Recurrence, emotion and appropriateness in English and Spanish. The language of tourism on promotional websites

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ABSTRACT

This article is intended to explore online tourism content in English and Spanish to observe language in use as a guide to base translation teaching strategies on real web materials. In this regard, teaching is conceived from a process-analytical approach, with cognitive and pragmatic tendencies in frequent terms to be both identified and examined for prototypicality and appropriateness evaluation. Corpus analysis is the method used for recurring and relevant items to be found and analysed in context. The results show that studying frequency in combination with positiveness in both languages helps to achieve genuine and quality translations in specialised tourism discourse.

Keywords: specialised translation, tourism translation, promotional tourism discourse online, tourism corpus, translation appropriateness, translation teaching.

RESUMEN

El propósito de este artículo consiste en estudiar contenidos turísticos disponibles online en inglés y en español con el fin de observar la lengua en uso y establecer una pauta para orientar la enseñanza de la traducción y sus estrategias en función de materiales reales publicados en webs. En este sentido, la docencia se enfoca en el estudio de la traducción como proceso con la idea de identificar y examinar tendencias cognitivas y pragmáticas que determinen el carácter prototípico y la idoneidad de términos frecuentes. A efectos metodológicos, el análisis de corpus permite localizar elementos relevantes, conocer su frecuencia de uso y analizarlos en contexto. Los resultados muestran que evaluar la recurrencia en combinación con la carga positiva en ambas lenguas resulta de ayuda para conseguir traducciones de calidad y efecto genuino en el discurso turístico especializado.

Palabras clave: traducción especializada, traducción turística, lenguaje turístico promocional online, corpus turístico, idoneidad en traducción, docencia en traducción.

1. Introduction

Appropriateness in translation and interpreting is commonly viewed as a qualitative step in the decision-making process (Kobenko & Ptashkin, 2014). In specialised translation, the analysis of equivalence and terminology is complemented with appropriateness evaluations for quality and pragmatic purposes. The above arguments logically imply that determining how suitable a term or a segment is has special relevance when designing teaching strategies for trainee translators in specialised areas (Fox, 2000; Guillén Galve, 1996).

This study mainly attempts to analyse a representative, comparable, bilingual corpus of tourism language on English and Spanish promotional websites as prototypical sources so that recurring nouns can be identified and examined in context along with their emotional charge. This is particularly helpful to determine how ideal —and therefore how appropriate— certain decisions may be for a translated text to result in a genuine version after conscious and purpose-based processing (Kübler et al, 2018; Silis, 2014). From this perspective, testing

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appropriateness through frequency measurement and emotion assessment may offer new insight into teaching approaches for the future training of translation professionals.

However, in translation procedures, the random use of frequent and positively charged terms does not guarantee proper effects, since speakers' conceptualisations, tendencies, and conventions also have a significant impact on addressees' expectations. This is particularly relevant in specialised tourism speech, given that experts, semi-technical users, and consumers are used to dealing with trends or assumptions as regards degree or, proportion and combinations of recurrence and positiveness in key expressions (Schäffner, 1998).

Therefore, it is assumed that corpus analysis is not only a tool to collect pertinent data, but also a great opportunity to turn data into useful interpretations on which translation teaching can be based. This sheds light on the best choices and decisions to be taken by translators and translation students after examining the data and considering real evidence in terms of tendencies. With the results and the expressions with their contexts taken from the corpus, the value of testing the appropriateness under the aforesaid parameters can be both exemplified and explained from a practical problem-solving methodology. With the specific conclusions drawn after the corpus analysis, some common patterns can also be established as recommendations to optimise translation learning-teaching operations.

2. Tourism discourse as a language for specific purposes

Tourism discourse was initially associated with professional and academic languages, especially with experts using it as their jargon or ergolect (Alcaraz Varó, 2000; Mateo, 2007; Suau Jiménez, 2006; Calvi, 2016). On this point, properly translating texts on tourism involves linguistic and pragmatic considerations related to communicative functions, lexical structures and semantic features whose presence lets the speakers' community identify this genre and recognise its cultural patterns (Suau Jiménez, ibid; Swales, 1990).

