

DESCRIBING THROUGH THE FIVE SENSES

A contrastive socio-cultural and linguistic analysis of Italian and British tourist websites

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1. Introduction

Tourism is one of the fastest growing economic sectors in the world. As reported by the UNWTO Secretary General Taleb Rifai (2013), in 1950, 25 million tourists travelled internationally but in 2012, one billion international tourists travelled the world, and around five billions more travelled domestically within their own countries. According to Pike (2008, p. 2), most tourism activities take place at destinations which must compete for attention in markets which are cluttered with the messages of substitute products and of rival places. The most important organizations in the field of development and promotion of tourist destinations are the Destination Marketing Organizations which aim to balance and integrate the interests of visitors, service providers, and the community, in the promotion of a tourist destination (DMAI 2008).¹

Tourist locations and tourist facilities often promote and distribute their tourist products using the Internet. Bonel (2005) outlines advantages and disadvantages in the use of the Internet as a multilevel instrument for commercial relations. Advantages for tour operators are globalization, lower intermediation costs, and marketing 1 to 1; advantages for travel agencies are an improved communication with tour operators and customers, and the possibility of specialization. Finally, advantages for customers are cheaper prices, a wider range of choice, and constantly updated information on destinations and offers.

However, the creation of a promotional website for tourist products is far from being an easy task. In fact, the target of tourist promotion is almost always international and multicultural, and this involves the presence of several cultural determinants in the promotion process. Ethnocentricity is always a risk in cross-cultural marketing activities, because those strategies that are successful in a country (or within a culture) do not always work abroad (or in a different culture) (see Prime 2003).

For this reason, this paper performs a linguistic and cultural analysis of the strategies adopted (and that should be adopted) by British and Italian tourist facilities, such as farmhouse holidays, hotels and campsites in their websites. The methodological approach used for the analysis (Manca 2008; 2009; 2012) starts from the identification of word patterns according to a Corpus Linguistics approach (Sinclair 1991, 1996; Tognini Bonelli 2002) and interprets the functionally complete units of meaning thus identified, through the cultural filters elaborated by Intercultural Studies theorists (Hall 1989; Hofstede 1991, 2001; Katan 2004, 2006). The node words considered for analysis belong to the semantic field of the five senses which, as evidence suggests, are frequently used by Italian tourist websites to promote tourist products.

¹ http://en.wikipedia.org/wiki/Destination_marketing (6.2.2013).

Results will show that Italian and British tourist websites have two different approaches to tourist promotion and that language and culture are strictly interrelated.

2. Corpus Linguistics and Cross-cultural studies

This paragraph provides the description of the theoretical framework used to interpret the relationship between culture and the socio-linguistic representation of a tourist destination.

According to Corpus Linguistics, words do not occur at random in a text but there are sets of linguistic choices that can be seen as large-scale conditioning choices (Sinclair 1991:10). For example, the word *views* in the language of tourism is associated with frequent linguistic choices such as the adjectives *panoramic*, *spectacular*, *magnificent*, *wonderful*, *stunning*, *beautiful*, *lovely*, *breathtaking*, *superb*, *fine*, *outstanding*, *excellent*, *splendid*, *great*, *uninterrupted*, the verbs *enjoy*, *have* and *command*, and the prepositions *of* and *over* (Manca 2012). These adjectives and verbs act as conditioning choices in the use of *views*. Every word has a tendency to co-occur frequently with other words, with grammatical categories, with one or more semantic fields and to perform a definite pragmatic function. Sinclair (1996) calls these different types of co-occurrence collocation, colligation, semantic preference and semantic prosody, respectively; in his view they are the four steps towards the definition of a unit of meaning. In fact, Sinclair (*ibidem*) does not accept the word as the basic unit of meaning, because words acquire their meaning from their linguistic co-text. For example, in the language of tourism, the word *views* acquires its meaning from the adjectives, verbs, and prepositions listed above.

The analysis described in this paper follows the methodological approach proposed by Tognini Bonelli and Manca (2002) and by Manca (2012). This approach consists of four steps: the first step aims to identify the collocates, colligates, semantic preference and semantic prosody of the L1 node words chosen for analysis. Once the units of meaning in which these words are embedded are identified, they are compared and contrasted to their L2 counterparts. This comparison aims to identify functional translation equivalents across the two languages and differences or similarities in the usage of equivalent words. However, two words, which are provided as equivalent by dictionaries, may show to be functionally different and/or to have different frequencies, collocates, colligates, semantic preference and semantic prosody. At this point, in order to find the closer translation equivalent of the initial node word, the analysis considers the collocates of the initial node word and the L2 translation equivalents of those collocates. This step is required because, as often happens, the same concept may be associated, in different languages, with words which are not provided as equivalent by reference books. For example, Manca (2004) shows that the Italian word *natura* in the language of *agriturismi* websites frequently occurs with the adjectives *circostante*, *intatta*, *incontaminata*, with the semantic field of beauty and with the semantic field of sounds (for example, *la bellezza della natura* and *il silenzio della natura*). Conversely, the English word *nature* – provided by dictionaries as the translation equivalent of *natura* – mainly occurs as modifier of nouns such as *trail* and *reserve*. However, a look at the English equivalents of the Italian collocates of *natura* (that is to say *surrounding*, *unspoilt*, *beauty/beautiful*, *sounds*, *silence*, etc.) reveals the presence of a frequent collocate

which is functionally similar to *natura*, that is to say *countryside*. For this reason, in the language of tourism, the functional translation of *natura incontaminata* is the English *unspoilt countryside*.

