BOSNIA AND HERZEGOVINA TOURISM ONLINE: (IN)ACCESSIBILITY OF LOCAL COLOR RELATING TO ARCHITECTURE TERMS

Tanja Pavlović   Sanel Hadžiahmetović Jurida

University of Tuzla   University of Tuzla

Abstract

Bosnia and Herzegovina (BiH), a country rich in history and culture, has for centuries been at the crossroads between the West and the East, which has resulted in quite a mixture of cross-cultural elements that pose many obstacles for translators. As the issues of tourism-language translation have been relatively underexplored in BiH, this article attempts to investigate the extent to which the translators of tourism-related content available online succeeded in making the local color of architecture-related terms accessible to foreign visitors. The article also examines whether the issue of accessibility of *local color* was addressed adequately by local translators. Many formal and informal online sources were used for the selection of prominent cultural terms and their English translations, which were analyzed in terms of

lexis and semantics. We identified many examples where the cultural content was made accessible to the target audience, as well as examples where the transfer of the cultural content was done less successfully. In cases where translators experienced difficulty while transferring cultural terms, we attempted to draw prospective translators' attention to potential pitfalls in the process of cultural mediation in translation from BiH's official languages into English.

Keywords: Bosnia and Herzegovina, tourism online, mediation, (in)accessibility, local color, translation, architecture

1. INTRODUCTION

As we live in the times when the global economy rapidly shapes the world around us, the importance of the tourism industry is significantly increasing. For this industry to prosper, a successful country will invest efforts to open up to foreign visitors by presenting itself most appropriately, and this, indeed, is where the story of tourism-related content and its translation comes to the forefront. Such content can be critical in attracting foreign visitors, keeping in mind the significance of the accessibility of the culture-specific language to a wide range of audiences.

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

Bosnia and Herzegovina (BiH) is a country with a significant potential for tourism development. Its geographical position, topography, rich history, numerous natural and historic monuments, culture, openness and proximity to the European Union allowed for a more intensive development of tourism over the last decade. Right before the COVID-19 pandemic hit the entire world, this sector was a fast-growing economic activity, with the number of foreign arrivals on the increase (http://fzs.ba/index.php/publikacije/saopcenjapriop cenja/turizam/). As many as 1.6 million arrivals were registered in 2019, an increase of 25% compared to 2017, and an increase of 250% compared to 2010.   Such growth is a consequence of foreign arrivals, which made up 73% of the total tourist arrivals in 2019 (https://eu4business.ba/wp-content/uploads/2021/07/EU4B_Tourism-Analysis_BHS_short.pdf).

As the pandemic changed the entire paradigm of tourism worldwide, stopping almost all activities (except for the very few that experienced a huge change instead, such as online visits to museums, for instance), considerable resources were used for promotional materials that would attract tourists to visit BiH and strengthen the country's brand as an attractive tourist destination. With this in mind, a

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

promotional campaign was launched on TripAdvisor, the largest global tourist platform, named *Bosnia and Herzegovina as the Most Exciting Tourist Attraction in the World*, so that a total of 26 various locations in the country's larger entity that is the Federation of Bosnia and Herzegovina, are promoted. In that way, the BiH brand is expected to be strengthened, focusing on the country's priority markets such as Germany, Turkey, Austria, and the neighbouring countries. It is also expected to bring about the much-needed post-COVID-19 recovery and growth of the tourism sector overall.

To meet these objectives, whilst conducting all the promotional activities, the importance of quality of the related content targeting the international audience must be borne in mind at all times. On one hand, the linguistic quality of the content should meet the highest standards. Taking into consideration BiH's outstanding multicultural and historical background, culture-specific references need to be carefully taken into consideration. The task of providing access to cultural content in the field of tourism is quite challenging as there seems to be little or no guidelines whatsoever that might help BiH translators deliver. This article investigates

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

how translators mediated tourist texts to transfer the meaning of highly demanding cultural terms.

2. LITERATUREREVIEW/THEORETICAL FRAMEWORK

The language of tourism has been analyzed from many perspectives in the European context. The research on the translation of this type of discourse has also been productive in academia. However, this topic of research has been surprisingly under-investigated in the region of the Balkan countries, which is even more evident when we take into consideration the translation of cultural elements specific to the region of the Balkans.