But more recently tourism discourse has also been conceived as a language for specific purposes (LSP), considering that, along with the above-mentioned traits, tourism texts also integrate recurring patterns and a specific syntax organisation that is designed to cover certain specific situations. Additionally, contexts in tourism are centred on a common communicative goal that is transmitted in a relatively formal style (Alcaraz Varó, 2004; Calvi, 2009; Suau Jiménez, 2006-2012). Furthermore, tourism is generally regarded as a multidisciplinary area that is rich of terms and concepts from other disciplines, such as Leisure, Gastronomy, History, and Geography among others; which results in peculiarities that arise from those other specialised languages (Alcaraz Varó, 2000; Calvi, 2009). This also contributes to the idea of tourism language as an LSP and shows an alternative purpose if we compare it with that normally attributed to general language (Cabré, 1999; Calvi, 2016; Llorens-Simón, 2021; Mapelli, 2008).

From a specialised translation perspective, identifying and reproducing the recurring and prototypically positive items on websites is, therefore, important to achieve genuine sense and pragmatic effects in final versions, since they are involved in the speakers' expectations in terms of genre recognition (Rogers, 2015; Scarpa, 2020; Swales, 1990). In the teaching of translation, identifying trends and preferences for each language under analysis is especially important in order that training can be based on specific purposes and real language in use (Adab, 2008; García Álvarez, 2007; Kübler et al, 2018; Sánchez-Gijón, 2009; Schäfner & Adab, 2000).

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2.1. Tourism promotional discourse

As far as specific goals in the analysis of tourism discourse are concerned, it is important to show that recurrence and emotion have a special impact on tourism promotional language given its persuasive effect, which may be conscious or automatic. Tourists are conceived as desirable recipients whose expected reaction is their choice for a specific destination and, as much as possible, their loyalty to the brand or travel marketer too, even if they are unaware of the reasons why they made a purchasing decision (Agarwal, 2014; García & Saad, 2008).

Tourism promotional language is considered as a sub-genre with its own specific peculiarities that need to be taken into account in translation and in the training of translators (Durán-Muñoz, 2012; Soto-Almela & Navarro-Coy, 2018). Indeed, the most appropriate translation strategies and techniques should be adopted according to the proportion and levels in which such peculiarities are applied to each language. This makes corpus analysis essential (Baker, 2012; Stubbs, 1996).

2.2. General considerations on specialised translation teaching

Translation is a complex cognitive area with several factors that need to be taken into consideration before deciding the best strategies to ensure the meaning of each segment, as well as global meaning, to be transmitted (Babych et al, 2012; Bowker & Benninson, 2003; Castagnoli et al, 2011; Kübler et al, 2018). Specialised discourse is particularly —although not exclusively— related to communicative translation, as it includes purpose-built and recipient-oriented speech. In Newmark's words (1981: 39), '[…] communicative translation attempts to produce on its readers an effect as close as possible to that obtained on the readers of the original'. Therefore, identifying the ways it is possible to achieve this in different languages is vital to reach similar effects, and in this respect, corpus analysis can be of particular help (Kübler et al, 2018).

In addition, teaching techniques in translation should be preferentially based on a process-analytical approach, since the decision-taking progress can be better shown and followed on the basis of real evidence obtained with corpus analysis. This results in consistent translation strategies, proper segments and a natural, global effect (Kelly, 2000; Kübler et al, 2018; Lörscher, 1992). When reason and cognitive operations converging in a translation of a specific area are clarified step by step, it makes clearer why some strategies are more appropriate and why accommodations under each language convention are needed (Kübler et al, 2018: 807). Consequently, it becomes possible to improve skills, and even professional instinct.

2.3. Appropriateness and quality in translation

Previous knowledge and skills in translation are basic expertise that those undergoing translation training tend to use as a starting point for appropriateness evaluation. Furthermore, studies on translation also suggest that the levels of correction and adequacy should be considered after reflecting on cognitive processes related to the content (Baker, 1999; Kübler et al, 2018; Olohan & Baker, 2000; Olohan, 2004; Mauranen, 2007), pragmatic approaches concerning the context, a theoretical categorisation of professional techniques (Froelinger, 2013), or specialised translation peculiarities (Rogers, 2015).

As a final step of the translation process, a review is needed on how appropriate, suitable, or standard a final version is according to its purpose, with quality depending on a double perspective that integrates the target text as an object of study or teaching, but also as a simulation of a professional project (Scarpa, 2020). This is

important in order for the global sense to be reviewed at the same time as each specific segment is assessed to improve or correct it under an integrative approach.