As said above, constraints on the use of words are not only lexical, but also cultural. This means that the identification of translation equivalents at the linguistic level is not enough to convey the meaning of the source message into the target language. Cultural orientations should also be taken into account, in order to adapt concepts and messages and make them more accessible to the target culture.

Cultural orientations are a culture's tendency towards a particular way of perceiving: reality within a specific culture will be distorted, generalized and deleted to suit the cultural orientation (Katan 2004, p. 230). Following mainly Kluckhohn (1961), Hofstede (1991) and Hall (1982, 1983), Brake *et al.* (1995, p. 39) suggest the presence of ten general orientations: Action; Communication; Environment; Time; Space; Power; Individualism; Competitiveness; Structure; and Thinking. These ten orientations are perceived and interpreted differently by different cultures.

The first five orientations of the ten listed above are clearly visible in the way tourist facilities, services, and offers are described. However, for lack of space, only the first four orientations will be discussed in this paper.

As Katan (2004, p. 316) explains, the orientation of Action has at one end of the cline the Being, corresponding to the state, to the non-action, and at the other extreme the Doing, which corresponds to the action. The Being orientation operates at the level of identity (you are what you do), whereas the Doing orientation separates the level of behavior from the level of identity (you are and you do). The implications on language can be visible, for example, in the features of transactional communication. Cultures tending towards the Being do not separate identity and behavior and will use more personal feelings and opinions in communication; conversely, cultures which show a tendency towards the Doing will communicate using facts, rather than feelings and opinions.

In the language of tourism, the tendency of the Italian culture is towards the Being orientation and this can be seen in most descriptions, such as those referring to the activities that can be enjoyed by visitors: *Pedalare immersi nella quiete antica* (lit. transl.: 'Cycling immersed in ancient peacefulness'). The idea of cycling immersed in a timeless scenario undoubtedly conveys more feelings than facts. Conversely, the British culture tends more towards the Doing orientation, as can be seen in the example *Set in beautiful Exmoor countryside with 10 miles of woodland walks*, where facts prevail over feelings.

The orientation of Communication refers to the way in which High Context Cultures and Low Context Cultures tend to communicate (Hall and Reed Hall 1989, p. 6ff). Different cultures have differing priorities with regard to how much information needs to be made explicit in communication (Katan 2004, p. 245). In High Context Cultures, how something is said is more important than what is actually said: saying that if you book your holiday in an Italian *agriturismo* you will cycle immersed in ancient peacefulness is more important than knowing that there are miles of cycling trails. The concept is the same, but HCCs prefer the former description, while LCCs prefer the latter. In fact, in LCCs, words are more important than the intended meaning.

The perception of the environment may also vary from culture to culture. Some cultures may think they control the environment, other cultures may feel to be in harmony with it, and still, others may feel subordinate to the environment. In

the language of tourism, the different perception of the environment of the British culture and of the Italian culture can be seen again in the use of the words *natura* and *nature* (Manca 2004). In the Italian tourist websites, the beauty of a place is described through the use of nouns which emphasise nature as a positive entity to love and to be part of. In fact, one of its most frequent collocates is the word *contatto* ('contact') used in the phrase *a contatto con la natura* ('in contact with nature'). Similar in meaning, the other frequent collocates are *immerso* and *immersione* ('immersed'; 'immersion'), *all'insegna di*, as in *un soggiorno all'insegna della natura* (this latest expression cannot be literally translated into English; it basically means that nature will be the main feature of your holiday) and *nel rispetto della natura* ('respecting nature').

In the British tourist websites, a more concrete noun, *countryside*, is preferred to *nature*. *Countryside* is never used in association with the concept of contact or immersion, nor with the word *respect* or similar nouns. It is simply used to describe the place where the facility is set and is associated with many qualifying adjectives. It is never described as a positive entity governing people's lives.

The cultural orientation of Time also shows some differences in the two cultures. In the Italian language of tourism (Manca 2011) tradition and past times tend to be central, as can be seen in the frequent patterns *ritrovare/scoprire/rivivere il passato* ('to find again'/'discover'/'live again the past'), *un tuffo nel passato* ('a dive into the past'), *secondo la tradizione* ('according to tradition'), and *nel rispetto della tradizione* ('respecting tradition'), just to name a few examples. These language patterns show the tendency of the Italian culture towards a more past-oriented idea of time, where the past is something people should learn from and where tradition should be considered as something to be continued into the future. In the British language of tourism, tradition and past are not similarly central. In the collocational profile of *traditional* and *ancient*, frequent collocates are concrete nouns such as nouns referring to farm buildings, *breakfast*, *woodland* and *town*; in the collocational profiles of *tradition*, *past* and *time/s* there are neither frequent nor interesting results. The British perspective on time tends to focus on and give importance to the present.

