

A Systematic Literature Review of Tourism Translation and Power

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Abstract

Despite many studies on translation and power, little has been done to examine the power relations in tourism translation. This systematic literature review aims to investigate publications on tourism translation and power in the translation field. With Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) as the framework, this study employed two primary journal databases in English and Chinese, namely Scopus and CNKI. Following an eight-step guide, a total of eight articles, including seven journals and one book chapter, were included in the final research. Based on systematic literature review and thematic analysis methods, four main themes were identified concerning the power issues in tourism translation. The first theme showed the subjective exertion of power by the translators in tourism translation to promote tourism in a destination. The second theme demonstrated the power exertion in translating tourism texts for economic reasons. The third and fourth themes referred to ideology-related and culture-related power exertion in the process of translating tourism texts. Apart from the emerging themes, the most notable study outcome indicated three research gaps in tourism translation and power, concerning language pairs, translation strategies, and research methodology.

Keywords: exertion; culture-related; ideology-related; power; research gaps; systematic literature review; tourism translation

1. Introduction

Tourism has globally emerged as the largest industry since the 1990s and surpassed the oil and automobile counterparts (*Why Tourism? / UNWTO*, n.d.). This sectoral advancement has significantly impacted the global economy over the years. Following the International Tourism Highlights 2019 Edition by the United Nations World Tourism Organization (UNWTO) (World Tourism Organization [WTO], 2019), tourist arrivals increased to 5% worldwide in 2018 and would assumably reach the 1.4 billion mark. Meanwhile, the export revenues contributed by tourism increased to USD 1.7 trillion (WTO, 2019). Despite suffering severe financial drawbacks in 2020 following the Covid-19 pandemic and its evolving nature, the tourism industry would be revitalized post-pandemic for tourism has become an indispensable part of people's life (Yudina, Uhina, Bushueva, & Pirozhenko, 2016). As a bridge that overcomes language barriers and facilitates individuals from various backgrounds to travel, tourism translation has become a worldwide phenomenon, specifically in nations rich with tourist resources amidst the rapid development of world tourism. It is a cross-cultural activity that involves several elements from culture, society to language. Given that "translation is the key to scientific progress" (Fischbach, 1992, p. 194), tourism translation could be the key determinant of international traveling.

The translation discipline in the West has experienced three "turns" since the 20th century (Snell-Hornby, 2006), thus substantially impacting and determining the research direction and focus. Initially, the "linguistic turn" was established in line with Swiss linguist Saussure's general linguistic theory and American linguist Chomsky's transformational generative grammar. Based on the structural theory of modern linguistics, multiple scholars integrated translation issues with linguistics-oriented studies for novel thoughts, modes, and translation approaches. In this vein, Saussure's synchronic and diachronic research, the semiotic theory, Chomsky's theory of deep and surface structure, and the theory of linguistic universality profoundly impacted translation research.

The manipulation school actively engaged in translation in the 1980s based on *The Manipulation of Literature* (Hermans, 2014). Their study facilitated the "cultural turn" characterized by descriptive research in the 1990s. The "Cultural Turn in Translation" slogan was formally introduced by Bassnett and Lefevere in 1990 (Lefevere, 2003). The cultural school emphasized the role of culture in translation and the significance of translation to culture. In this vein, the culture school proponents opined that no "faithfulness" originates from word or textual equivalence. Translation strived to seamlessly operate in the target culture parallel to the original counterpart (Lefevere, 2003).

The descriptive study on early structuralist methodology was eventually substituted with post-structuralist techniques after the cultural turn (Snell-Hornby, 2006). The post-colonial approach was first utilized to investigate translation and power-oriented concerns, thus triggering the third turn or "power turn" in the translation field as a novel empirical method. Translation researchers in a post-modern setting generally acknowledge a signifier to be polyvalent and multivalent with no full reflection on translation. In other words, translators must choose what to translate and what to disregard for power occurrence and operationalization.

Although the translation-power relationship has garnered much scholarly attention in recent decades due to the emergence of the “power shift” (Newell, 2021), discussions on translation and power concerns were primarily associated with literary translation. Meanwhile, practical translation, reflecting over 90% of the entire translation work, was seldom justified at theoretical levels (Chan, 2000). Multiple tourism translation studies examined translation accuracies, principles, and approaches that were restricted to “how to translate” and failed to shift from text to cultural, power-based, and political contexts (Hermans, 2014). In this vein, translation substantially influences cross-cultural communication. Such interactions do not reflect simple cultural import or export behaviors but drastically impact cross-cultural activities and the power balance between various cultures through translation methods or ideologies and attitudes. Given the prevalence of Western culture over other counterparts, translators tend to perform translation activities parallel to Western values and systems, thus causing power imbalances in translation.