On the other hand, in some research groups and projects, harmonisation and systematic evaluations of translation training have been proposed which follow the same pattern of translation error typology (Castagnoli et al, 2011) and the establishment of translation competence (PACTE, 2000; EMT, 2009). In this regard, several models have been proposed with specific recommendations and real examples.

It is certainly true that guidelines, strategies, models, and/or typologies can offer some orientation, but not always a solution for a specific decision on translation. At this point, some other aspects may, therefore, need to be taken into consideration, such as cognitive prominence (Fogg, 2003), relevance (Sperber & Wilson, 2002; Yus Ramos, 2006), prototypicality (Rosch, 1983), or real occurrence, this final parameter being evidenced, in particular, through corpus analysis findings (Bowker & Bennison, 2003; Kübler et al, 2018).

2.4. Recurrence and emotion

When a collection of items is recurrently used in specialised discourse, this is meaningful for terminology fixing and identification. Additionally, when some elements with evident emotional effect show connotational preferences or trends in recurring terms and patterns, this is significant with respect to genuineness and expectation coverage. Combining both aspects is a powerful tool for effective guidance for appropriateness in translation. Hence the need for the analysis of specific corpora in order to ascertain frequency levels and context positiveness, if they exist, so that specialised translation teaching can be planned accordingly.

From a contrastive position in translation English-Spanish/Spanish-English, the influence of recurrence and positiveness on global interpretation are not in doubt, although what is relevant is not just the number of repetitions or positive references, but the proportion of times and degree to which they are used for each language.

Recurrence and positiveness in combination have already been identified as key aspects closely related to the language of tourism by Dann, who refers to recurrence as 'tautology' and positiveness as 'euphoria'(Dann, 1996; Soto-Almela, 2017).

Ultimately, this paper offers an insightful perspective on the proportions and tendencies of frequently used terms, specific contexts and details about the positive emotions in the discourse of tourism found on the web, above all given their power as a whole to mark genre prototypical sense in each language, which results in the consistent need for incorporating them in translation teaching strategies.

3. Methodology

Corpora are both a reference with respect to appropriateness and, in this work, the core method, and are of special interest for professional translators (Baker, 1999). As previously stated, corpus analysis is the method used to identify the recurring items and the emotion that need to be integrated into translation training lessons on tourism language. In this regard, an *ad hoc* corpus was compiled as a proper and tailored instrument. Corpus creation, compilation and tagging were automatically arranged with *Sketch Engine* software, an online tool for corpus arrangement and text analysis with quantifying and context-based functions.

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For the research conducted, the corpus analysis was based on the application of three specific functions available in *Sketch Engine*: 'Wordlist', 'Concordance' and 'Word Sketch'. The 'Key words' tab could also have been used, but the specific focus of this article is on nouns and adjectives. 'Word list' is the option that quantifies items under specific grammar categories or parts of speech and calculates their frequency in the corpus. Moreover, some formal attributes, words containing certain characters and tags can also be identified with this option. The 'Concordance' function associates words with the contexts in which they are used, which is of great help to evaluate the appropriateness of a term or a segment in the translation process. The third function, 'Word Sketch', directly links a specific word with the collocations and word combinations it is commonly integrated into according to the corpus patterns. Corpus-based functions are very helpful in the translation process, above all when you are translating into a foreign language rather than into your mother tongue. In translation teaching, using screenshots of 'Concordance' and 'Word Sketch' findings is like reproducing thousands of examples and recommendations, but in a simpler and condensed way, thus making judgements about accuracy and appropriateness more time efficient and effective.

The creation of the *ad hoc* corpus for each language was the starting point for the research itself and incorporated the following criteria based on common considerations for corpora (Bowker & Pearson, 2002; Vargas-Sierra, 2006):

a)   Institutional web contents with prototypical language were used for the corpus creation.

b)   The contents that made up the corpus were online posts on the websites of the ten most visited cities in the UK and Spain. As these contents were mass compiled from websites, where individual texts are not delimited, the corpus description is exclusively based on the number of words (as the number of texts cannot be determined).

c)   Tourism promotion is the key purpose for all the content in both languages.

d)   The expository-argumentative is the principal typology found on these websites

e)   Content authors are not expressly mentioned, but source contents are included on institutional sites, which entails a prototypical sense.

f)   All the materials used in the creation of the corpus appear on the above-mentioned websites, so they are recent.

g)   A comparable corpus is used for the analysis.