3. Promotion and the five senses: the analysis

As mentioned above, the analysis proposed in this paper concentrates on the way words and phrases belonging to the semantic field of the five senses are used to describe holidays and locations. The choice of this semantic field is motivated by the frequent presence of items of this type in the description of holiday offers in Italian websites.

The data used for analysis are derived from three sets of comparable corpora of tourist websites promoting holidays in British farmhouse holidays and Italian *agriturismi*, in British hotels and Italian *alberghi*, and in British campsites and Italian *campeggi*.

Table 1 summarizes the features of the corpora used in the present analysis.²

² Although the size of the *Campeggi* corpus is twice the size of the Camping Holidays corpus, this does not affect comparability in that general conclusions on the results achieved take into account this difference in size.

	Running words	Text types	Time span
Agriturismo Corpus	600,000	Italian websites of farmhouse holidays	from 2001 to 2006
Farmhouse Holidays Corpus	700,000	British websites of farmhouse holidays	from 2001 to 2006
Alberghi Corpus	80,000	Italian websites of hotels	from 2001 to 2007
Hotel Corpus	80,000	British websites of hotels	from 2001 to 2007
Campeggi Corpus	110,000	Italian websites of camping holidays	from 2001 to 2007
Camping Holidays Corpus	52,000	British websites of camping holidays	from 2001 to 2007

Table 1
The corpora used in the current study

Comparable corpora are constituted by one or more sets of corpora in different languages and are comparable because they contain similar text types. These texts are all in their original language and no translations are included.

As said above, the semantic field of the five senses is frequently used in the descriptions provided by Italian tourist websites and, for this reason, the analysis will start from Italian node words and consider English translation equivalents, in order to compare and contrast the use of nouns and adjectives referring to the five senses. Only the most frequent items semantically linked to the senses of sight, smell, taste, hearing and touch will be considered for analysis.

The Italian items considered for analysis are: *colore/i* ('colour/s'), *verde* ('green'), *profumo/i* ('perfume/s', 'scent/s'), *odore/i* ('odour/s'), *sapore/i* ('flavour/s', 'tastes'), *silenzio/i* ('silence/s') and *immerso* ('immersed').

The analysis will first consider the sense of sight with the noun *colore/i* ('colour/s') and the colour *verde* ('green'), the latter in its substantival and adjectival functions.

3.1 *Colore* ('colour')

In the *Agriturismo* corpus, the singular noun *colore* occurs 50 times and it is always used to describe the wines and olive oil which are produced and sold by the farmhouses. The plural noun *colori* also occurs 50 times, but, interestingly, it shows a different collocational profile from its singular form; it collocates with:

- *sapori* ('flavours' - 11 times);
- *profumi* ('perfumes'/ 'scents' - 5 times);
- *paesaggi* ('views' - 4 times);
- *luci* ('lights' - 3 times);
- *ricche di* ('rich of' - 5 times).

These collocations almost always refer to the surroundings, as visible in the examples in Figure 1.

elle piante mediterranee dove l'ambiente ricco di colori e profumi trasmette una
 All'ombra dei cipressi e fra i colori degli oleandri, in un
 o gli stupendi paesaggi lungo la costa e i magici colori creati dai fenomenali
 ndo la primavera colora la valle con i suoi mille colori, lo spettacolo diviene
 uole evadere dalle realtà urbane e immergersi nei colori e nell'ambiente collinare
 nti una guida alla scoperta di paesaggi, sapori e colori di una delle terre più

Figure 1
 The noun *colori* in the Italian corpus of *Agriturismo*

In the *Alberghi* corpus the noun *colori* occurs 43 times. In most instances, this item is used to describe the decorations of the rooms in the hotel. Furthermore, it is used to describe views and surroundings (8 times), and collocates with *TV* (4 times). The singular form *colore* occurs less frequently, with 11 entries, and it is used in the description of both the rooms and of the surroundings.

The noun *colori* occurs 30 times in the *Campeggi* corpus. Apart from 2 entries referring to colour TV, the item has a varied collocational profile but it is almost always used to describe the surroundings. In fact, it refers to beaches, sunsets, nature, places, views, seas, oasis, autumn, countryside, coasts, and so on. The singular form *colore* occurs 6 times and in most instances refers to the sea and the area.

In the British Farmhouse Corpus, the noun *colours* occurs only 9 times and mainly refers to the colours used to decorate bedrooms and bathrooms. The singular *colour* is more frequent but it is always used as an adjective of *television*/*TV*. There are no instances referring to the description of the surroundings.

The same happens in the Hotels corpus, where the item *colour* occurs 68 times and collocates with *TV* or *television* (64 times) and with *schemes* (4 times). The plural *colours* occurs 9 times and always refers to the colours used in the bedrooms.