Agorni (2016) posed the question of "what is to be made accessible when we talk about tourist experience across languages and cultures", specifying that "languages and cultures are central ingredients of the tourist experience" (p. 15). Translation scholars have indeed applied different theories and developed various approaches to tackle this issue. They also used different terminology to define this experience in linguistic terms: Newmark (1988) came up with the term 'cultural words', Baker (1992) and Franco-Aixelà (1996) used

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

'cultural-specific concepts or items', Florin (1993) opted for 'realia', Nord (1997) and Katan (2009) called these items 'culturemes', Leppihalme (1997) described these instances as 'culture-bumps' while Pedersen (2011) named them 'extralinguistic cultural references.' For this article, we decided to call them cultural terms.

Translation scholars have discussed the topics related to the translation of cultural terms for years. They have developed many different strategies to be implemented (see Newmark, 1988; Baker, 1992; Franco-Aixelà, 1996; and Harvey, 2000). Being more or less prescriptive and comprehensive, training- or theory-oriented, these strategies confirm how complex the approaches to the translation of cultural terms can be.

In addition to translation scholars who dealt with the translation of cultural terms in general, some scholars specifically focused on their translation in the language of tourism, which has been amply recognized as a specialized type of discourse. Scholarly work was particularly productive in this field of research as in the last two decades many articles were published dedicated to this topic discourse (see Agorni, 2012, 2016, 2019; Calvi, 2017; Cappelli, 2008; Castello, 2002; Federici,

15

2018; Francesconi, 2012; Kelly, 1997; Maci, 2013;
Manca, 2004, 2012; Woodward-Smith, 2019). Some
authors specifically focused on the tourist-related
content available online in terms of language
(Cappelli, 2013; Cesiri, 2019; Maci, 2012; Manca,
2016; Plastina, 2012) while others explored the
translation issues on the web (see Cappelli 2008;
Cesiri, 2016, 2017; Manca, 2004, 2012; Veselica
Majhut, 2021). Agorni (2016)   stated that scholars
generally agree that the specificity of the language
of tourism can be found at a communicative level,
identifying the three principles of specific
communicative practice: one includes the creation
of functional texts "by addressing the specific needs
and expectations of their receivers", another refers
to the "selection of specific genres […]
characterized by a strong persuasive function", and
the third one which is a "strong presence of culture-
specific elements, which metonymically represent
foreign destinations" (p. 14). In addition, she stated)
that "tourism discourse" itself is a form of "cultural
mediation", which further complicates the
translation process as translators need to invest
effort to create content that is accessible and
attractive, adding that "making cultural notions
accessible to a foreign audience does not mean
simply 'transferring' them but rather 'mediating'
them through an approximate process of negotiation

16

of meaning" (Agorni, 2016, p. 19). According to Agorni (2016) accessibility is a "communicative process in which culturally loaded meanings are perpetually exchanged and circulated" (p. 20). Woodward-Smith (2019) supported this by stating that "cultural references are the trickiest part of tourism texts, but translators would also benefit from knowing the cultural profile of the presumed reader, thus being able to provide an adequate approach to cultural content" (p. 408).

The transformation of local culture into local color in the tourism industry is particularly important. As Jacobs (2001) claimed, tourist promotional materials play a very important role in this process as they "help to construct the tourist gaze and the tourist experience itself" (p. 309). Local color in tourism makes use of the appreciation of local differences and it constitutes the core of the typical tourist experience (ibid.). That is why it can be considered a very important resource in the tourism industry, and why cultural notions should be made accessible to foreign visitors. Making these notions accessible across languages and cultures is, as Agorni (2012, p. 20) identified it, a dynamic process of meaning-creation.

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

Certainly, the development of technology and access to the content on the Internet made available the shift in focus from the so-called traditional outlets to those present online. Keeping in mind that everything is just a click away, the promotional material in the printed form has become almost obsolete, and has thus been largely replaced by online modes of promotion. The main platforms for access to tourism-related content moved to the virtual world, thus opening the door to an infinite number of translation contexts.