As mentioned above, the resulting corpus designed for this research is a comparable corpus, since it integrates two corpora —one for each language— that have been arranged by following the same guidelines in terms of size, source, domain, period and genre. Corpus analysis offers quantifiable data and empirical evidence provided that the contents compiled are representative and prototypical for the language they are written in (Kenning, 2010; Laviosa, 1997; McEnery, 2019; McEnery & Xiao, 2007). As corpus contents were taken from institutional websites on tourism promotion, their genuine effect and representativeness are, therefore, assumed.

Using a comparable corpus is especially helpful in translation and translation lectures or workshops, since checking and training processes can be supported with real language samples under quantification and tagging to evaluate their appropriateness. Moreover, contexts for each relevant item can be directly observed thanks to new technologies, with a qualitative sense being added to the measurable first stage.

The comparable sense can also be identified in table 1, where the URLs of the 10 most visited cities in Spain and the UK are listed.

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City	URL/Link
Madrid	https://www.esmadrid.com/
Barcelona	https://www.barcelonaturisme.com/wv3/es/
Sevilla	https://www.visitasevilla.es/turismo-de-sevilla
Palma de Mallorca	https://www.visitpalma.com/
Granada	https://granadatur.com/
Valencia	https://www.visitvalencia.com/
Málaga	http://www.malagaturismo.com/
Zaragoza	https://www.zaragoza.es/sede/portal/turismo/
Córdoba	https://www.turismodecordoba.org/
Bilbao	https://www.bilbaoturismo.net/BilbaoTurismo/es/turistas
London	https://www.visitlondon.com/
Edinburgh	https://edinburgh.org/
Manchester	https://www.visitmanchester.com/
Birmingham	https://visitbirmingham.com/
Liverpool	https://www.visitliverpool.com/
Glasgow	https://www.visitscotland.com/destinations-maps/glasgow/see-do/
Brighton/Hove	https://www.visitbrighton.com/
Bristol	https://visitbristol.co.uk/
Oxford	https://www.visitoxford.org/
Cambridge	https://www.visitcambridge.org/

Table 1. URLs of the 10 most visited cities in Spain and the UK.

The fact that all the content available on a website was examined means that complete samples were included in the corpus and considered for the analysis, which is relevant in terms of representativeness. All the materials available to promote a specific destination on websites are integrated into the corpus, so the study is not based on random segments. Therefore, the data obtained are not biased toward personal choices or impressions, which gives the research a more empirical value.

The corpus features are shown below:

Number of words	Number of sentences	Number of paragraphs
657,618	48,126	27,635

Table 2. Corpus parameters.

As shown above, this corpus is a medium-sized one under the generally accepted classification by Leech et al. (1991), and Berber Sardinha (2002), followed as well by Vargas-Sierra (2012) among other scholars and experts on Corpus Linguistics. This is relevant in terms of representativeness, since specialised corpora are compiled to study only certain features of an LSP, so are normally smaller than a general language corpus —below 1 million words (Baker, 2010; Fuster Márquez & Pennock-Speck, 2015; Leech, 2007; Ornia, 2015, Parodi, 2004; Vargas-Sierra, 2006).

As far as translation appropriateness is concerned, the representative sense of the corpus helps translators trust the samples being analysed for decision-making and strategy-selection tasks. In translation training, the reference value of the corpus contexts and instances support both the learning and the teaching processes.

The subcorpora in English and Spanish are similar in terms of size, although the number of sentences and paragraphs presents the differences found in the general language. This information is shown numerically in the following table.

	English subcorpus	Spanish subcorpus
Number of words	328,377	329,241
Number of sentences	25,461	22,665

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	English subcorpus	Spanish subcorpus
Number of paragraphs	18,438	9,197

Table 3. Some data on English and Spanish subcorpora.

From the information in the table, some style considerations may arise from the contrastive number of sentences and paragraphs in each language, with the Spanish corpus including fewer sentences and fewer than half paragraphs. In translation, it may be assumed that sentences and paragraphs in English are likely to be shorter after examining their superior affluence in number. The use of, in general, shorter sentences in English means that very long sentences or paragraphs in a translation from Spanish to English may produce a negative attitude toward the message, and thus should be avoided as much as possible. In contrast, very short sentences or paragraphs may be strange for Spanish speakers, who are presumed to be familiar with more complex constructions and longer paragraphs, which will be missing if English patterns are automatically reproduced.