This paper tries to identify the research gaps in tourism translation and power studies by assessing the extent to which the previous studies have explored in tourism translation and power. There are two research questions in the current study:

- 1) How does power come into play in tourism translation?
- 2) Are there any research gaps for further examination in this field?

2. Method

The present research aimed to acknowledge the research gaps in the current research literature on tourism translation and power. Following Okoli's (2015) eight-step guide and Moher et al.'s (2009) Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) statement, this study adopted systematic literature review and thematic analysis methods and employed two primary journal databases in English and Chinese, namely Scopus and CNKI. Systematic literature review tends to emphasize familiar questions with a relatively limited extent of empirical research, while thematic analysis is an accessible and flexible method in the qualitative approach for the identification of recurrent themes in data (Clark, Braun, & Hayfield, 2015).

We strived to collect and summarize current studies on tourism translation and power and evaluate the advantages and limitations of past research for explicit research objectives and questions, which may be more explicit post-literature review. The study framework corresponds to Okoli's (2015) eight-step procedure: 1) identifying research purpose, 2) drafting review protocol, 3) formulating screening criteria, 4) identifying relevant literature, 5) extracting data, 6) appraising data, 7) synthesizing studies, and 8) writing the review.

2.1 Identifying Research Purpose

As the first step in a literature review, identifying the research purpose provides the researchers and readers with a clear goal in the study. On the basis of the initially accessed literature on tourism translation and power, the research objectives of the current study were identified as follows: 1) to acknowledge the research gaps in tourism translation and power studies, and 2) to assess the extent to which the previous studies have explored in tourism translation and power. The development of the present systematic literature review arises primarily from the research questions:

- 1) How does power come into play in tourism translation?
- 2) Are there any research gaps for further examination in this field?

2.2 Drafting Review Protocol

To ensure consistency in executing the literature review (Okoli, 2015), a pre-set review protocol is essential. In the current literature review, the protocol comprises three sections, namely, the research databases, the screening procedures, and the review steps.

The research databases consisted of Scopus and CNKI as tourism translation falls into social sciences. Scopus encompassed the Elsevier abstract and citation database launched in 2004 which highlighted three source types: book series, journals, and trade journals (Scopus - Wikipedia, n.d.). The quality measurements in Scopus included h-Index, CiteScore, SJR (SCImago Journal Rank), and SNIP (Source Normalized Impact per Paper). Meanwhile, CNKI (China National Knowledge Infrastructure, 中国知网) denoted a primary national study and information-publishing institution in China (CNKI - Wikipedia, n.d.). To date, CNKI has established a “Comprehensive China Integrated Knowledge Resources System” comprising journals, doctoral dissertations, Master's theses, proceedings, newspapers, yearbooks, statistical yearbooks, e-books, patents, and standards (CNKI - Wikipedia, n.d.). Most of the articles in Scopus are in English, and a majority of the documents in CNKI are in Chinese. Thus, the documents included in the current study are either in English or in Chinese, excluding articles and books written in other languages.

Guided by the checklist in the PRISMA statement, the protocol for the screening procedures consists of skimming the titles, abstracts, methods, and findings. The first step in screening data is to read through the titles to determine if the literature is related to the research topic. Then the abstracts of the articles would be covered to see the further relevance from more subtle aspects. When the documents are extracted by screening through titles and abstracts, a more detailed reading of the methods and findings will follow for the final screening decision.

Since the current literature review follows Okoli's (2015) guide, the protocol of the review steps was organized on the basis of an eight-step guide. The first step is to identify the research purpose, followed by drafting the review protocol and formulating the screening criteria. After identifying the relevant literature, data are to be extracted. The sixth step is to appraise data, followed by synthesizing the studies. Writing the review is the last step in the protocol.

2.3 Formulating Screening Criteria

The practical screening is aimed at deciding the literature to be included in the review and reducing the number of documents so that reviewers can deal with them more at ease (Okoli, 2015). This step is a crucial stage in a literature review since it is impractical to read all the documents got from the databases. To determine what literature to include and exclude, several criteria need to be set up for the practical screening.