In the Camping Holidays corpus, *colour* has 9 entries and, as expected, it always refers to *colour TV*. The plural *colours* occurs only once.

Table 2 summarizes the results obtained so far for *colore* and *colori* and their English translation equivalents.

	Semantic fields collocating with <i>colore/i</i>		Semantic fields collocating with <i>colour/s</i>
<i>Agriturismo</i> corpus	- <i>vino, olio</i> - surroundings	Farmhouse Holidays corpus	- rooms - domestic appliances (<i>TV/Television</i>)
<i>Alberghi</i> corpus	- rooms - surroundings	Hotels corpus	- rooms - domestic appliances (<i>TV/Television</i>)
<i>Campeggi</i> corpus	- surroundings	Camping Holidays corpus	- domestic appliances (<i>TV/Television</i>)

Table 2.
 Semantic fields collocating with *colore/i* and *colour/s* in the six corpora

The Italian *colore* and its plural are mainly used in association with the semantic field of surroundings and only in the *Alberghi* corpus they are also used to describe rooms. Conversely, the English *colour* and its plural are always used to describe rooms and as an adjective of *television* and are never used to describe the surroundings.

3.2 Verde ('green')

The other item chosen for analysis is *verde* ('green'). This item can be used both as a noun and as an adjective. It occurs 280 times in the Italian corpus of *Agriturismo*. Interestingly, as a noun, it collocates 73 times with the item *immerso* ('immersed'). Other less frequent items are:

- *passeggiate* ('walks' - 4 times);
- *turismo* ('tourism' - 4 times);
- *silenzio* ('silence' - 3 times);
- *spazio* ('space'; 'area');
- *oasi* ('oasis');
- *collina* ('hill');
- *zona* ('area');
- *paesaggio* ('view');
- *prato* ('grass');
- *parco* ('park').

The plural form, *verdi*, is used only as an adjective and mainly occurs with *colline* ('hills', 17 times), *spazi* ('areas', 10 times), and *vacanze* ('holidays', 5 times).

In the *Alberghi* corpus the item *verde* in its substantival and adjectival functions occurs 84 times. As a noun, it collocates 28 times with *immerso* and its declensions; variations of this pattern are constituted by *circondate dal verde* ('surrounded by the green'), *incastonate nel verde* ('set in the green'; the meaning of *incastonato* in Italian has to do with setting precious stones in jewels), *avvolte nel verde* ('enshrouded by the green'), *incorniciate nel verde* ('framed in the green') and *nel verde di* ('in the green of') followed by items referring to parks, wood, hills, and so on. Other collocates are: *oasi* ('oasis'), *giardino* ('garden'), *terrazzo* ('terrace'), *valle* ('valley') and geographical names. Its plural declension *verdi* has 8 entries and frequently co-occurs with *colline*.

In the *Campeggi* corpus the item *verde* occurs 119 times and it mainly occurs as a noun. As in the *Agriturismo* and in the *Alberghi* corpus, this item is frequently embedded in the pattern *immerso nel verde* with 50 entries (including all the declensions of *immerso*). Some variations are *circondato dal verde* ('surrounded by the green'), *racchiuso nel verde* ('enclosed by the green'), *inserito nel verde* ('inserted in the green'), *a contatto con il verde* ('in contact with the green') and *in mezzo al verde* ('in the middle of the green'). Other collocates are *oasi* ('oasis'), *parco* ('park'), *alberi* ('trees'), *boschi* ('woods'), *campagna* ('countryside'), *colline* ('hills').

The phrase *immerso nel verde* is an example of context-oriented description where the reference to the sense of touch (*immerso*) and of sight (*verde*) contribute to conveying more feelings than facts.

In the British Farmhouse Corpus, the item *green* occurs 100 times. It is mainly used as an adjective and collocates with: *lane*, *fields*, *roads*, *woodlands*, *pasturelands*, *hills*, *spaces*, *vale*, *trees*, *countryside*. As can be seen from its collocational profile, there is no equivalence with the highly frequent Italian phrase *immerso nel verde* ('immersed in the green') and the English usage of *green* is obviously more concrete due to its adjectival function and the co-occurrence with concrete items.

In the Hotels corpus, *green* has 11 entries. It is used to qualify the surroundings in 4 entries and it is never used as a noun as its Italian counterpart is.

In the Camping Holidays corpus, *green* occurs 6 times. It collocates with *fees* 3 times and only twice with *fields*. It is never used as a noun.

	Semantic fields collocating with <i>verde/i</i> (n. and adj.)		Semantic fields collocating with <i>green</i> (adj.)
<i>Agriturismo</i> corpus	- surroundings (<i>immerso nel verde</i>)	Farmhouse Holidays corpus	- surroundings
<i>Alberghi</i> corpus	- surroundings (<i>immerso nel verde</i>)	Hotels corpus	- surroundings
<i>Campeggi</i> corpus	- surroundings (<i>immerso nel verde</i>)	Camping Holidays corpus	- surroundings

Table 3
Semantic fields collocating with *verde/i* and *green* in the six corpora

Although both the Italian and the English nouns (*verde-green*) are used to describe the surroundings, in English *green* is almost always used as an adjective and never occurs in patterns which may be considered as translation equivalents of *immerso nel verde*. The frequent occurrence of this Italian pattern well exemplifies the Action, Communication and Environment orientations. The idea of an immersion in the nature describes the tendency of the Italian culture to have a subordinated approach to nature. The description through the senses of touch and sight shows the Italian tendency towards the Being orientation (you are what you do) and the High-Context-Culture features where how something is said is more important than what is said.