Bearing in mind the rich historical and cultural background of BiH, the cultural elements inherited from the various empires and rulers are certainly seen as the bearers of cultural diversity that might play an important role in attracting foreign tourists. It is precisely these elements that may contribute to selling BiH as a tourist destination, and the quality of their representation and translation must match the quality of the destination itself. Hence, aiming to fill in the research gap, this article investigates how cultural elements related to architecture are mediated in tourism texts to achieve successful communication and transfer the local cultural 'color'.

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

3. METHODOLOGY

The idea for this article came as a result of the activities and tasks within the courses English Language 2 (Department of Management in Tourism/the Faculty of Economics) and English for Specific Purposes (Department of Geography/Tourism Studies/the Faculty of Sciences), at the University of Tuzla (Tuzla, BiH). As one of the pre-exam tasks, the students were asked to prepare a short presentation in English of one tourist destination in BiH of their choice. They were allowed to use the information available online (including photos and promotional texts), as long as they selected a "not-so-famous" destination, focusing on micro-locations. When presenting their selected destinations, it became evident that certain cultural terms were translated rather successfully, while in some instances, cultural mediation was completely absent. This is why we engaged in a more structured, linguistic examination of this phenomenon.

We analyzed the examples available online from several tourist websites presenting many destinations in BiH. These included two major tourist destinations, the capital city of Sarajevo, situated in Central Bosnia, and Mostar, the

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

centrepiece of Herzegovina, which boasts the fact that the Old Bridge and the Old Bridge Area are inscribed in the UNESCO World Heritage list. By selecting these places, we attempted to present what would most likely be the relevant results of the online search for BiH tourist destinations. The search also included some less familiar destinations of lower online visibility, to examine the translation of the cultural terms of our interest.

We directly observed the promotional texts in the field of tourism available online in the official BiH languages and their English translations. We focused on architecture-related terminology, and after the online search, we singled out five prominent cultural terms and employed a qualitative research approach, aiming at the understanding complex issue of translating cultural terms in real-life contexts. The qualitative analysis took into consideration the content accessibility offered by the websites, i.e. whether the websites allow foreign tourists to easily access and understand the specific information regarding architectural terms.

As for the source texts, we selected many formal and informal sources, to examine the extent to which they met the objectives by analyzing the content from the linguistic point of view, focusing on the

lexical and semantic features. In doing so, we identified many examples where the cultural content was transferred to the target text and made accessible to the target audience, as well as examples where the transfer of the cultural content was done less successfully. In cases where translators experienced difficulty while transferring cultural terms, we attempted to draw prospective translators' attention to potential pitfalls in the process of cultural mediation in translation from BiH's official languages into English.

4. RESULTS AND DISCUSSION

Having identified and analyzed the selected corpus for this article, the examples below are discussed and analyzed based on different practices employed by translators, which ultimately affected the accessibility of the local color. There are examples where cultural mediation is deemed to have been successful, resulting in good translation. In addition, we presented examples that could benefit from improvement and explored the concept of bringing the local culture closer to foreign visitors.

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

One of the examples that shows successful cultural mediation is *sahat kula*, translated as the *old clock tower*. Clock towers are a specific type of structure

which house a turret clock and have one or more clock faces on the upper exterior walls. Many clock towers are freestanding structures but they can also adjoin or be located on top of another building. Clock towers are a common sight in many parts of the world with some being iconic buildings. The Sarajevo Old Clock Tower, adjacent to Gazi Husrev-bey Mosque, is the tallest of 21 clock towers built in the country at 30 m. Although typically forming a part of a church or a civic building, this structure in BiH is predominantly a marker of the Ottoman times and its architectural impact, specifically evident in the presence of the lexeme *sahat*. The lexeme originates from Arabic (sāȧ), and Turkish (saat), and, as part of the most common noun phrase (*sahat-kula*), it means a square-shaped tower made of stone, oriental in style, and containing a clock on top of it. The target text extract stands as a good example of the degree to which mediation is achieved. The fact that the English translation includes the lexeme *old* added to the term clock tower, is the first marker of the translator's awareness that the term requires the elements which would make it stand apart from general clock towers (which may or may not be old).