In the present study, the inclusion and exclusion criteria are developed from five aspects (See Table 1). To start with, duplicated or unrelated literature and literature with ambiguous authors will not be contained in the review process. In terms of timeframe, this tourism translation literature review primarily encompassed publications from 2000 to the research period as tourism is a modern sector developed in line with rapid economic development and high-quality lifestyles. Much tourism translation research emerged post-2000 based on the rapid advancement of tourism in the 21st century. As for types of journals, only CSSCI journals in the CNKI database will be included in the study to ensure the high quality of data. Another important factor to be considered in the screening procedure is the language of the literature. Since the two databases are in English and Chinese respectively, the languages of literature will be either English or Chinese, excluding the literature in languages other than English and Chinese.

Table 1. Inclusion and Exclusion Criteria

Criterion	Inclusion	Exclusion
Types of literature/studies	All relevant quantitative and qualitative studies/literature on the topic.	Duplicated or unrelated literature, literature with ambiguous authors.
Timeframe	January 1 2000 to November 24 2021	Pre-January 2000 and post-November 2021
Journals	CSSCI journals in CNKI database	Non-CSSCI journals in CNKI database
Language of literature	Literature in English or Chinese languages	Literature in languages other than English and Chinese

2.4 Identifying Relevant Literature

In terms of the research questions and the review protocol, the Scopus search terms were identified as “tourism translation” OR “tourist translation” AND “power”, resulting in 75 documents. When document types were limited to articles, books, book chapters, and reviews, subject areas limited to social sciences and arts and humanities, and language limited to English only, 53 documents were left.

In CNKI, the initial search term was “旅游翻译与权力” (“tourism translation and power”) as it contains all the variables in the current study. Nevertheless, this search term only produced three results and none of them were CSSCI articles as stated in the inclusion criteria. Therefore, the search terms were divided into two more general terms: “旅游翻译” (“tourism translation”) and “翻译与权力” (“translation and power”). Without imposed restrictions on the searching terms, the general searching term “旅游翻译” (“tourism translation”) resulted in 8390 documents, including 6679 journal articles, 859 dissertations, 101 conference papers, seven newspaper articles, 13 books and three patent articles. Based on the review protocol and screening criteria, the search was added with the setting, year, journal type, and language conditions and came out with 145 results. The second search term “翻译与权力” (“translation and power”) finally produced 112 results with all the screening criteria set as searching conditions.

Furthermore, manual searches were performed either in renowned journals within the translation field or by secondary literature searching. The searching procedure in the current research was conducted in November 2021. The last search was done on November 24, 2021. The search record statistics are presented in Table 2.

Table 2. No. of results in databases and journals

Sources		No. of Results	Total No. of Results
Databases	Scopus	53	321
	CNKI	257	
Other sources	Journals & books	11	

2.5 Extracting Data

As can be seen in Table 2, 310 outcomes were derived from two databases. Following literature searching, data were extracted for further review based on the research questions. Before extracting in terms of titles and abstracts, the documents were screened for duplicates. No duplicated files were found in CNKI results and only one duplicated file was recognized in Scopus results. By the titles of the literature, the documents were divided into three types: highly relevant, not relevant, and not certain. The uncertain documents were further screened by their abstracts and content. Further review of abstracts came out with 33 documents. Apart from the literature accessed from database searching, 11 documents were obtained by manual searching in renowned journals and the references of related articles from database searching.

A total of 11 articles and books from hand-searched sources, 20 from CNKI, and nine from Scopus were obtained post-screening based on the inclusion and exclusion criteria (see Table 1). These 40 full-text records and books were evaluated for eligibility.

2.6 Appraising Data

Since the screening process includes all the relevant papers with heterogeneous quality, the next step is to appraise the quality of the screened papers. By appraising the quality of the data, papers are prioritized in terms of their quality and documents with “inferior

methodological quality” are excluded (Okoli, 2015, p. 896). In the present study, the quality of the documents was evaluated on the basis of the pre-set standard by the researchers. The standard comprised methodology and study focus. In Okoli’s (2015) guides to data appraising, there are two categories: qualitative and quantitative appraisal. As translation and power study belongs mostly to the qualitative domain, the current paper adopted the qualitative appraising guides as stated in Okoli’s (2015) research. The papers were screened for four items:

- (i) claims in the paper;
- (ii) the evidence to support the claims
- (iii) warranty of the evidence
- (iv) how the evidence is supported