3.3 Profumo and odore ('perfume', 'scent' and 'odour')

The analysis continues with the sense of smell, particularly with the items *profumo/i* and *odore/i*. The singular noun *profumo* occurs 40 times and refers to wines, olive oil, and less frequently to the surroundings. The plural *profumi* ('perfumes'; 'scents') occurs 44 times and mainly collocates with:

- *sapori* ('flavours'; 6 times);
- *colori* ('colours'; 6 times);
- *campagna* ('countryside'; 4 times);
- *natura* ('nature'; 4 times).

Similarly, the noun *odori* (odours) occurs 10 times and collocates 4 times with *sapori* ('flavours') and 3 times with *profumi* ('perfumes'; 'scents'). The singular noun *odore* occurs only 5 times and always refers to wine.

In the *Alberghi* corpus *profumo* occurs 5 times and its plural *profumi* occurs 10 times. Although not very frequent, the singular form is quite interesting, in that it is used with reference to *agrumi* ('citrus fruits'), *aranceti* ('orange groves'), *caffè* ('coffee'), *pane* ('bread'), and *mare* ('sea') which may typically represent Italy. The association between these elements and their scent is obviously directed to the feelings of potential customers. The plural form *profumi* occurs 10 times. Its most frequent collocate is *sapori* (4 times). In the remaining instances *profumi* is used to refer to the surroundings and to cooking.

As for *odori* no instances of the singular or plural form are present.

The singular noun *profumo* has 6 entries in the *Campeggi* corpus and always refers to the surroundings. The plural *profumi* occurs 10 times and in most entries it is used with reference to the countryside, nature and the surroundings. In 3 instances it also collocates with items referring to past times as in *profumi di un tempo* ('scents of past times') and *antichi profumi* ('ancient scents').

In the British Farmhouse Corpus, there is only 1 entry for *perfume* and it refers to flowers and no entries for the plural *perfumes*. The same is for *scent* and the plural *scents* which occur only 1 time each. The nouns *odour* and *odours* have no entries. The item *smell* and its plural have also been analysed. The singular noun occurs 3 times and refers to *bluebells* and *freshly baked bread*. Its plural *smells* occurs only twice and in both cases it occurs with *sounds*.

In the Hotels corpus, no entries are found for *perfume scent*, or smells (and their plural forms).

The same happens in the Camping Holidays corpus, where these three nouns do not appear.

	Semantic fields collocating with <i>profumo/i</i> and <i>odore/i</i>		Semantic fields collocating with <i>perfume/s</i> , <i>scent/s</i> and <i>smell/s</i>
<i>Agriturismo</i> corpus	- surroundings - cooking - food	Farmhouse Holidays corpus	(no frequent entries of these nouns)
<i>Alberghi</i> corpus	- surroundings - cooking - food	Hotels corpus	(no entries of these nouns)
<i>Campeggi</i> corpus	- surroundings - cooking (less frequently)	Camping Holidays corpus	(no entries of these nouns)

Table 4
Semantic fields collocating with *profumo/i*, *odore/i* and *perfume/s*, *scent/s* and *smell/s* in the six corpora

As results show, the nouns *perfume*, *scent* and *smell* are not used in the three British corpora. Conversely, in Italian *profumo* and *odore* are used to describe the surroundings and to talk about cooking and food.

3.4 *Sapore* ('flavour')

The semantic field of taste is described by the noun *sapore/i* ('flavour/s'). The singular noun occurs 58 times and it is mainly used with olive oil, wines, honey and vinegar. In 11 instances it refers to past times with the expressions *sapore antico*, *sapore delle antiche tradizioni*, *sapore del passato* ('ancient flavour'; 'flavour of ancient traditions'; 'flavour of the past'). As a plural noun, *sapori* occurs 72 times. It has a varied collocational profile but it mainly occurs with:

- *antichi* ('ancient' - 19 times);
- *ricchi di* ('rich of', as in *ricchi di sapori* ('rich of flavours') - 4 times);
- *odori* ('odours' - 4 times);
- *colori* ('colours');
- *profumi* ('perfumes');
- *tradizioni* ('traditions');
- *genuini* ('fresh'; 'local').