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

Furthermore, the Italian expression *a la turca* (in the Turkish manner) orthographically adapted to the source language is used in the target extract in the original Italian spelling, highlighted by inverted commas. Finally, although the source text extract contains the terms *namaz* (ritual prayer in Islam) and *akšam* (the Turkish-origin word denoting the evening or the sunset; also the fourth of the five daily prayers in Islam), the translator opted for omission using the generic term *daily prayers*. We may argue that the translator decided for this procedure to avoid cultural overload (see Veselica Majhut, 2021, p. 160) and make the content available to an international audience (in line with Cappelli's (2008) findings).

Source text:
Sarajevska Sahat-kula
Sarajevska Sahat-kula visoka je 30 metara, a pretpostavlja se da je izgrađena u 16. vijeku. Sat na kuli je jedini javni sat u svijetu koji mjeri lunarno, *a la turca* vrijeme, po kojem se određuje vrijeme *namaza* (*islamskih dnevnih molitvi)* i prema kojem se smjena dana i noći dešava u vrijeme *akšama* (zalaska sunca), kada sat pokazuje 12 sati.

Target text: Sarajevo's Old Clock Tower

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

Sarajevo's clock tower is 30 meters high and it is believed that it was built in the 16th century. The tower's clock is the only public clock in the world that keeps lunar time ("à la Turk"), to indicate the times for the daily prayers. According to this system, the new day begins at sunset when the time is shown as 12:00! (https://sarajevo.travel/en/things-to-do/sarajevos-old-clock-tower/181)

Another interesting example where local color was mediated is the term *sebilj* (sebil in English). A *sebil* or *sabil* (Arabic and Turkish) is a small kiosk in the Islamic architectural tradition where water is freely dispensed to members of the public by an attendant behind a grilled window. The first examples of the combined sebil and fountain in a single structure appeared in the 17th century and became more common in the 18th century. In the context of BiH, Sebilj, one of Sarajevo's landmarks, an Ottoman-style wooden fountain, situated in the centre of the Baščaršija, built in 1753, is found in promotional materials in two forms different in spelling – Sebil and Sebilj, as shown in the example below:

Source text:

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

Tradicija gradnje dobrotvornih gradskih fontana – sebilja u islamskoj tradiciji stara je 13. vijekova. Današnji baščaršijski Sebilj je jedini objekat takve vrste, iako u zapisima čuvenog hroničara Sarajeva, Mula Mustafe Bašeskije možemo pročitati da je svojevremeno bilo i preko 100 javnih česmi i sebilja.

Target text:

The Islamic tradition of building charitable city fountains – Sebil goes back 13 centuries. Today, Baščaršija Sebilj is the only facility of its kind, although famous Sarajevo chronicler Mula Mustafa Bešeskija states that there were once over 100 Sebiljs. They all burned down in the great fire of 1697. (https://www.visitsarajevo.ba/sarajevo-in-ottoman-empire/)

The fact that the target text contains two different spelling options, as well as the plural form added to a source language form, is a clear example of explicitation, consistent with Agorni's (2016, p. 22) analysis in which she reports of a translation student highlighting the meaning by repetition. Another interesting feature of this extract is the fact that the translator added an entire sentence to the target text, referring to an important historical fact, i.e., the great fire of Sarajevo in 1697, when the city

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

was burned. In this way, the emphasis was made on the material used (wood) for the construction of sebil at the time. This kind of translator intervention is useful to create a fuller comprehension of the text for the target audience and is a clear indicator of the translator functioning as a mediator (Katan, 2009a).

The usage of the term *stećci* (itself plural for *stećak*) in the promotional materials shows two different approaches to the transfer of prominent concepts of local architecture. The term essentially represents the medieval stone tombstones dating from the period between the XII and XVI centuries on the territory of the old Bosnian state. The word means 'a tall, standing thing', a marvellously vague way of describing limestone slabs that come in many shapes and sizes. The tombstones are exceptional BiH monuments, and are, as such, recognized by the UNESCO World Heritage List as a typical Bosnian-Herzegovinian phenomenon. Their shapes, ornaments, dimensions, inscriptions, number and, most importantly, the fact that they are completely rooted in medieval society, singles them out from anything similar in the contemporary European and world contexts. According to recent data, it is

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

estimated that there are about 100,000 preserved tombstones.