Based on the above appraisal standards, 40 screened documents were evaluated for quality homogeneity. Although multiple articles and books are topic-relevant, some of the publications do not emphasize the study questions (Chang, 2014; Gentzler, 2002; Li, 2016; Lukits, 2007) and lack appropriate methodology (J. Chen, 2011; Y. Chen, 2004; Jia, 2014; Li & Xie, 2010; Liu, 2005; Luo & Hu, 2011; Qin, 2001; Wang, Ge, & Zhao, 2015; Wang, 2010; Xiong, 2015; Y. Zhang, 2001; Zhong & Zeng, 2007; Zhu, 2008). The use of the ethnographic methodology in Mostafanezhad and Norum’s (2019) research and the critical political economy method in Hampton, Jeyacheya, & Lee’s (2017) study is a well-established approach in qualitative studies. However, their research inclinations are more related to the sustainability of tourism and have little to do with translation. Thus, these two articles were also excluded from the further review list. Overall, eight articles were included in the final study. The data extracting and appraising process is outlined in Figure 1.

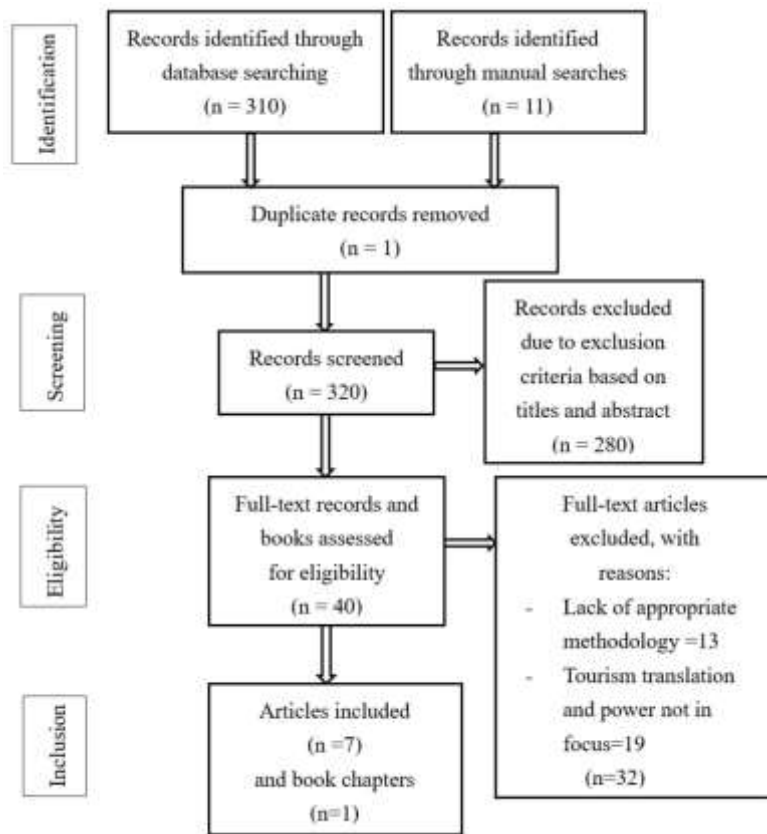


Figure 1. PRISMA flowchart for systematic review of tourism translation & power

2.7 Synthesizing Studies

To comprehensively understand the data screened and appraised, the researchers need to combine them by aggregating, discussing, organizing and comparing (Okoli, 2015). The first step in synthesizing data is qualitative classification (Okoli, 2015). In the current study, summaries of articles and books were categorized into author, publication year, country, title, source, and keywords (see Table 3). The categorization was performed through data integration and interpretation after filtering and literature classification under primary issues and themes.

Table 3. Overview of included literature

No.	Author, Year & Country	Title	Journal/Book	Keywords/Index Terms
1	Phipps (2007) UK	Translation spells: From Shakespeare’s page to the tourist stage	Forum for Modern Language Studies	Translation; Macbeth; Scotland; travel; tourism; spell; Benjamin, Walter
2	Ren (2010) Denmark	Beyond hosts and guests: Translating the concept of cultural misconception	International Journal of Culture, Tourism and Hospitality Research	Concepts of culture, cultural misconception, ANT, tourism networks, socio-materiality, practice
3	B. Zhang (2012) China	On Chinese-English translation of culture-loaded tourism publicities: A perspective of cultural manipulation theory	Theory and Practice in Language Studies	Culture-loaded tourism publicities, cultural communication, cultural interaction, manipulation, translation
4	Ma (2013) China	On the publicity translation of ethnic cultures from the perspective of power discourse theory	Guizhou Ethnic Studies	Publicity translation, Power discourse, Internet, Ru Shan, San Dao Cha
5	Figueiredo and Pasquetti (2016) Brazil	The discourse of tourism: An analysis of the online article “Best in Travel 2015: Top 10 cities” in its translation to Brazilian Portuguese	Ilha do Desterro	Critical Discourse Analysis; Tourism; Translation; Lonely Planet
6	Wu (2017) China	Globalization, translation and soft power: A Chinese perspective	Babel	Globalization, translation, soft power, China
7	Mănescu (2019) Romania	Translating tourism texts - The concept of “The Other”	Journal of Young Researchers	Discourse, culture, Other, tourism
8	Katan (2021) Italy	Translating tourism	The Routledge Handbook of Translation and Globalization	n/a