In the *Alberghi* corpus the noun *sapore* occurs 6 times. Although it is not very frequent, its collocational profile is interesting because in 5 instances it is used to refer to the hotel, as in the expressions *il sapore di una sobria eleganza* ('the flavour of a simple elegance') and *il sapore della familiarità* ('the flavour of familiarity'). The plural noun *sapori* occurs 21 times and has a different collocational profile. In 9 instances the reference to past times is conveyed by the collocations *sapori antichi* ('ancient flavours'), *sapori della cucina tradizionale* ('flavours of traditional cooking'), *sapori della tradizione* ('flavours of tradition'), *sapori di un tempo* ('flavours of past times'), and *sapori lontani* ('flavours of far times'). Other instances contain collocations with *tipici* ('typical'/'local') and *mediterranei* (Mediterranean).

The noun *sapori* occurs 10 times in the *Campeggi* corpus. It is not very frequent and this is obviously due to the fact that food and local produce do not play a relevant role in the promotion of campsites. In most entries this noun collocates with *tradizione* ('tradition'), *cucina tipica* ('local cuisine'), and with geographical names as in *i sapori unici della Romagna* ('Romagna's unique flavours'). The singular noun *sapore* occurs only 3 times.

In the British Farmhouse Corpus, the singular noun *flavour* occurs 4 times and has no recurring co-occurrences. Its plural *flavours* occurs only 3 times.

Another translation equivalent of the Italian *sapori* may be *taste* which occurs 31 times as a noun. However, it is almost always used metaphorically as in *a taste of Ireland*. The plural *tastes* occurs 17 times and it is mainly used in the expression *to suit all tastes*.

In the Hotels corpus, both *flavour* and *flavours* occur only 2 times. *Taste* occurs 9 times. However, its usage is not interesting for our analysis, in that it is used in expressions such as *to suit any taste* and *taste and style* with reference to decorations. In the collocational profile of the plural *tastes* (occurring 13 times) the expression *to suit all tastes* is even more frequent and constitutes its most frequent collocation.

In the Camping Holidays corpus, *flavour* and its plural are never used and *taste* occurs only once in the singular form and once in the plural form.

	Semantic fields collocating with <i>sapore/i</i>		Semantic fields collocating with <i>flavour/s</i> and <i>taste/s</i>
<i>Agriturismo</i> corpus	- cooking - food - past times	Farmhouse Holidays corpus	- geographical names with <i>taste</i> - (no frequent entries of these nouns)
<i>Alberghi</i> corpus	- cooking - food - past times	Hotels corpus	(no frequent entries of these nouns)
<i>Campeggi</i> corpus	- cooking - past times	Camping Holidays corpus	(no frequent entries of these nouns)

Table 5
Semantic fields collocating with *sapore/i* and *flavour/s* and *taste/s* in the six corpora

As can be seen from the results obtained, there is a mismatch in the frequency and usage of *sapore* and its translation equivalents *flavour* and *taste*. In Italian these nouns are associated with the semantic field of food and cooking and of past times, whereas in English their counterparts are almost absent. The only interesting result in the Farmhouse corpus is the collocation between *taste* and

geographical names, where the semantic field of taste is used metaphorically to refer to the area or to food.

3.5 *Silenzio* ('silence')

The last word chosen for analysis is *silenzio* occurring 28 times. Its collocational profile is constituted by the words:

- *natura* ('nature' - 6 entries);
- *verde* ('green' - 5 times);
- *immerso* ('immersed' - 4 instances);
- *campagna* ('countryside' - 3 times).

As visible from the above collocates, *silenzio* is mainly used to metaphorically describe the surroundings.

In the *Alberghi* corpus, the noun *silenzio* occurs 12 times. It always refers to the silence of the surroundings. The plural form occurs only 2 times.

In the *Campeggi* corpus, the noun *silenzio* occurs 28 times. However, in 10 entries it is used in the phrase *ore/orario di silenzio* ('silence time') which refers to a period of time usually going from 2 p.m. to 4 p.m. and at night until 7 a.m. where people staying at the campsite are requested to avoid any noise which may disturb the other guests. In the remaining entries the noun *silence* is used to describe the features of the place and the surroundings.

In the British Farmhouse Corpus the noun *silence* occurs only twice and the plural *silences* has no occurrences. The noun *sound* and its plural *sounds* have also been checked. Interestingly, in the British corpus the item *sounds* occurs 12 times and is more frequent than its Italian literal translation equivalent *suono/i* which has very few occurrences in the *Agriturismi* corpus. In 6 instances *sounds* is used as a noun and is associated with *spring nightingales*, *countryside*, and *harvest*.

In the Hotels corpus, *silence* and its plural have no entries and *sound* and its plural form occurs only 3 times.

In the Camping Holidays corpus, *silence* and its plural form have no occurrences.

	Semantic fields collocating with <i>silenzio/i</i>		Semantic fields collocating with <i>silence/s</i> and <i>sound/s</i>
<i>Agriturismi</i> corpus	- surroundings	Farmhouse Holidays corpus	- surroundings (only with <i>sounds</i>) (no frequent entries of these nouns)
<i>Alberghi</i> corpus	- surroundings	Hotels corpus	(no frequent entries of these nouns)
<i>Campeggi</i> corpus	- surroundings	Camping Holidays corpus	(no entries of these nouns)

Table 6
Semantic fields collocating with *silenzio/i* and *silence/s* and *sound/s* in the six corpora

Once again, results clearly suggest a different use of the items belonging to the semantic field of the five senses. *Silenzio* is used to describe the surroundings while its English translation equivalent is almost absent in the three British

corpora. Interestingly, according to British owners' descriptions, the semantic field of hearing is more frequently represented by sounds instead of silence.