After we examined several websites focusing on *stećci*, we established that this lexeme was presented as a cultural term in English in its original form as in the following example:

Source text:
Nekropola u Donjim Breškama je povijesno područje, srednjovjekovna nekropola stećaka u Donjim Breškama u zaseoku Nikolićima. Nacionalni spomenik BiH od listopada 2010. godine, od sjednice 26. listopada. Nalazi se na predjelu Stare kuće.

Target text:
Necropolis with stećci in Stare kuće, Donje Breške, historical area, a national monument in BiH since 26 October 2010, available from https://tztz.ba/en/monuments-and-tourist-attractions/

The target text does not provide any particular details about what the term represents, failing to address the possibility that the target audience completely lacks the background knowledge of the

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

structures. This can be interpreted regarding Kelly's (1997, p. 39) statement that the English version without the implicit information assumes that the target audience has the same knowledge of a certain concept mentioned in the source text. In addition to that, the term *stećci* is used in combination with the English counterpart – tombstones *stećci*, as in the following example, available from https://www.nekropola.ba/en/sta-su-to-stecci:

Source text:
Stećci su srednjovjekovni kameni nadgrobni spomenici koji se pojavljuju u periodu između XII i XVI stoljeća na teritoriju stare Bosanske države. Riječ je o unikatnim i jedinstvenim spomenicima za Bosnu i Hercegovinu.

Target text:
The tombstones stećci are medieval stone tombstones dating from the period between XII and XVI centuries on the territory of the old Bosnian state. They represent exceptional monuments of Bosnia and Herzegovina.

By combining the term *stećci* with their English counterpart tombstones, the translators keep in mind that the wider audience may not necessarily be quite familiar with the phenomenon. This confirms the

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

findings of Veselica Majhut (2021, p. 163) that the reference in the original form is retained, with the addition of an explanation. However, the term tombstone is also quite generic and may refer to many confessions, while the prototypical image of the tombstone does not correspond to what the structure of *stećak* is, which results in the absence of the local color. Our study has shown that the first approach prevails, as proven by the online sources we accessed. Highlighting the fact that these structures are medieval tombstones, highly specific for the old Bosnian kingdom, seen exclusively as a territorial and cultural, rather than an ethnic phenomenon, may help enhance the transfer of the local color.

Another example of the dual approach to the treatment of cultural terms in tourism promotional material is the term *čaršija*. It is highly frequent in everyday usage and also commonly found on almost all of the tourism-related websites. The translators prefer to leave it not translated, using its original form in English texts instead. This is, on occasion, followed by a definition or a brief explanation (a commercial area). The lexeme *čaršija* originates from Persian (čārsū), and Turkish (çarşı), meaning a commercial place, a market, or a bazaar. For instance, Sarajevo, the capital, is world-famous for

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

its historical landmark of Baščaršija, located in the centre of the old town, which seems to be used in all promotional materials in its original form. However, there is an exception found on a website presenting Mostar and its landmarks, which talks of the Old Bazaar, with one of the oldest parts of Mostar, the Kujundžiluk, which winds along a small, pretty, cobbled street, dating back to the middle of the 16th century, where characteristic crafts shops and traditional restaurants are found (much like in Sarajevo). The lack of actual translation should be substituted by a detailed description highlighting the specific nature of this architectural item, bringing it closer to the reader.

Source text:
Osmansko doba počinje samim osnivanjem grada 1461. godine od strane prvog bosanskog namjesnika Isa-beg Ishakovića koji je prvi počeo s planskom gradnjom. Izgradio je Carevu džamiju, potom tekiju, prenoćište, te upravno sjedište i dvor za stanovanje koje naziva Saraj, po čemu je Sarajevo i dobilo ime. Na Baščaršiji gradi han Kolobaru, današnjim rječnikom hotel, oko kojeg se otvara mnoštvo dućana, što je u to doba činilo privrednu osnovu razvoja grada.