After evaluating the congruent relationship between the articles and the pre-set standards, the researchers started “mapping relations” between papers (Okoli, 2015, p. 900). All of the eight articles adopted the power perspective, though framed with different theories. The theoretical frameworks adopted by papers are shown in Figure 2.

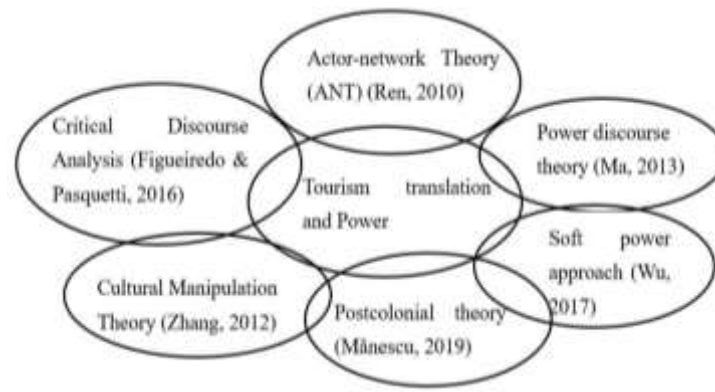


Figure 2. Theoretical frameworks of literature

3. Results

This study searched two representative databases in English and Chinese respectively: Scopus and CNKI, for literature published between 2000 and 2021. There were 310 articles produced out of the database searching. After data screening and appraising, seven articles and one book chapter were included in the final literature review process. The publication years of the included articles were summarized as follows in Figure 3.



Figure 3. Publication years of literature

The current search identified eight articles based on the inclusion and exclusion criteria (see Table 1). All the articles used the qualitative method. They were framed by power discourse theory, actor-network theory (ANT), critical discourse analysis, cultural manipulation theory, postcolonialism, and soft power approach (see Figure 2). The language pairs involved in tourism translation in the present literature review included Chinese-English (Ma, 2013; Wu, 2017; B. Zhang, 2012), English-German (Phipps, 2007), English-Portuguese (Figueiredo & Pasquetti, 2016), and English-Fijian (Mănescu, 2019) (see Table 4).

Table 4. Language pairs involved in the literature

Article citation	Language pair
Ma, 2013	Chinese-English
Wu, 2017	Chinese-English
B. Zhang, 2012	Chinese-English
Phipps, 2007	English-German
Figueiredo & Pasquetti, 2016	English-Portuguese
Mănescu, 2019	English-Fijian
Ren, 2010	domestic differences in Poland
Katan, 2021	English vs. non-English

Based on the thematic analysis, four themes were developed from the systematic literature review concerning the tourism translation-power relationship as follows: 1) Subjective exertion of power by translators in tourism translation; 2) Objective exertion of power in tourism translation; 3) Ideology-related power exertion in tourism translation; 4) Culture-related power exertion in tourism translation.

3.1 Subjective Exertion of Power by Translators in Tourism Translation

Regarding power and translation, the initial research was performed by Bassnett and Lefevere (1990), who urged translation scholars to examine “the vagaries and vicissitudes of the exercise of power in a society [...]. The exercise of power [...] in terms of the production of culture, of which the production of translation is part” (Bassnett & Lefevere, 1990). Thus, translators began executing power in translation for the desired outcomes or performing research on tourism translation from the power perspective.

The power of translation was sometimes so impactful that the translators were compared to magicians who could cast spells on tourism texts in the process of translation, which was in turn taken as witchcraft (Phipps, 2007). Shakespeare’s play *Macbeth* was demonstrated as a good example of literary tourism in Germany. Travel narratives as such could represent the important aspect of the “English language and Scottish history” (Phipps, 2007, p. 459) and function as education. Narrations by tourists were featured by “extravagant vocabulary and additional detail” and could persuade the audience into conceiving travel memories as ever-lasting (Phipps, 2007, p. 461). In response to a longing for the change in the tourist market, translators were like magicians who worked with perceived words to produce dramatic change. In producing the change in the text, the translators implemented their power in translation. In Phipps’s (2007) words, “translators become the witch doctors of the language world” (p.465). Through the magic power of words, the translators contributed a lot to making Scotland a tourist destination in Germany.

