities affect the composition of the whole product. Things get even fuzzier in relation to the translated text, since it is unclear who the authors or what the sources are. It would be interesting to take this study further and explore ideologies by interviewing OTW commissioners. Last of all, the study of cultural translation, website localization and tourism communication takes most of its theoretical orientation exclusively from anglophone works. This worrying trend should prompt new investigations on the extent of 'Western' influences in the practice of localization.

5.4 Final Remarks

Case studies like these should neither exclusively serve business interests nor remain within the confines of academia, but rather be targeted towards social benefits. Thus, two key points should be kept in mind: first, how scholarly work can be tailored to achieve improvements in professional practices that will benefit wider society, and; second, how the findings derived from such work can be effectively disseminated in response to the wide gap between theory and practice. It has been argued here that a sound interdisciplinary approach is required in order to make scholarly contributions more socially useful. Therefore, it is timely to address the need to promote and execute cross-disciplinary exchanges between Translation and Localization Studies, Tourism Studies, Discourse Analyses and potentially other relevant fields.

On a final note: what makes the language of tourism intriguing is that, like tourism, culture and identity, it thrives on the process of transformation. *Localization* is a pre-requisite or co-requisite to intercultural communication and global exchanges. Given the dynamism, constant reviews are necessary in order to achieve an effective execution.

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Appendix 1: Final List of URLs of Data Set, YourSingapore

SG-EN	SG-CN-t
http://www.yoursingapore.com/see-do-singapore.html	http://www.yoursingapore.com/zh_cn/see-do-singapore.html
http://www.yoursingapore.com/see-do-singapore/neighbourhoods.html	http://www.yoursingapore.com/zh_cn/see-do-singapore/neighbourhoods.html
http://www.yoursingapore.com/see-do-singapore/arts.html	http://www.yoursingapore.com/zh_cn/see-do-singapore/arts.html
http://www.yoursingapore.com/see-do-singapore/history.html	http://www.yoursingapore.com/zh_cn/see-do-singapore/history.html
http://www.yoursingapore.com/see-do-singapore/architecture.html	http://www.yoursingapore.com/zh_cn/see-do-singapore/architecture.html
http://www.yoursingapore.com/see-do-singapore/culture-heritage.html	http://www.yoursingapore.com/zh_cn/see-do-singapore/culture-heritage.html
http://www.yoursingapore.com/see-do-singapore/recreation-leisure.html	http://www.yoursingapore.com/zh_cn/see-do-singapore/recreation-leisure.html
http://www.yoursingapore.com/see-do-singapore/nature-	http://www.yoursingapore.com/zh_cn/see-do-singapore/nature-

wildlife.html	wildlife.html
http://www.yoursingapore.com/see-do-singapore/beyond-singapore.html	http://www.yoursingapore.com/zh_cn/see-do-singapore/beyond-singapore.html
http://www.yoursingapore.com/festivals-events-singapore.html	http://www.yoursingapore.com/zh_cn/festivals-events-singapore.html
http://www.yoursingapore.com/dining-drinks-singapore.html	http://www.yoursingapore.com/zh_cn/dining-drinks-singapore.html
http://www.yoursingapore.com/dining-drinks-singapore/local-dishes.html	http://www.yoursingapore.com/zh_cn/dining-drinks-singapore/local-dishes.html
http://www.yoursingapore.com/dining-drinks-singapore/dining.html	http://www.yoursingapore.com/zh_cn/dining-drinks-singapore/dining.html
http://www.yoursingapore.com/dining-drinks-singapore/nightlife.html	http://www.yoursingapore.com/zh_cn/dining-drinks-singapore/nightlife.html
http://www.yoursingapore.com/editorials/the-essential-dining-checklist.html	http://www.yoursingapore.com/zh_cn/editorials/the-street-food-of-singapore.html
http://www.yoursingapore.com/editorials/nightlife-in-the-city.html	http://www.yoursingapore.com/zh_cn/dining-drinks-singapore/nightlife.html