4. Results and discussion

The results obtained from a general search for nouns and common adjectives reveal interesting trends for each language. Some of the patterns are similar in English and Spanish, but others need to be contrastively understood through cognitive and pragmatic considerations. That said, the data offer a general overview of speakers' preferences and expectations.

As for recurrence, this being a preliminary analysis of promotional tourism discourse, a list of the twenty most frequent nouns in each language in the corpus is shown below.

English corpus Wordlist (10,081 items/130,321 total frequency)		Spanish corpus Wordlist (12,683 items/115,713 total frequency)	
Item	**Frequency**	**Item**	**Frequency**
city	2185	ciudad	1820
hotel	1179	año	721
street	1157	plaza	669
tour	1027	museo	662
centre	954	día	549
room	883	visita	543
price	867	siglo	537
address	856	centro	525
telephone	822	calle	500
event	821	zona	467
museum	764	parque	464
place	729	diciembre	446
world	681	lugar	445
restaurant	679	espacio	437
art	659	casa	404
home	621	actividad	403
day	569	teatro	401
heart	551	palacio	399

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English corpus Wordlist (10,081 items/130,321 total frequency)		Spanish corpus Wordlist (12,683 items/115,713 total frequency)	
Item	**Frequency**	**Item**	**Frequency**
bar	544	historia	363
park	529	servicio	347
venue	511	edificio	340
space	496	patrimonio	340
year	480	obra	326
house	471	turismo	320

Table 4. List of the top 20 nouns in the English and Spanish subcorpora.

As the nouns above are those that are most common in the corpus, their level of specificity is not very high, a logical condition considering that the content is aimed directly at tourists as general addressees. This may be one of the reasons why most frequent lemmas in this corpus are non-specialist terms, which also differentiates the language of tourism from other languages for specific purposes. Nevertheless, after exploring the other commonly occurring words lower down the list, some more specific (although non-specialised) terms are found, (for example in positions 80-90).

Item	**Frequency**	**Item**	**Frequency**
item	253	tiempo	177
film	250	río	177
walk	249	espectáculo	173
hall	248	persona	172
square	248	familia	172
exhibition	247	recorrido	170
minute	240	mercado	168
trip	240	uso	166
thing	237	destino	165
drink	235	turista	165
festival	232	guía	165

Table 5. List of frequent nouns in the English and Spanish subcorpora – positions 80-90.

Exploring word lists and frequency indicators is the initial step in confirming the extent to which a term is common in tourism discourse. This collection of words can be exported to Excel & Pdf formats, where individualised search criteria can be applied. Furthermore, with the 'Wordlist' feature a specific term —maybe appropriate as a translation— can be directly found along with its frequency, so that its relative appropriateness can be evaluated in a few seconds. Furthermore, with the 'Concordance' option contexts can be displayed immediately, while the 'Word Sketch' function provides the word's usual collocations and patterns. In this way, several combinations and examples of the term used in context can be shown and examined, which is of particular value for translation students.

This value is evidenced by the tables that follow, the first being related to a 'Concordance' search and the second offering 'Word Sketch' findings. The nouns exhibited in context have been chosen as appropriate examples after evaluating their relative positions and their representative character in quality samples. *Event* is in position 10

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and *patrimonio* is in position 23. It is important to remember that both of them are among the first 25 most frequently used nouns, not forgetting that in the Spanish subcorpus the number of nouns is higher and, therefore, a higher position on the table can be equivalent to the English initial positions, so they are proportionally comparable.