Apart from the power exerted by the translators on tourism translation, the correlation between language and tourists was examined. Mănescu (2019) regarded the tourism texts as advertisements and evaluated the texts of non-Western destinations around the concept of “the Other” and its novelty. Framed by postcolonialism, Mănescu’s article studied the impact of the post-colonial language and held that the translators needed to decide how to transfer the cultural messages to the target tourist texts. Mănescu (2019) contended that the tourist text translation process depended on cultural filters for the target market. However, Mănescu (2019) only demonstrated tourism advertisements for Fiji in a small corpus created by Fijian National Tourism Organization and a British Tourism Agency. The corpus was not utilized with corpus linguistics analytical tools and methods. Furthermore, the research question concerning the correlation between language and tourists was not duly answered.

3.2 Objective Exertion of Power in Tourism Translation

Different from the subjective perspective on the part of translators in the aforementioned articles, the external factor such as economic consideration came into play in the translation of tourism discourse as well. Based on critical discourse analysis theory and a corpus-based tool, Figueiredo and Pasquetti (2016) found that the source English tourism discourse went through changes in texts, pictures and layout of the website when being translated into Brazilian Portuguese. For example, the images of destinations were cut and changed by the text producers. These changes partially resulted from economic reasons in that the discourse seemed to cater to people with higher income, who have enough money to buy the tourism products as “symbols of successful consumer identities” (Figueiredo & Pasquetti, 2016, p. 211). Figueiredo and Pasquetti (2016) also noticed a radical decline in production costs as for the role of translators, who could translate from a distance and work from home.

3.3 Ideology-related Power Exertion in Tourism Translation

As a type of tourism translation, publicity translation was identified as intercultural communication restricted by different power discourses. Ma (2013) exemplified the translation of “Rushan” and “San Dao Cha”, which were characteristic of the Dali Bai ethnic minorities in China’s Yunnan Province. By adopting the power discourse theory, Ma (2013) analyzed the discourse content, discourse mode, and internet media in the publicity translation field and proposed measures to gain power in the discourse battling between China and the West. The exertion of power by the translators as such was intended to spread the Chinese ideas around the world, which had an ideological tendency.

Wu (2017) adopted the soft power approach and conceptualized the power of translation in the Chinese context. Arguably, “translation plays an important defensive role in resisting ‘cultural imperialism’ as well as ‘cultural deficit’ by bringing into effect new translation strategies in both the abstract ideological field and the concrete cultural trade sector” (Wu, 2017, pp. 481-482). Notwithstanding, the apparently novel translation approaches were not specified in the article. As soft power in this article was more politically related, its connotation seemed ambiguous compared to power under the post-colonial domain.

The impact of ideological power on tourism translation was also found in Katan's (2021) study. On the one hand, the language to be translated into in tourism translation was English as the lingua franca in most cases for the consideration of global accessibility. On the other hand, the distortion in tourism translation was caused by ideological reasons as well when the stakeholders tried to delete and distort information in tourist guides based on “their own national interests” (Katan, 2021, p. 342).

3.4 Culture-related Power Exertion in Tourism Translation

The cultural aspects of texts were taken into account in translation (Alhamad, 2022) and cultural misconceptions were regarded as differences innate between different cultures or strategies. These differences were recognized “between hosts and guests, developers and preservationists, locals and outsiders” (Ren, 2010, p. 295). Ren (2010) adopted the actor-network theory (ANT) in the study of cultural misconceptions and tried to widen the scope of understanding the world. In the process of explaining the misconceptions between cultures by ANT, power and marginalization came to the fore. The tourist destination was thought of as a network where heterogeneous identities were materialized. According to Ren (2010), the discernment of cultural misconceptions was achieved by “the translation trinity: the translator, the translated and the translation media” (Jo'hannesson, 2005 as cited in Ren, 2010, p. 294). The destination was constructed in a continuous network working in which different human and non-human entities acted according to the translator's translation. The cultural differences in Ren's (2010) study were confined to Poland rather than between Poland and other countries. The cultural misconceptions were caused by cultural differences between businessmen and locals, between people from elsewhere in Poland and Zakopane villagers.