Target text:

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

Ottoman era began in 1461 when the city was founded by the first Bosnian governor Ishak-beg Isaković (Ishak Bay Isaković), a pioneer in planned construction. He had the Careva džamija (Emperor's Mosque) built first; followed by Tekija (Khanqah), lodgings, administrative centre and housing court he named Saraj, which is how Sarajevo got its name. In Baščaršija, he built Kolobara Han (Kolobara Inn), a hotel in modern terms, which was soon surrounded by a multitude of shops creating the economic basis for the development of the city. https://www.visitsarajevo.ba/sarajevo-in-ottoman-empire/

Finally, one example where the transfer of local color was seldom identified is the lexeme ćuprija, (originally from Turkish köprü and Greek géphyra), representing a bridge made of stone in an oriental style. It is also quite frequent and popular, primarily because the country is extremely rich in river flows and bodies of water of various sizes. Throughout the centuries, various levels of local government have invested both money and efforts into building such bridges, some of which are genuine masterpieces of architecture reflecting their times. Some of these include the Old Bridge of Mostar (UNESCO heritage), and the bridges in many other towns,

typical of traditional masonry of the time. This particular lexeme cannot be translated into English, and there is no equivalent term for it. It is an archaic, poetic term used to describe a bridge albeit smaller in size, located mainly on narrow waterflows. This lack of explicit explanation results in the loss of the local color as the information existing for the source text reader was not properly transmitted to the target text reader (see Kelly, 1997, p. 39; Muñoz, 2011, p. 43). In an attempt to avoid this, reference should be made as to the type and size of the bridge in question (a single arch stone bridge) while keeping the context in mind.

Source text:
Na rijeci Radobolji, blizu njenog ušća u Neretvu u blizini Starog mosta, nalazi se *Kriva ćuprija*, minijaturna verzija Starog mosta. Sagrađena je 1558. godine, osam godina prije Starog mosta, i priča se da je napravljena kao uzor za taj naknadni, puno veći građevinski poduhvat.

Target text:
On the Radobolja River, near to where it joins the Neretva, close to the Old Bridge, stands *the Crooked Bridge*, a miniature version of The Old Bridge -Stari Most. Built in 1558, eight years before the more famous Old Bridge, it is believed to have been built

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

as a trial attempt for the following, more daring, construction.
https://www.turizam.mostar.ba/index.php?option=com_content&view=category&layout=blog&id=41&Itemid=424&lang=en&limitstart=4

We have identified only one instance of successful cultural mediation of this complex term, as evident in the examples below, where the name of the bridge Kriva ćuprija, the miniature version of the Mostar Old Bridge is translated, coupled with its most specific features in terms of structural design, as follows:

The oldest single-arch stone bridge in Mostar, the Kriva Cuprija (Sloping Bridge), was built in 1558 by the Ottoman architect Cejvan Kethoda. (https://www.alamy.com/mostar-kriva-cuprija-sloping-bridge-the-oldest-single-arch-stone-bridge-in-town-built-in-1558-as-a-test-before-the-construction-of-the-stari-most-image217097461.html)

5. CONCLUSION

As Woodward-Smith (2019) highlights, to successfully advertise a destination to the prospective visitor, the content and form of the

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

promotional material providing tourist information (guidebooks, leaflets, brochures, websites, etc.), "should be appealing, easy to assimilate, sufficiently informative, and, though truthful, they also have to be persuasive, projecting a favorable image and awakening the potential visitor's curiosity" (p. 402). This is particularly important nowadays when most tourists are effectively acting as their travel agents.

Tourism discourse, and its online availability, in particular, features a strong presence of cultural terms, which needs to be carefully taken into consideration from a cross-cultural perspective. Cultural terms represent elements typical of a certain culture and tokens of the culture they stand for. Terms relating to architecture stand out among these, as the target audience often identifies the destination through the prism of architecture. Yet, this cultural capital cannot be simply carried across, or transferred, from one culture to another. Rather, it has to be made explicit and accessible: in other words, it has to be interpreted through an act of mediation.

In this study, we examined the extent to which the cultural mediation was successful in translating some of the typical cultural terms relating to architecture in BiH. In doing so, we analyzed the

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

terms that epitomized the rich cultural heritage present in BiH as remnants of various historical periods and rulers that left their respective marks in present-day BiH. We found instances where translators completed their cultural mediation mission quite successfully, by transferring the spirit of the times vividly. This was mainly done by the combination of approaches on behalf of the translators and it usually included the term in itsoriginal form followed by the translation and explanation. On the other hand, there were cases observed of translators' underperformance, which was most evident in the fact that the terms remained untranslated. This resulted in the fact that some of the most appealing tourist content was left out of reach, meaning that the full potential of the given destination was not presented.