	singapore/local-dishes/fish-head-curry.html
http://www.yoursingapore.com/dining-drinks-singapore/local-dishes/hainanese-chicken-rice.html	
http://www.yoursingapore.com/singapore-shopping.html	http://www.yoursingapore.com/zh_cn/singapore-shopping.html
http://www.yoursingapore.com/singapore-hotels.html	http://www.yoursingapore.com/zh_cn/singapore-hotels.html
http://www.yoursingapore.com/travel-guide-tips.html	http://www.yoursingapore.com/zh_cn/travel-guide-tips.html
http://www.yoursingapore.com/travel-guide-tips/about-singapore.html	http://www.yoursingapore.com/zh_cn/travel-guide-tips/about-singapore.html
http://www.yoursingapore.com/travel-guide-tips/travelling-to-singapore.html	http://www.yoursingapore.com/zh_cn/travel-guide-tips/travelling-to-singapore.html
http://www.yoursingapore.com/travel-guide-tips/getting-around.html	http://www.yoursingapore.com/zh_cn/travel-guide-tips/getting-around.html
http://www.yoursingapore.com/travel-guide-tips/tourist-information/connectivity-wifi-prepaid.html	http://www.yoursingapore.com/zh_cn/travel-guide-tips/tourist-information/connectivity-wifi-prepaid.html
http://www.yoursingapore.com/travel-guide-tips/getting-around/tourist-guide-maps-apps.html	http://www.yoursingapore.com/zh_cn/travel-guide-tips/getting-around/tourist-guide-maps-apps.html

http://www.yoursingapore.com/en-deals.html	http://www.yoursingapore.com/zh_cn/deals.html
http://www.yoursingapore.com/en.html#	http://www.yoursingapore.com/zh_cn.html#
http://www.yoursingapore.com/editorials/17-reasons-to-visit-singapore-in-2017.html	http://www.yoursingapore.com/zh_cn/singapore-itineraries.html
http://www.yoursingapore.com/editorials/whats-happening-in-singapore.html	http://www.yoursingapore.com/zh_cn/editorials/nightlife-adventures-1.html
http://www.yoursingapore.com/editorials/star-struck-singapore-29-michelin-restaurants.html	http://www.yoursingapore.com/zh_cn/editorials/star-struck-singapore-29-michelin-restaurants.html
http://www.yoursingapore.com/editorials/pokemon-go-photo-worthy-locations-in-singapore.html	http://www.yoursingapore.com/zh_cn/singapore-itineraries/explore-the-past-in-a-morning.html
http://www.yoursingapore.com/singapore-itineraries/3-day-family-guide-to-singapore.html	http://www.yoursingapore.com/zh_cn/editorials/best-day-ever-10-things-to-do-with-kids.html
http://www.yoursingapore.com/singapore-itineraries/cat-lovers-guide-singapore.html	http://www.yoursingapore.com/zh_cn/singapore-itineraries/food-tour-one-day.html
http://www.yoursingapore.com/singapore-itineraries/singapore-shopping-guide.html	http://www.yoursingapore.com/zh_cn/editorials/shopping-adventures-1.html

http://www.yoursingapore.com/singapore-itineraries/3-days-of-local-delights.html	http://www.yoursingapore.com/zh_cn/singapore-itineraries/3-days-of-local-delights.html
http://www.yoursingapore.com/singapore-itineraries/3-day-guide-to-singapore.html	http://www.yoursingapore.com/zh_cn/singapore-itineraries/secret-singapore-a-3-day-itinerary.html
http://www.yoursingapore.com/singapore-itineraries.html	http://www.yoursingapore.com/zh_cn/singapore-itineraries.html
http://www.yoursingapore.com/travel-guide-tips/tourist-information/gst-tax-refund.html	http://www.yoursingapore.com/zh_cn/travel-guide-tips/tourist-information/gst-tax-refund.html
http://www.yoursingapore.com/editorials/singapore-for-kids.html	http://www.yoursingapore.com/zh_cn/editorials/singapore-for-kids.html
http://www.yoursingapore.com/editorials/stretch-your-dollar.html	http://www.yoursingapore.com/zh_cn/editorials/stretch-your-dollar.html
http://www.yoursingapore.com/about-us.html	http://www.yoursingapore.com/zh_cn/about-us.html
http://www.yoursingapore.com/editorials.html	http://www.yoursingapore.com/zh_cn/editorials.html
http://www.yoursingapore.com/walking-tour.html	http://www.yoursingapore.com/zh_cn/walking-tour.html