Although the most common tourism translation perspective implies culture, B. Zhang (2012) examined the Chinese-English translation of culture-loaded tourism publicities from Lefevere and Bassnett's cultural manipulation theory. By citing samples with “culture-deficient information, over-loaded or tenebrous information, culture-specific information, and culturally poor structure”, the author aimed to demonstrate how manipulations function in communication between Chinese and foreign cultures for workable manipulative approaches for translation. B. Zhang (2012) suggested using four manipulation methods in tourism translation: addition, omission, explanation, and rewriting. The manipulation method of “addition” was used when the “source text is culture-deficient” (B. Zhang, 2012, 2344). The “ideological omission” (B. Zhang, 2012) was adopted to facilitate better demonstration and communication between cultures. When there was culture-specific information, the manipulation method of explanatory notes was recommended to allow better cultural communication. Finally, rewriting was utilized when translating obscure cultural-loaded information in the source text. Regrettably, such expositions on the correlation between translation and the cultural manipulation theory proved relatively unsatisfactory as the article specifically highlighted the linking strategies. Moreover, adopting these strategies was not easy to handle as the improper use of them might result in failure in cultural interaction.

4. Discussion

This systematic literature review aims to explore the power issues in tourism translation and identify the possible research gaps in tourism translation and power study. The database search produced 310 results in Scopus and CNKI, supplemented with 11 articles from manual searches in renowned journals in translation and in the references of relevant articles. Based on the review protocol, the inclusion and exclusion criteria, and the appraising process, the articles not focused on tourism translation and power were excluded from the final review. Resultantly, eight articles were included in this systematic literature review.

The thematic analysis of the included articles in the current study identified four themes regarding tourism translation and power. To the best of our knowledge, this review is the first to examine the power issues in tourism translation. With respect to the first research question, our study demonstrated the existence of power in the translation of tourism discourse. Some of the power by the translator was subjective (Mănescu, 2019; Phipps, 2007), and some originated from economic reasons (Figueiredo & Pasquetti, 2016). Several power exertions in tourism translation stemmed from ideological reasons and purposes (Katan, 2021; Ma, 2013; Wu, 2017), while still others were related to cultural differences (Ren, 2010; B. Zhang, 2012). Whoever exerted power in the process of tourism translation, “power is everywhere and comes from everywhere” (Foucault & Hurley, 1998). Following Gentzler (2002), the translator is one equipped with linguistic and cultural capacities who could not stay totally neutral in the translation process (p. 216).

Though the languages involved in this study were English and Chinese, only three out of eight of the articles concerned the Chinese-English language pair (Ma, 2013; Wu, 2017; B. Zhang, 2012), the other five articles either focused on English-German (Phipps, 2007), English-Portuguese (Figueiredo & Pasquetti, 2016), English-Fijian (Mănescu, 2019), or set against cultural differences within a country (Ren, 2010), or lingual franca as contrasted with other languages (Katan, 2021). The study between English and Chinese languages was mostly flavored with an ideological ingredient. Other language pairs or cultural backgrounds showed distinctive subtle aspects of translation and tourism. Moreover, the focus on the English-Chinese language pair in the current study was the translation direction from Chinese into English rather than English into Chinese (Ma, 2013; Wu, 2017; B. Zhang, 2012). Conversely, other language pairs were directed from English to non-English (Figueiredo & Pasquetti, 2016; Mănescu, 2019; Phipps, 2007).

Power is a concept derived from philosophy. The leading figure devoted to power is the French philosopher Michel Foucault who

addressed the issue of the correlation between power and knowledge (Foucault & Hurley, 1998). Thus, several studies included in the present study also showed philosophical nature. They demonstrated the impact of power by the translator or other agents on the tourism translation. Nonetheless, these studies did not present workable measures for translating tourism texts, echoing the criticism by some scholars about the indolence of the philosophical perspective on translation (Liao, 2002). Except for the two articles adopting Actor-network Theory (ANT) (Ren, 2010) and Critical Discourse Analysis (CDA) (Figueiredo & Pasquetti, 2016), the other six articles were all framed theoretically by the power theory.

Methodologically, most of the articles adopted a qualitative approach. Few tried to use corpus in their study to analyze the power exertion in tourism translation (Figueiredo & Pasquetti, 2016; Mănescu, 2019). However, they did not employ corpus linguistics theory and tools to analyze tourism translation. As one of the chapters in *The Routledge Handbook of Translation and Globalization*, Katan's (2021) study was more like a review of tourism translation, and power was not discussed in detail.