3.6 Adjectives of the five senses

Adjectives belonging to the semantic field of the five senses have also been checked in both the Italian and the English corpus. In the Italian corpus of *Agriturismo* the adjectives analysed in their collocational profile are listed below according to their frequency of occurrence:

- *luminoso* ('light'; 'bright') and its declensions occur 32 times and mainly collocate with items referring to rooms;
- *gustoso* ('tasty') and its declensions occur 24 times and mainly collocate with *piatti* ('dishes') and *cucina* ('cooking').
- *profumato* ('perfumed'; 'scented') and its declensions have 21 entries and are mainly used in association with *olio* ('olive oil') and *vino* ('wine').
- *colorato* ('colourful') occurs 9 times and mainly occurs with names;
- *silenzioso* ('silent'; 'quiet') and their declensions occur 6 times and collocate with *natura* ('nature') and *campagna* ('countryside').

In the *Alberghi* corpus:

- *luminoso* and its declensions have 34 entries and mainly refer to rooms;
- *gustoso* and its declensions occur 10 times and refer to food;
- *profumato* has only 1 entry;
- *colorato* has 5 entries but no collocations can be found;
- *silenzioso* occurs 9 times and mainly refers to rooms.

In the *Campeggi* corpus:

- *luminoso* and its declensions occur 6 times and always refer to bungalows in the campsite;
- *gustoso* and its declensions occur 11 times and refer to food and recipes;
- *profumato* and its declensions occur 5 times and mainly collocate with countryside, woods and maquis;
- *colorato* and its declensions occur 5 times and show collocations;
- *silenzioso* occurs 6 times and collocates with *zona* ('place') and other items referring to the surroundings.

It is interesting to notice that the Italian adjectives belonging to the semantic field of the five senses are not frequent and have a slightly different collocational profile with respect to the correspondent nouns; in fact they co-occur more frequently with rooms than with the surroundings.

In the British corpus, with the only exception of the adjective *quiet* which occurs 127 times but whose meanings cover other semantic fields in addition to the five senses one, the adjectives corresponding to the Italian ones do not show a high frequency of occurrence:

- *light* occurs 51 times and mainly occurs in the collocation *light and airy* referring to rooms;
- *bright* occurs 30 times and refers almost always to rooms;

- *colourful* occurs 16 times and collocates with *cottages*, *gardens*, *bathrooms*, and *coastline*;
- *tasty* has 7 entries and all refer to food;
- *perfumed* has no occurrences;
- *scented* has only 4 occurrences.

In the Hotels corpus:

- *bright* occurs 10 times and mainly refers to rooms;
- *light* has 36 entries and refers to rooms (in the expressions *light and airy* and *light and spacious*) and meals.
- *colourful* has only 3 entries;
- *tasty*, occurring 7 times, obviously refers to food;
- *perfumed* and *scented* have no entries.

In the Camping Holidays corpus, the adjective *bright* occurs only once, and *light* occurs 5 times and mainly refers to meals. The adjectives *tasty*, *colourful*, *scented*, *perfumed* and *silent* have no entries. The adjective *quiet* has 19 entries and mainly occurs with *peaceful*, *peace*, and *site*.

As clearly shown by the data above, the semantic field of the five senses is not used in the British description of farmhouse holidays, and when it is used it performs a type of description which is different in style from that of the Italian websites. In fact, the use of nouns belonging to the semantic field of the five senses are expressly used in Italian to engage feelings. In this way, the features of the holiday take shape through the imagination of potential customers and not through a linear description of actual facts.

This difference between the Italian and the British languages/cultures obviously makes the translation process hard and suggests the need to adapt the descriptions of the tourist facilities according to cultural orientations. This obviously implies the use of different promotional strategies.

4. A cultural adaptation of promotion

The translations reported below aim to exemplify how the differences between the two cultures may influence the strategic decisions which need to be made in the translation process of tourist texts. The original sentences are all taken from the *Agriturismo* corpus and they all feature the semantic field of the five senses. For each Italian sentence, two translations will be provided: the linguistic one which refers to a literal translation of the original and the cultural translation which is elaborated on the basis of corpus data and cultural filters.

The sentence provided below is also taken from the *Agriturismo* corpus.

Original Italian sentence:

Luogo ideale dove trascorrere veri momenti di tranquillità, immersi nella pace e nei profumi che solo la campagna sa dare.

Linguistic translation:

‘This is an ideal place to spend quiet moments immersed in the peace and scents that only the countryside can give.’

Cultural translation:

‘Set in beautiful and peaceful countryside, this farmhouse is the ideal retreat for a relaxing holiday.’