Appendix 2: Final List of URLs of Data Set, Macao Tourism

MO-EN-t	MO-CN
http://en.macaotourism.gov.mo/index.php?txt=on	http://gb.macaotourism.gov.mo/index.php?txt=on
http://en.macaotourism.gov.mo/index.php?txt=off	http://gb.macaotourism.gov.mo/index.php?txt=off
http://m.macaotourism.gov.mo/index.php?lang=en	http://m.macaotourism.gov.mo/index.php?lang=gb
http://en.macaotourism.gov.mo/plan/aboutmacao.php	http://gb.macaotourism.gov.mo/plan/aboutmacao.php
http://en.macaotourism.gov.mo/plan/beforeyoutravel.php	http://gb.macaotourism.gov.mo/plan/beforeyoutravel.php
http://en.macaotourism.gov.mo/plan/trip_planner.php	http://gb.macaotourism.gov.mo/plan/trip_planner.php
http://en.macaotourism.gov.mo/sightseeing/sightseeing.php?c=10	http://gb.macaotourism.gov.mo/sightseeing/sightseeing.php?c=10
http://en.macaotourism.gov.mo/sightseeing/sightseeing.php?c=2	http://gb.macaotourism.gov.mo/sightseeing/sightseeing.php?c=2
http://en.macaotourism.gov.mo/sightseeing/sightseeing.php?c=3	http://gb.macaotourism.gov.mo/sightseeing/sightseeing.php?c=3
http://en.macaotourism.gov.mo/sightseeing/sightseeing.php?c=4	http://gb.macaotourism.gov.mo/sightseeing/sightseeing.php?c=4
http://en.macaotourism.gov.mo/sightseeing/sightseeing.php?c=5	http://gb.macaotourism.gov.mo/sightseeing/sightseeing.php?c=5
http://en.macaotourism.gov.mo/sightseeing/sightseeing.php?c=6	http://gb.macaotourism.gov.mo/sightseeing/sightseeing.php?c=6

http://en.macaotourism.gov.mo/sightseeing/sightseeing.php?c=8	http://gb.macaotourism.gov.mo/sightseeing/sightseeing.php?c=8
http://en.macaotourism.gov.mo/showentertainment/showentertainment.php?c=1	http://gb.macaotourism.gov.mo/showentertainment/showentertainment.php?c=1
http://en.macaotourism.gov.mo/showentertainment/showentertainment.php?c=2	http://gb.macaotourism.gov.mo/showentertainment/showentertainment.php?c=2
http://en.macaotourism.gov.mo/showentertainment/showentertainment.php?c=3	http://gb.macaotourism.gov.mo/showentertainment/showentertainment.php?c=3
http://en.macaotourism.gov.mo/showentertainment/showentertainment.php?c=4	http://gb.macaotourism.gov.mo/showentertainment/showentertainment.php?c=4
http://en.macaotourism.gov.mo/showentertainment/showentertainment.php?c=5	http://gb.macaotourism.gov.mo/showentertainment/showentertainment.php?c=5
http://en.macaotourism.gov.mo/showentertainment/showentertainment.php?c=6	http://gb.macaotourism.gov.mo/showentertainment/showentertainment.php?c=6
http://en.macaotourism.gov.mo/showentertainment/showentertainment.php?c=7	http://gb.macaotourism.gov.mo/showentertainment/showentertainment.php?c=7
http://en.macaotourism.gov.mo/shopping/shopping.php?c=1	http://gb.macaotourism.gov.mo/shopping/shopping.php?c=1

http://en.macaotourism.gov.mo/shopping/shopping.php?c=2	http://gb.macaotourism.gov.mo/shopping/shopping.php?c=2
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DECLARATION OF AUTHORSHIP

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Matriculation No	G1503549E
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Submission Date	1 March 2017

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Signed Date 1 March 2017