Based on the summary of past research, the translation-power relationship has garnered much scholarly attention in recent years. Several attempts were made to examine the tourism translation-culture correlation from the power perspective. Regardless, power in tourism translation was seldom justified theoretically in a systematic way.

Therefore, the research gaps could be summarized upon reviewing tourism translation and power issues. First, only a few language pairs were examined regarding the translation of tourism texts and the study of the power-tourism translation relation. Second, much tourism translation research emphasized the theoretical aspect of power, ignoring the practicality of applying the workable translation strategies in tourism translation. Third, current studies were mostly framed with a qualitative approach and lacked quantitative corpus-based analyses.

5. Recommendations

This systematic literature review implied several recommendations for further studies in tourism translation and power. First, more efforts were needed to review the interactive relationship between power and tourism translation with reference to other language pairs. So far, most studies have focused on the tourism translation-power relationship between English and other European languages like German and Portuguese. Nevertheless, many other language pairs in tourism translation-power relations have not been covered, especially the Asian and African languages. To develop a full picture of the power-tourism translation relation, scholars from different language backgrounds may knuckle down to the study of power impact on tourism translation.

In the meantime, there is ample room for further progress in developing feasible and practical translation strategies regarding power issues in tourism translation. Despite the philosophical nature and ideological attribute of power, it is advisable to develop and provide practical translation strategies so that the translator in the discipline would be able to utilize them in tourism translation. In any event, tourism translation is a form of pragmatic translation that is supposed to be practical. Therefore, only with workable measures to tackle the power issues in the translation process of tourism texts can the translators counterbalance the imbalance between different cultures and languages or exert power reasonably in tourism translation.

Furthermore, it might be possible to employ quantitative or mixed methodology in examining the tourism translation-power relation. Translation is mainly done by humans and tourism translation involves several agents. Thus, employing a qualitative approach in tourism translation makes sense as qualitative research is concerned with human interaction (Ary, Jacobs, & Sorensen, 2010). However, the subjectivity it denotes is an undeniable fact. Novel empirical strategies, such as corpus linguistics, have impacted translation studies in this rapidly-developing society characterized by digital information. Since the initiation of corpus-based translation by Mona Baker, corpus-based research has demonstrated "enormous potential for translation scholars" (Baker, 1995), and many scholars were utilizing corpus data in translation, even in tourism translation (Li & Wang, 2010).

Despite the fruitful results in corpus-based translation studies, the correlation between power and tourism translation has not been covered with a quantitative corpus-based approach. As such approaches could offer more reliable research data for scholars, it is deemed possible for them to perform systematic studies on the power issues in tourism translation with more credible, consistent, and easily stored and accessed data sources. Future research could determine the study scope in tourism translation and key term definitions. Therefore, parallel corpora, multilingual corpora and comparable corpora could be built to analyze the power issues in tourism translation. In addition, the mixed methodology is "more dependable" and grants a "more complete explanation of the research problem" than the qualitative or quantitative method alone can provide (Ary et al., 2010, p. 23). Hence, combining qualitative and quantitative methods in tourism translation-power studies may produce more promising results.

6. Conclusion

This systematic literature review examined tourism translation and power articles by determining, selecting, and charting literature data in two prominent databases – Scopus and CNKI. The former was for articles in the English language, and the latter was for research in the Chinese language. Altogether 310 articles were produced out of the database search and 11 articles came from the manual searches in renowned journals in translation and in the references of highly relevant articles. Four themes were identified through the systematic literature review process and thematic analysis. The first theme showed the subjective exertion of power by the translators in tourism translation to promote tourism in a destination. The second theme demonstrated the power in translating tourism texts by the translators or the text producers for economic reasons. Next, the third theme referred to ideology-related power exertion in the process of translating tourism texts. Finally, the fourth theme emphasized the culture-related power wielded by the translators in tourism translation. Apart from

the emerging themes, the most notable study outcome indicated three research gaps in tourism translation and power, concerning language pairs, translation strategies and research methodology.

There are still several limitations to this literature review. First, this review was limited to publications written in two languages, English and Chinese, and excluded articles from other languages. Thus, future studies exploring tourism translation-power relation could consider including other language pairs in the world to get a more holistic picture of the review. Second, our research was based on the PRISMA statement, and meta-analysis was not conducted for the lack of time and energy. Future investigation into the power issues in tourism translation could conduct a meta-analysis to use statistical data to synthesize the findings in the literature systematically. Notwithstanding the limitations as mentioned above, the study has evoked multiple questions for further examination and a sound comprehension of relevant study areas in tourism translation and power.

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