The Italian item *immersi* is never used in the British Farmhouse Corpus and for this reason a literal translation of the Italian phrase *immerso nella pace e nei profumi* is not possible. Furthermore, both *perfumes* and *scents* are almost never used in the British Farmhouse Corpus. A cultural adaptation into English should therefore focus on the item *countryside* and its adjectives and should replace *immersed* with *set* which, as shown by Manca (2004), is functionally similar to the Italian *immerso*. *Countryside* is frequently qualified by *beautiful*, *surrounding*, *open*, *lovely*, *rolling*, *unspoilt*, *peaceful*, *spectacular*, but no adjectives referring to the sense of smell are present in its collocational profile. For this reason, a similar but better alternative can be the use of *peaceful* and *beautiful*. The item *moments* is used only twice in the British Farmhouse Corpus and the collocation *quiet moments* is absent in the corpus. Interestingly, the item *ideal* in English is, in most entries, linked to activities such as exploring, touring, walking, cycling as for example, in *ideal base for touring*. The only collocate which co-occur both with *ideal* and *relaxing* is *retreat* which has, consequently, been used in the cultural translation. The result is a translation which still keeps the concepts of ideal, relaxing, and countryside but in a more linear style and with no metaphors referring to the five senses, thus making the description closer to the LCC style.

The sentence provided below is also taken from the *Agriturismo* corpus.

Original Italian sentence:

Tra i monti e il mare, immersi in un paesaggio ricco di colori, di una natura senza eguali, tra odori e sapori che richiamano alla mente le tradizioni di questa terra.

Linguistic translation:

‘Between mountains and sea, you will be immersed in a landscape rich of colours and of a unique nature; you’ll experience odours and flavours which recall the traditions of this land.’

Cultural translation:

‘The farmhouse is set in beautiful and spectacular countryside with views over sea and mountains; our visitors will also enjoy local produce and traditional farmhouse cooking.’

The frequent Italian pattern *tra* + noun + *e* + det. article + noun, such as *tra i monti e il mare* is not used in the British Farmhouse Corpus. The same can be said for the items *immersed*, *nature*, *odours*, and *flavours*.

A cultural translation will therefore have to focus on the English translation equivalents of the Italian nouns *paesaggio* and *natura* and the patterns they are more frequently embedded in. As shown by Manca (2004, 2012), *view* can be taken as a cultural translation equivalent of *paesaggio* whereas *natura* is better translated with *countryside*; the item *immerso* is replaced by the more idiomatic *set* or *situated* and a concrete subject (‘the farmhouse’) needs to be added to the description. Odours and flavours become more concrete in the English translation

as they are replaced by *local produce* and *traditional farmhouse cooking* ('odouring' and 'flavouring' obviously good).

Another sentence which may pose some difficulties to a translator could be the following one (from the *Agriturismo* corpus):

Original Italian sentence:

Venire in vacanza da noi è l'occasione per riscoprire antichi sapori e gustare la dolce vita di campagna.

Linguistic translation:

'A holiday in our farmhouse is the chance to discover again ancient flavours and enjoy the sweet country life.'

Cultural translation:

'Our guests will have the opportunity to experience farm life and enjoy local products and farmhouse cooking.'

As seen above, the idea of *antichi sapori* is very familiar to the Italian people. Many bakeries, restaurants and products have this name. However, this association is unusual for British people, at least in the language of tourism, as a search in the British Farmhouse Corpus confirms. The collocation *ancient flavours* refers to products grown and dishes made as they were grown and made in the past, that is to say without using chemical additives or modern domestic appliances such as, for example, an electric oven. In the mind of a potential Italian customer, which perceives the past as a positive and safe entity, this collocation pushes the right button and may be one of the main reasons why he/she will be convinced to book the holiday advertised.

Obviously, other alternatives may be found.

5. Conclusion

The results of the analysis described in this paper well exemplify the differences between the British and the Italian cultures and what farmhouse, hotel, and campsite owners consider most appropriate to promote the holiday they offer. The Italian descriptions seem to rely more on abstract nouns and metaphorical descriptions in order to create the right context. The surroundings are depicted by recurring to items belonging to the five senses, in order to engage the potential customers' feelings. Conversely, the British descriptions are more linear and do not include the presence of abstract nouns or items referring to sight, hear, smell, taste, and touch. The main aim of British owners is to provide text and facts through concrete descriptions.

In conclusion, it is clear that the differences in the usage of items referring to the five senses may represent a number of potential difficulties both in the translation and in the promotional process. Translators have to find a compromise between source text meanings and target culture orientations. As shown above, a literal translation would have, as a result, the creation of texts which do not consider target-culture thinking patterns together with stylistic conventions. These texts would sound not adequate and, consequently, unsuccessful among the target audience. Furthermore, the socio-cultural implications described above should be the starting point for the elaboration of adequate promotional strategies in the advertisement of tourist facility websites. In fact, less or more emphasis on some key concepts should be carefully placed according to the specific cultural filters of

the potential target visitors. Culture and the sociolinguistic interpretation of a tourist destination are strictly linked. A successful promotional strategy should, therefore, avoid to focus on ethnocentricity and adapt promotional material both culturally and linguistically.

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