CQL [lempos_lc=="event-n"] · 821			
Details	Left context	KWIC	Right context
1 visitlondon.com	exhibits, and is a popular venue for workshops, **events** and festivals </s><> Horn
2 edinburgh.org	in Edinburgh </s><> Browse through our list of **events** below and plan your wee
3 visitmanchester.com	the local community and hosting online cookery **events** </s><> Now that we
4 visitbirmingham.com	offers an intimate, atmospheric experience in live **events** and unconventional
5 visitliverpool.com	Church is now home to a wide collection of local **events** featuring everything fr
6 visitbristol.com	in the Bristol area, including number of annual **events** such as Slapstick Festival,

CQL [lempos=="patrimonio-n"] · 340			
Details	Left context	KWIC	Right context
1 es madrid.com	en el arte occidental para descubrir el valioso **patrimonio** cultural que puedes
2 barcelonaturisme.com	que complementa conocer su historia y su **patrimonio** arquitectónico o apr
3 visitasevilla.es	comerciantes europeos de la época </s><> El **patrimonio** que puedes visitar en
4 visitpalma.com	de trabajo </s><> A su clima, ubicación y **patrimonio** cultural y artístico se le
5 granadatur.com	barrio más tradicional de Granada, declarado **Patrimonio** de la Humanidad por
6 visitvalencia.com	han dejado una profunda huella y un rico **patrimonio** artístico, por lo que esta z

Table 6. Examples of contexts in use for event and patrimonio.

CQL: Corpus Query Language

Lempos: Lemma and part of speech

KWIC: Key word in context

With these examples, we can confirm not only how specific terms are used in context —with their frequency indicators still visible, but on many occasions, also the qualities normally related to them as well as identify other nouns belonging to the same field on the same display. Undoubtedly, this is especially useful from a teaching viewpoint, since this information helps students and future professionals to assure appropriateness and refine the decision-making process in translation.

Concerning the 'Word Sketch' function, both positions and meaning interpretations for *tour* and *visita*, are similar and comparable. This is the reason why these nouns have been selected as a good option to exemplify how they behave in common collocates.

tour as a noun · 856x	**visita** as a noun · 543x
modifiers of 'tour'	**Verbs with 'visita' as an object**
virtual	**guiar**
a virtual tour	de entradas y visitas guiadas a través de
walking	**obligar**
a great self-guided walking tour of the city	una visita obligada
bus	**realizar**
hop-on hop off bus tour	realizamos visitas
city	**organizar**
city tour	organiza tu visita
free	**Concertar**
free daily tours	Contacto a través de <u>vlcshop@visitvalencia.com</u>
	para concertar una visita privada
private	**merecer**
a private tour	merecen una visita el Parque de

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tour as a noun · 856x	visita as a noun · 543x
modifiers of 'tour'	**Verbs with 'visita' as an object**
helicopter	**Comenzar**
a number of helicopter tours from nearby Shoreham	partida y a allí comenzará la visita
whistle	**incluir**
Enjoy a whistle stop tour of London's famous	que incluye la visita a
stop	**recibir**
Enjoy a whistle stop tour of London's famous	los blancos reciben la visita de los leones
hop-off	**Facilitar**
a hop-on hop-off bus tour	y folletos que facilitarán tu visita a nuestra ciudad
hop-on	**Aprovechar**
a hop-on hop-off bus tour	aprovecha tu visita para

Table 7. Examples of 'Word Sketch' results with tour and visita.

Indeed, these results have a great impact on translation training, especially in terms of naturalness and prototypicality. With the 'Word Sketch' tab, several samples and possible combinations are displayed by simply clicking on a word. This probably answers most of the questions that translators ask themselves in reverse translation, especially when they evaluate the appropriateness of one word as a translation for another one- a noun in this case, by considering aspects like: Can I use it with this preposition? Is it a possible object for this verb? Can I combine it with this adjective? Is it directly related to this noun or context? Along with inner reflections in answers to such questions, some classroom tasks and practice in specialised translation could be based on the identification of specific collocates as more or less prototypical and natural. Such an evaluation may be possible after comparing different versions with the 'Word Sketch' findings, to the extent that some activities could be designed with a few preferential, translated versions offered in a list of multiple-choice options to be ordered from lower to higher appropriateness. Error-based exercises could also integrate the gist of the appropriateness evaluation, with different segments proposed as a translation to be corrected according to the information available from the corpus analysis.

On the other hand, if we compare the total frequency indicator that was initially given through the 'Wordlist' function for *tour* and the one via the 'Word Sketch' function, we see a difference, which corresponds to the use of nouns as the centre of a nominal group (hence the POS or part of speech categorisation 'as a noun') and their use with adjective function (which would be identified with the POS 'as an adjective'). In this regard, it is extremely important to remember that this is not exclusive to specialised translation in tourism discourse, but a common feature in English.