We noticed that the so-called high-profile tourist destinations (such as Sarajevo and Mostar) generally have good-quality content and form, which may serve as evidence that translators invested quite a bit of effort in bringing major features of such destinations to potential visitors. Less known destinations, quite expectedly, lag, as their online content and form presentation in English are not of the same level. This is in line with Veselica Majhut's (2021, p. 159) preliminary

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

research which showed that "smaller, private-owned organizations often rely on Google Translate or do not even translate the content of their pages." Albeit limited in size, our analysis shows that a broader understanding is needed of the degree of the translator intervention necessary for the mediation across cultures, on behalf of all the actors in the process. This creates room for further research into the correlation between the quality of translation service providers, the academia, and the resources invested in promoting a destination.

Access to culture and information may sound rather difficult to achieve and it certainly must be supported by various institutions, organizations, companies, associations, etc. In the times when everything is on display online, this task of providing access to cultural content in tourism is becoming increasingly important for all the actors in the promotion of BiH tourism. To increase their visibility on the global tourist map, BiH tourist destinations need high-quality promotion online, which requires managing the risks of accessibility through utilizing the available tools in combination with creativity, which also means that the quality of tourist products and services needs to be enhanced. In doing so, translation plays a key role and must not be neglected, while at the same time, the skills

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

required for translators to fully deliver when it comes to cultural mediation, need to be continuously and systematically improved.

REFERENCES

Agorni, M. (2012). Questions of mediation in the translation of tourist texts. *Altre Modernità,* 0: 1-11, https://doi.org/10.13130/2035-7680/1963

Agorni, M. (2016). Tourism across languages and cultures: Accessibility through translation. *Cultus.* http://www.cultusjournal.com/files/Archives/Cultus9_2016_2/Agorni_%20cultus%20_9_Volume_2_2016.pdf

Agorni, M. (2019). Challenges in the professional training of language and intercultural mediators: Translating tourism cross-cultural communication. *Cultus.* https://www.cultusjournal.com/files/Archives/Cultus_2019_12_004_Agorni.pdf

Baker, M. (1992). *In other words: A course book on translation*. Routledge.

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

Franco Aixelà, J. (1996). Culture-specific items in translation. In R. Álvarez & C.A. Vidal (Eds.), T*ranslation, power, subversion* (pp. 52-78). Multilingual Matters.

Calvi, M. V. (2017). The language of tourism in new travel guides: Discursive identities and narratives. *Linguistic Insights*, 228, 25-48.

Cappelli, G. (2008). The translation of tourism-related websites and localization: Problems and perspectives. In A. Baicchi (Ed.), *Voices on translation: Linguistic, multimedia, and cognitive perspectives*, (pp. 97-115). Bulzoni Editore.

Cappelli, G. (2013). Travelling words: Languaging in English tourism discourse. In A. Yarrington, S. Villani & J. Kelly (Eds.), *Travels and translations* (pp. 353-374). Rodopi.

Cesiri, D. (2016). Promoting Venice through digital travel guidebooks: A case study of texts written in English and in Italian. *Cultus*, *9*, 49-67.

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

https://www.cultusjournal.com/files/Archives/Cultus9_2016_1/Cesiri_Cultus_2016_1_final.pdf

Cesiri, D. (2017). Representing Venice's local culture to international tourists: The use of the 'Languaging' technique in websites in English. *ANNALI DI CA'FOSCARI. SERIE OCCIDENTALE (ANNALS OF CA'FOSCARI. WESTERN SERIES*), *51*, 195-216.

Cesiri, D. (2019). The construction of the territorial image in tourism websites: The case of the Veneto provinces. *Altre Modernità (Other Modernities)*, (21), 158–176. https://doi.org/10.13130/2035-7680/11642

Federici, E. (2018). *Translation theory and practice: Cultural differences in tourism and advertising*. Paolo Loffredo iniziative editoriali.

Florin, S. (1993). Realia in translation. In P. Zlateva (Ed.), *Translation as social action*: *Russian and Bulgarian perspectives* (pp. 122-128). Routledge.