Regarding global values in terms of frequency, shown in table 8, they also provide us with significant information as far as speakers' tendencies and perspectives are concerned.

	English subcorpus	Spanish subcorpus
Nr items/nouns	10,081	12,683
Total frequency	130,321	115,713

Table 8. Comparative figures for recurring nouns and frequency indicators.

According to these figures, a higher number of nouns is used in Spanish, but the total frequency of the nouns that appear is higher in English, which reveals a trend in the correlation between levels of recurrence and speakers' expectations or preferences. While lexical repetition is typical in English, in Spanish lexical diversity is more genuine. In English, words are used more frequently, but fewer types are used, unlike the tendency in Spanish. This means that recurrence or repetition is preferred, or more appropriate, in English than in Spanish as far as the language of tourism is concerned. In lectures on translation, these tendencies can be put into practice as recommendations for lexical diversity in Spanish and key term repetitions in English, the opposite being

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contrary to appropriateness in each case. It can also be interpreted that genuine translation into Spanish of tourism messages should imply the use of synonyms and the avoidance of systematic repetitions that simply reproduce the English original version. To train future translators, reviews and debates on common mistakes should, therefore, be based on such tendencies and preferences.

In addition to recurrence, emotion is also one of the key aspects mentioned in the introductory section of this paper, as recurrence only refers to quantitatively measurable data, and not to the pragmatic and cognitive preferences demonstrated and identified by speakers. To check the emotional load in recurring nouns, contexts including adjectives were explored. Some instances of contexts including nouns and their qualities are offered below.

CQL [lempos_lc=”vibrant-j”] · 133			
	Details	Left context	KWIC	Right context
1	visitmanchester.com	running street food event GRUB is located in the	**vibrant**	Green Quarter just
2	visitliverpool.com	national bank, it's now restored back to life as a	**vibrant**	drinking establishm
3	visitbrighton.com	Hove's iconic beach's huts with their colourful &	**vibrant**	facades and enjoy
4	visitbristol.com	this incredible city </s><> Bristol is diverse and	**vibrant**	and there is always
5	visitoxford.org	are a common phenomenon in Oxfordshire, lies a	**vibrant**	restaurant scene <
6	visitcambridge.org	the region, you can choose to dine at some of the	**vibrant**	and bustling inner

CQL [lempos=”amplio-j”] · 155			
	Details	Left context	KWIC	Right context
1	es madrid.com	del nacimiento de Francisco Sabatini con un	**amplio**	programa de activida
2	es.madrid.com	con ladrillo castellano, con tres naves muy	**amplias**	y una esbelta torre </s
3	barcelonaturisme.com	estrena Navidad con una propuesta muy	**amplia**	de planes navideños y nov
4	visitasevilla.es	entre en las calles del centro </s><> Una	**amplia**	oferta de prêt à porter, alt
5	visitpalma.com	norte de Mallorca </s><> Cuenta con una	**amplia**	oferta para la práctica d
6	granadatur.com	La ciudad ha construido en los últimos años un	**amplio**	conjunto de equipa

Table 9. Examples of positive charge in adjectives vibrant and amplio + recurring nouns.

CQL: Corpus Query Language

Lempos: Lemma and part of speech

KWIC: Key word in context

Although they are not semantically equivalent, these examples have been chosen due to their teaching value as a reference on how appropriate a term may be when accompanied by positive qualities. Moreover, they have also been selected because of their similar or comparable prototypical value and frequency levels when used with semi-technical or more specific nouns. The same criteria were followed to choose the following adjective combinations, taking into consideration their intensity and teaching value.

English subcorpus Wordlist (2,418 items/31,921 total frequency)		Spanish subcorpus Wordlist (2,554 items/28,959 total frequency)	
Item	**Frequency**	**Item**	**Frequency**
exciting	312	importante	206
vibrant	133	amplio	133

Table 10. Frequency indicators for the adjectives in Table 9 in English and Spanish —frequently used with specific and semi-technical terms.

The following table is a search sample with 'Word Sketch' and two common qualities on the corpus.

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nouns modified by 'exciting'	nouns modified by 'importante'
range Choose from an exciting range of specially selected	**evento** Uno de los eventos deportivos más importantes a nivel español
destination exciting foodie destinations	**monumento** monumento más importate
thing exciting things to	**colección** importante colección de
plan exciting plans	**distancia** triatlones de larga distancia más importantes del mundo
attraction our array of exciting attractions	
exhibit exciting exhibits	**núcleo** convirtiéndose en el núcleo económico más importante del Señorío de
venue exciting venue	
development exciting new waterfront development	
Programme exciting programme	**Artista** uno de los artistas nacionales más importantes del siglo XX
Adventure have an exciting festive adventure at Craigies Farm	
Area of the most exciting areas of Bristol's food	

Table 11. Combinations with nouns + exciting /importante.

The results are very conclusive on this point, since all the qualities mentioned both in English and Spanish are positive in the corpus, no matter the specific context or collocation they are included in. This may be extended to the suprasegmental level, as stated by Soto-Almela (2017), for the language of tourism is strongly characterized by positive semantic prosody. The positive load is evident even in contrastive pairs, to the extent that a big space (eg. *amplias naves*) or a reduced place (eg. *esbelta torre*) are both positive even if used together with similar referents. This makes qualities and nouns in tourism promotional discourse gain intensity and also lose the conventional negative connotation they may evoke in other subdomains or genres in terms of recipient expectation. For example, on promotional websites related to specific destinations, a small area or space is conceived as positive and desirable for consumers. Otherwise, this quality would not have been mentioned. Conversely, for example, in the subdomain 'hotel reviews' a small space is not desirable for users, so the connotation of this adjective is negative for this specific context. Moreover, this offers guidance for trainee translators, who are expected to confirm their translation context and versions are equally positive, florid and emotional under the appropriateness parameters provided by real evidence.

5. Conclusions and future perspectives

Recurrence and emotion are both aspects that offer guidance for professional translators, but they are particularly important and helpful for translation trainers and students. Recurring items are key elements in the specialised language studied, as observed with the tourism language corpus under analysis. Nevertheless, it is important to remark that the intermediate positions among the first 100 highest-frequency terms are more representative of specialised translation than those words occurring in the top positions, which are more generally accepted and mechanically repeated. Additionally, emotion incorporates extra and qualitative information on pragmatic and cognitive issues that may be relevant for the context-based and purpose-oriented decisions that need to be taken by translators and, more specifically in terms of this study, that students need to learn to make. Similarly, these

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two parameters may be analysed in the future to explore other languages for specific purposes, which will probably result in significant conclusions with respect to business, marketing, science or even new technologies.

Furthermore, the corpus analysis has shed light on some tendencies to be considered in the language of tourism on promotional websites. As mentioned in the previous section, a higher number of nouns are used less recurrently in Spanish, whereas a smaller number of nouns are used more frequently in English. In this regard, there seems to be a more evident preference for recurrence as a strategy in English than in Spanish, which means repeating a more reduced collection of nouns is not a problem in the former, whereas a more varied collection of nouns is expected in the latter. This should be considered in translation projects, and more specifically in translation training. The corpus-based evaluation of appropriateness can be channelled toward the optimization of translation practice both by lecturers and future professionals. At this point, the trainees could improve their skills through error correction tasks, debates on context-based consistency, parallel text comparison to identify different levels of appropriateness and specialised translation practice. These would seem to be the aspects that can benefit most from corpus linguistics beyond non-empirical aspects and inconsistencies such as literal translation for faithfulness purposes or professional instinct related to short-term and working memory.

Concerning emotion, in the materials compiled, all nouns are accompanied by positive qualities or used in positive-oriented contexts, both in English and Spanish. Furthermore, in the language of tourism on promotional websites, segments containing similar nouns are usually accompanied by opposite adjectives that are, in any case, shown as desirable and positively interpreted. This makes promotional websites and the language of tourism a perfect showcase for positive connotations, beneficial effects and desirable characteristics which need to be exhibited and genuinely expressed by specialised translators after proper training.

Indeed, such an exclusively positive orientation is presumably not found in other domains and their prototypical discourse, so positiveness is a distinctive and genuine trait in promotional tourism language found on institutional websites. It would be interesting to extend the study of positive connotations to other specialised areas.

In summary, as far as language on promotional tourism websites is concerned, appropriateness is closely related to recurrence and positiveness, with more recurrence preference and expectations in English and undoubted positiveness in both languages. This is especially relevant for translation strategies to be properly applied and translation training to be planned accordingly.

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