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

Francesconi, S. (2012). *Generic integrity and innovation in tourism texts in English*. Tangram Edizioni Scientifiche.

Harvey, M. (2000). A beginner's course in legal translation: The case of culture-bound terms. *ASTTI/ETI*, 2(24), 357-369.

Jacobs, C.F.F. (2001). Folk for whom? Tourist guidebooks, local color, and the spiritual churches of New Orleans. *Journal of American Folklore* 114(453), 309-330. https://doi.org/10.1353/jaf.2001.0014

Katan, D. (2009a). Translation as intercultural communication. In J. Munday (Ed.), *The Routledge companion to translation studies* (pp. 74-92). Routledge.

Katan, D. (2009b). Translator training and intercultural competence. *La ricerca nella comunicazione interlinguistica. Modelli teorici e metodologici* (*Research in interlingual communication: Theoretical and methodological models*) (pp. 282-301). Franco Angel.

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

Kelly, D. (1997). The translation of texts from the tourist sector: Textual conventions, cultural distance, and other constraints. *Trans* 2, 33-42.

Leppihalme, R. (1997). *Culture bumps: An empirical approach to the translation of allusions.* Multilingual Matters LTD.

Maci, S. M. (2012). Click here, book now! Discursive strategies of tourism on the web. *Textus*, *25*(1), 137-0. https://doi.org/10.7370/71239

Maci, S. M. (2013). *Tourism discourse: Professional, promotional and digital voices.* ECIG.

Manca, E. (2004). Trans*lation by collocation: The language of tourism in English and Italian*. TWC.

Manca, E. (2012). Translating the language of tourism across cultures: From functionally complete units of meaning to cultural equivalence. *Textus*, 25(1), 51-0. https://doi.org/10.7370/71235

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

Manca, E. (2016). Official tourist websites and the cultural communication grammar model: Analysing language, visuals, and cultural features. *Cultus*, *9*, 2-22. https://www.cultusjournal.com/files/Archives/Cultus9_2016_1/Manca_cultus_2016_1.pdf

Muñoz, I. D. (2011). Tourist translations as a mediation tool: Misunderstandings and difficulties. *Cadernos de tradução (Translation Notebooks)*, 1(27), 29-49.

Nord, C. (1997). *Translating as a purposeful activity*. St. Jerome Publishing.

Pedersen, J. (2011). *Subtitling norms for television: An exploration focussing on extralinguistic cultural references*. John Benjamins.

Plastina, A. F. (2012). Tourism destination image: distortion or promotion? An analysis of web-based promotional discourse about Calabria. *Textus*, *25*(1), 121-0. https://doi.org/10.7370/71238

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

Veselica Majhut, S. (2021). Did you try our good smoked ham? Assessing the quality of translation as cross-cultural mediation on Croatian tourist board websites. *ELOPE: English Language Overseas Perspectives and Enquiries*, *18*(1), 151–167. https://doi.org/10.4312/elope.18.1.151-167

Woodward-Smith, E. (2019). Tourism, translation and advertising. In R.A. Valdeón & Á. Vidal (Eds.), *The Routledge handbook of Spanish translation studies* (pp. 402-416). Routledge.

Online sources:

EU4BusinessRecovery. (n.m.). https://eu4business.ba/wp-content/uploads/2021/07/EU4B_Tourism-Analysis_BHS_short.pdf
https://www.visitsarajevo.ba/sarajevo-in-ottoman-empire
https://whc.unesco.org/en/activities/347
https://www.nekropola.ba/en/sta-su-to-stecci:
https://tztz.ba/en/monuments-and-tourist-attractions/
http://adriatic-travel.hr/mostar-medjugorje/

Pavlović T. & Hadžiahmetović Jurida, S. (2023). Bosnia and Herzegovina tourism online: (In)accessibility of local color relating to architecture terms. *Current Trends in Translation Teaching and Learning E*,10, 10 – 44. https://doi.org/10.51287/cttl20232

https://www.alamy.com/mostar-kriva-cuprija-sloping-bridge-the-oldest-single-arch-stone-bridge-in-town-built-in-1558-as-a-test-before-the-construction-of-the-stari-most-image217097461.html
https://sarajevo.travel/en/things-to-do/sarajevos-old-clock-tower/181